



# Village of Lombard

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

## Minutes

### Community Promotion & Tourism

*Trustee Mike Fugiel, Chairperson,  
Trustee Bill Johnston, Alternate Chairperson,  
Jill Payne, Marguerite Micken, Joe Orsolini,  
Lori Solyom, Nancy Schukat, Phil Dahm,  
Bill Mrazek and Brad Hanewall*

*Ex-Officio Members: Yvonne Invergo - Lombard Chamber of  
Commerce;*

*Beth Marchetti - DuPage Convention & Visitors' Bureau;  
Yorktown Centre - Todd Hiepler;*

*Neil De Guia - Embassy Suites; Juanita Hernandez - Extended  
Stay America;*

*Randy Kline - Sure Stay Plus; Max Schultz - Hyatt Place; Karen  
Borris - Marriott Fairfield Inn;*

*Adriana DeHoyos - Extended Stay America; Frank Balisteri -  
Comfort Suites;*

*Maureen Fleetwood - Sonesta ES Suites; Nick Hefner - Towne  
Place Suites;*

*Mike Feigenbaum - The Westin Hotel*

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Tuesday, March 5, 2019

7:00 PM

Community Room

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## 1.0 Call to Order and Pledge of Allegiance

*The meeting was called to order by Chairperson Mike Fugiel at 7:00  
pm.*

*The Pledge of Allegiance was led by Lori Solyom.*

## 2.0 Roll Call

**Present** 8 - Mike Fugiel, Marguerite Micken, Jill Payne, Lori Solyom, Nancy Schukat,  
Phil Dahm, William Mrazek, and Brad Hanewall

**Absent** 1 - Joe Orsolini

*Also present: Carmel Ludwig, Firebirds Soccer Club, Chuck Wozniak,  
Stanford's Battery, Joe McCann, Lombard Park District, Beth Marchetti,  
Dupage Convention and Visitors Bureau, Yvonne Invergo, Lombard  
Chamber of Commerce, Nicole Aranas, Staff Liaison*

### 3.0 Public Participation

*None.*

### 4.0 Approval of Minutes

A motion to approve the minutes of the February 5, 2019, committee meeting was made by Bill Mrazek, seconded by Brad Hanewall. The motion was approved by unanimous vote.

### 5.0 Old Business

[190037](#)

#### **Local Tourism Grant Application 2019 - DuPage Preseason Invitational**

Grant request from Firebirds Soccer Club in the amount of \$7,500 from Hotel/Motel funds for the DuPage Preseason Invitational. The funds will be used to support the overall soccer tournament expenses and for marketing. The event will be on August 30, 2019.

A motion was made by Nancy Schukat, seconded by Lori Solyom, to approve the grant from Hotel/Motel funds for \$7,500. The motion passed unanimously.

[190021](#)

#### **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 presented the grant application for Stanford's Battery Civil War Reenactment. Chuck stated that they have been involved in civil war reenactment and previously presented when Bill Mueller led the committee. Since that time, the grant has been overseen by the Lombard Historical Society. 2018 was the last year of Historical Society involvement. The Battery needed a sponsor and asked the Park District to support the event. They have \$1,000 from sponsors but need assistance because they can't do it without financial assistance from the Village. The first application submitted was for \$11,000 but that number was wrong.*

*Based on the submittal that we had it was difficult to make a way to evaluate the funding.*

*This year, the reenactment will have no revenues. In the past, the Historical Society has sold items, T-shirts, held raffles and collections*

*but this year they will not be doing those things. Committee member Phil Dahm asked why the LHS is no longer involved? Chuck responded that they have been trying to get out over the last number of years. The LHS director felt it was too hard for one person to do and that their staff has other responsibilities. They worked hard for six months and it was too hot. Marguerite Micken asked why they aren't selling t-shirts. Chuck responded because they never sold a lot. Joe McGann of the Lombard Park District added that the Historical Society is focusing on the Sheldon Peck items and based upon the amount of money they made, it didn't match the amount of man hours that they put in.*

*Committee member Lori Solyom commented she has attended the event every year. At previous events, they always sought donations from attendees and we always put something in. Chuck commented that initially the Park District said we couldn't collect. Joe McCann noted that the park district does not think it is appropriate for the park district to collect funds and they don't want to benefit financially. Funds could be collected so long as all donations would go the battery. The only funds to the Park District would be refund of direct costs.*

*Chairperson Mike Fugiel questioned \$16,000 in expenses. Expenses less the donations are \$10,000. Normally we grant up to the 50% of the costs. Chuck has 3-4,000 of donations. Half of the expenses would be \$5,000.*

