



# Village of Lombard

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

## Minutes

### Community Promotion & Tourism

*Trustee Bernie Dudek, Chairperson,  
Trustee Andrew Honig, Alternate Chairperson,  
Marguerite Micken, Joe Orsolini, Nancy Schukat,  
Phil Dahm, Nicholas Piron, Jim Grillo,  
Gayle Kankovsky and Amy LeBeau*

*Ex-Officio Members: Melissa Infusino - Lombard Chamber of  
Commerce; Beth Marchetti - DuPage Convention & Visitors'  
Bureau; Yorktown Centre - Josh Dean; Embassy Suites - Mike  
Hansen; Sure Stay Plus - Randy Cline; Sonesta ES Suites -  
Alan Gagnon; Extended Stay America (22nd) - Iverliss  
Hernandez; Comfort Suites - Frank Balisteri; Extended Stay  
America (Technology) - Adriana DeHoyos; Fairfield Inn &  
Suites - Tamara Rodgers; Hyatt Place - Arvyda Mikalainis;  
Towne Place Suites - Ashley Libbe; The Westin - Kym Myers*

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Tuesday, June 7, 2022

7:00 PM

Lorraine G. Gerhardt Community Room

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#### 1.0 Call to Order and Pledge of Allegiance

*The meeting convened at 7:02 p.m.*

*The pledge of allegiance was led by Nicole Aranas.*

#### 2.0 Roll Call

**Present** 7 - Bernie Dudek, Andrew Honig, Marguerite Micken, Nancy Schukat, Nicholas Piron, Gayle Kankovsky, and Amy LeBeau  
**Absent** 3 - Joe Orsolini, Phil Dahm, and Jim Grillo

*Also present: Beth Marchetti, Dupage Convention and Visitors Bureau,  
Melissa Infusino, Lombard Chamber of Commerce, and Nicole  
Aranas, Staff Liaison.*

#### 3.0 Public Participation

*None.*

#### 4.0 Approval of Minutes

**A motion to approve minutes of the April 5, 2022 committee meeting was made by Nancy Schukat, seconded by Marguerite Micken. The motion passed unanimously.**

## 5.0 Old Business

### [210177](#)

#### **American Rescue Plan Funding**

Continued discussion regarding hotel and hospitality sector relief funding for industry recovery within the Village of Lombard. Discussion will include a review of meeting with local hotels, responses to hotel survey instrument, presentation from DCVB on the existing tourism matching grant program, and other updates.

*The committee has previously discussed an ARPA funding allocation of \$300,000 for support of the hotel and hospitality sector recovery. Since the last meeting, a survey was sent out to local hotels and a meeting was hosted by the DuPage Convention and Visitors Bureau (DCVB) and the Village of Lombard. All hotels except for one were able to participate in the hotel meeting to hear about the proposed local grant program and provide feedback. Following the meeting, a survey was sent to all hotels and responses were reviewed.*

*Beth Marchetti of the DuPage Convention & Visitors Bureau provided an update on the State program for hotels. The Illinois Hotel and Lodging Association received \$75 million to be paid for hotels per hotel room and 80% of the grant will be used to cover payroll, bonuses, and benefits.*

*The committee discussed what might be covered by a local hotel program including the coverage of transportation costs. Beth stated that the Cook County CVB's cannot incentivize local transportation for off-site meetings or otherwise. Hotels such as The Westin are competing with Cook County. Transportation is an issue with gas prices being high and staffing due a shortage of drivers even when shuttles are available. It is often easier to use a third party to handle shuttles. Beth provided examples of what hotels have done to incentivize group business and to get groups for repeat bookings. Included were décor and welcome items for groups and AV costs, where the costs of services has been high.*

*Melissa Infusino of the Lombard Chamber of Commerce stated that she has been working with the Westin on bidding for an event which will bring in 125-150 people and rooms. They are looking to create a Lilac experience to plan a visit to the downtown area and visits within the*

*community. They are also looking at the possibility of a trolley to take people to downtown and the Sheldon Peck homestead as well as local vendors for beer, wine, and food for the venue. Free breakfast has been provided by other hotels. The Westin had to provide a \$20 voucher for breakfast.*

*Beth presented on the DCVB Municipal Grant Program which was started in 2015 and reviewed examples of group business.*

*Beth also shared information about the funding through DuPage County and requests the DCVB for similar things.*

*The committee agreed that moving forward we can use the items listed within the survey, but to exclude the items funded by the Illinois program. Committee Member Marguerite Micken recommended that the grant be left open to give the hotels a variety of options to choose from.*

*Committee Member Amy LeBeau stated that hotels should submit proposed or past expenses and explain what they wish to spend. This should be required to provide written estimates similar to the overhead sewer program.*

*The Committee found that there was nothing in particular to take off the table of the items listed in the survey. Helping with payroll would be covered through the Illinois grant.*

## 6.0 New Business

### [220171](#)

#### **Local Tourism Grant Application 2022 - Farmer's Market**

The committee will discuss and make a motion on a grant request from the Lombard Area Chamber of Commerce in the amount of \$2,640.00 from Hotel/Motel funds for expenses related to cover Public Works overtime. The event is scheduled to take place June, 2022 through October, 2022.

*Melissa Infusino made a presentation of the Farmers Market grant request. The Lombard Chamber of Commerce is limited on vendors, but had a great day with full produce as well as a meat and cheese vendor. Vendors also provided gelato, coffee, hot dogs, cake pops, sour dough baked goods, soaps, microgreens, jewelry, and candles. There were three vendors that were no shows. Non-food, non-comsumable vendors were limited. The vendors were pleased with the attendance of the event. Children used sidewalk chalk to play. There was live music, and the attendees congregated with the music. The community has been supportive and wonderful. The list of vendors has not been posted yet. The Citizens Police Academy Alumni Association will be invited in the future to set up a booth and sell popcorn at no cost. The sweets vendor will be altering the offerings based on the seasons. A hot sauce vendor is a possible option as well. There is no food being cooked on site as it would require health department permits. The grant request is for the overtime of Public Works to set up barricades for the event every Tuesday morning starting at 5 a.m. for 2 hours of overtime per week. The grant request is only for overtime. At the end of the event, the Chamber will be moving the barricades so that Public Works does not have to come back out.*

A motion was made by Nancy Schukat, seconded by Gayle Kankovsky, to approve the grant application for the Lombard Chamber of Commerce in the amount of \$2,640. The motion passed by unanimous approval.

## **7.0 Other Business**

None.

## **8.0 Information Only**

None.

## **9.0 Adjournment**

A motion to adjourn was made by May LeBeau, seconded by Gayle Kankovsky. The motion was approved by all and the meeting adjourned at 8:30 p.m.