



Village of Lombard

Village Hall
255 East Wilson Ave.
Lombard, IL 60148
villageoflombard.org

Minutes

Community Promotion & Tourism

Tuesday, April 2, 2019

7:00 PM

Trustee's Conference Room

1.0 Call to Order and Pledge of Allegiance

The meeting was called to order by Chairperson Mike Fugiel at 7:00 p.m.

The Pledge of Allegiance was led by Brad Hanewall.

2.0 Roll Call

Present 7 - Mike Fugiel, Marguerite Micken, Jill Payne, Lori Solyom, Nancy Schukat, Phil Dahm, and Brad Hanewall
Absent 2 - Joe Orsolini, and William Mrazek

3.0 Public Participation

None.

4.0 Approval of Minutes

A motion was made by Jill Payne, seconded by Marguerite Micken, to approve the minutes of the March 5, 2019, committee meeting.

5.0 Old Business

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Local Tourism Grant Application 2019 - Lombard's Civil War Reenactment

Grant Request from Stanford's Mississippi Battery Inc., in the amount of \$8,600 from Hotel/Motel funds for the Lombard Civil War Reenactment. The funds will be used to provide entertainment, supplies, logistics and advertisement. The event will take place July 20 through July 22, 2019.

Chuck Wozniak began by letting the committee know that his group is in a better position to present their application.

Lori entered at 7:01 p.m.

They are planning to get answers from the people that are coming as to whether they are staying in a Lombard hotel. Committee member Marguerite Micken asked if the event is still planned for the 26th? Chuck replied Yes, the dates are wrong in the application, it is the 26, 27, and 28th of July.

Marguerite asked if they have a final decision on the dance? Chuck replied that they are we are working with the band. We used to get a donation because we did another event with them and got a discounted rate. If we are approved, we will talk with the school about the ball. Marguerite also asked if they consider holding the reenactment in the fall? Chuck responded that they can't because park is used for sports and other events already on the schedule. We would love to do it in the fall but it is just not possible.

Chairperson Mike Fugiel questioned if their total of actual expenses is \$12,250 and you are asking for a grant amount of \$8,700. Chuck replied that In-kind donations are just estimates. He also added that the band is not just for the dance, they are there all day. They do a parade and concert. Stanford's Battery approached few businesses for donations but they won't commit and asked to see us next year or closer to the event. Committee member Lori Solyom added that what Chairperson Fugiel is getting at is that your total expenses are \$12,250, which the grant is generally a 50% grant. Would you be interested revising your request to \$6,125 instead of \$8,700. Chuck responded Sure, we are hoping for the in-kind donations we listed but they are not guaranteed. Yvonne Invergo asked about charging vendors? Chuck said that the vendor he asked about paying a fee said he would not be coming back if he had to pay. He also enjoyed being a vendor at back to back events and now he isn't coming. He made \$3,000. He got a hotel and this is business so it isn't worth it for him. Yvonne Invergo then questioned what Chuck would be able to cut in his budget to make this work? Chuck replied we can't cut anything so we will just eat the difference. People come to expect the same things and so we will just eat the loss.

Lori also commented, that as a final thought, find someone who thinks outside of the box to look at ways to increase your revenue stream. We like this event and there are a lot of things at other events we attend that we have to pay for. You need to keep this sustainable so look at it from the outside and find revenue streams. Yvonne Invergo added they need to show them a value and you will get sponsors. Chuck responded that we will try new things. Yvonne asked if everything has

to be civil war oriented? Will you consider other crafters, etc.? Joe McCann, Lombard Park District has only approved to have their event and we would need additional permissions to permit others to come in. Joe added that Sarah of the Lombard Historical Society had more leverage to lower their costs and make it work. They will have some challenges to run this event. The committee made additional suggestions on options for fundraising.

A motion was made by Lori Solyom for the approval of a \$6,125 grant to the Stanford's Battery, seconded by Jill Payne. The motion passed unanimously.

6.0 New Business

None.

7.0 Other Business

None.

8.0 Information Only

Chairperson Fugiel stated that this would be his last meeting as Chair of this committee. He thanked the Committee for their service and participation over the years.

9.0 Adjournment

A motion was made by Marguerite Micken, seconded by Lori Solyom, to adjourn the meeting at 7:17 p.m. The motion passed unanimously.