*Phil Dahm asked if they have always had the ball? Chuck replied that it is held every year and it is free to attend. He feels their ball is really good. The band comes from Milwaukee and they are great. The band had a deal with the Historical Society and Chuck does not know why it was so cheap for LHS. Chuck commented that because they did another event for us in Carpentersville, they gave a price break. Phil Dahm also asked what is a bounty? Chuck replied it is when people bring stuff, such as cannons, we pay them. The cost of gunpowder goes up, so everything is more expensive than previous years.*

*Committee Member Bill Mrazek asked how many hotel stays were generated? Chuck's answer was 14 at least. There were at least 3 from his unit and others you don't really know where they stay. The band had a lot of rooms on Saturday night. One stayed at the Crown Plaza which isn't in Lombard. There was one room purchased just for use of the pool. We have 200-250 reenactors. Marguerite Micken asked if they provide suggestions of places to stay when they send out notices?*

*Chuck said that they tell them where to go in town. Marguerite then suggested maybe they should have a list. Yvonne Invergo of the Lombard Chamber of Commerce offered to provide a list of business directories. Lori Solyom suggested that it was be good if they could track the hotel stays. Marguerite Micken commented that Lombard hotels have a good range of rates and hotel levels.*

*Marguerite Micken asked Chuck if they have ever gotten the word out that they want volunteers. Chuck replied that the LHS put out a request and Sarah got a lot of volunteers. Stanford's Battery provided the uniforms. The volunteers from Lombard are not reenactors but they use our costumes to volunteer for the event. Lori Solyom made a comment that Chuck has been doing this for a while. She asked if they looked at other ways to raise revenues. Chuck replied that they used to charge money to vendors for set up. Marguerite Micken commented that they need to charge revenue, you can't just give it away. Yvonne Invergo noted that the Chamber charges for the craft fair and they will make a profit. Chuck responded that he doesn't believe in it. Marguerite Micken commented again that they need to have revenue.*

*Chairperson Mike Fugiel commented that we cannot, as a committee and organization, give away 5, 8, 10 thousand dollars to a program that isn't turning a dime. Lori Solyom felt that if they can show they are getting hotel rooms that is a different story. Phil Dahm asked how they advertise. Chuck responded that they have business cards they pass out at events and they place wood cut-outs around town. The reenactors also march in parades.*

*Yvonne Invergo asked if they have gotten business sponsorships? Chuck replied that they are going to go after businesses. They want to increase sponsorships and maybe one day they won't need to ask the village for money.*

*Trustee Fugiel stated that the grant normally funds 50% so he would recommend funding half. Chuck noted that they just want to be covered. They only used last years budget and we want to have more and we might need more if sponsorships don't come through.*

*Chairperson Mike Fugiel commented that right now if they had \$4,000 in revenue and \$5,000 in grant. Yvonne Invergo asked if Stanford's can reduce the cost of the grant? Can you charge admittance? Chuck stated the he doesn't know if people would pay for the ball. It's like a perk for those who come.*

*Phil Dahm questioned the expense for the wood. Chuck replied that*

*last year Sarah got it from her husband. It is firewood and we also use wood to build fences, etc. Phil asked why they don't you keep it year over year? How many people came? Chuck responded that the LHS ran the event and they used their estimate, if he had run the event they would have counted, but estimated that there are about 200 people during the battles. Lori Solyom commented that at the entrances and exits there are always active collections suggesting \$5 donations. Also, the announcer does a good job of soliciting information.*

*Chairperson Mike Fugiel stated that he felt Stanford's is putting the committee in a tough spot. If we give you \$5,000, you need to make it work with that amount. Chuck replied that they would like to receive \$8,000 to be covered.*

*The committee made suggestions to help Chuck understand how he can work within the reduced grant amount. Phil Dahm suggested cancelling the band. Lori Solyom suggested they should try to get lumber and food donated. We have local businesses and they would donate. So you can find them. Exchange advertising for hanging a business name on the cannon.*

*Phil Dahm asked what type of wood is it? Chuck responded they get 2x6 and planks.*

*Yvonne Invergo suggested they think unconventionally. Use a park district party wagon for the tables. Phil Dahm commented he feels there is a lack of a structured plan. Chuck stated that they don't know at this point if they are going to get the same perks.*

*Lori Solyom asked if the committee has to vote on this tonight or if they can go out and put together a fundraising plan. We would be more behind it. I would like to see a solid budget. Can we get it next month? Chairperson Mike Fugiel commented that right now I don't see the event flying because I don't see a plan happening. Lori Solyom added that she would like for them to come back next month with additional info on how they plan to make money.*

## **6.0 New Business**

*None.*

## 7.0 Other Business

*None.*

## 8.0 Information Only

*The next meeting will take place on April 2, 2019.*

## 9.0 Adjournment

A motion to adjourn the meeting was made by Phil Dahm, seconded by Bill Mrazek. The motion was approved by all at 7:49 p.m.