

Village of Lombard

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



Meeting Minutes

Thursday, January 21, 2010

6:30 PM

Community Room

Special Meeting Board of Trustees

*Village President William J. Mueller, Village Clerk Brigitte O'Brien
Village Trustees Greg Gron, Richard J. Tross, Zachary Wilson,
Dana Moreau, Laura Fitzpatrick and Bill Ware*

I Call to Order

The Special Meeting of the President and Board of Trustees of the Village of Lombard held on Thursday, January 21, 2010 in the Community Room of the Lombard Village Hall was called to order by President Pro Tem Richard Tross at 6:40 pm.

II Roll Call

Present: Village Clerk Brigitte O'Brien, Trustee Greg Gron, Trustee Richard J. Tross, Trustee Laura Fitzpatrick, Trustee Dana Moreau, Trustee Zachary Wilson and Trustee Bill Ware

Absent: Village President William J. Mueller

Staff Present:

Village Manager David Hulseberg

Director of Public Works Carl Goldsmith

Director of Community Development Bill Heniff

Director of Finance Tim Sexton

Chief of Police Ray Byrne

Fire Chief Ed Seagraves

Executive Coordinator Carol Bauer

III Public Participation

None

IV Agenda

100022 Discussion - Hotel/Motel Budget (Continued Discussion)

Village Manager Hulseberg proceeded to give an overview of the Hotel Motel budget. He stated the Community Promotions and Tourism Committee met today, reviewed the budget and made some recommendations. He stated to maintain the 25% fund balance, cuts needed to be made. He advised that they will look at the budget line by line.

Manager Hulseberg noted the personnel costs were held. He spoke about operating costs in the amount of \$135,000. He reported that the Library and the Park District will each be contributing \$4,000 toward the cost of the PRIDE newsletter.

Village President Mueller arrived at 6:43 pm.

Trustee Tross inquired if the Park District and Library were in agreement with this.

Trustee Ware asked if this was for one year or can they opt out at a later date.

Manager Hulseberg indicated the Park District and Library have been requested to give the Village a 90-day notice if they were going to opt out of contributing to the printing of the PRIDE. He indicated the Library felt it was a great deal.

Manager Hulseberg noted the Winter Program was cut from the budget. He noted that holiday decorations were cut other than in the TIF area downtown and those expenses would come from the TIF funds. He noted there will be no decorations on Westmore or on Highland. He stated the overtime for the Police Department Business and Mall

Patrol Program (BAMPP) would remain.

Trustee Tross reported in a 1996 memo, it was clearly identified that this patrol was foot patrol and officers going into businesses and not officers driving around in squad cars. He questioned this program.

Trustee Ware asked if the \$15,000 in this budget could not be used elsewhere. He indicated he heard officers were using this time to do their Christmas shopping.

Manager Hulseberg stated he did not think the officers were doing their Christmas shopping.

Trustee Moreau felt this item should be looked at later in the discussions.

Trustee Tross felt this item belonged in the Police budget and not in the Hotel Motel fund. He indicated the Hotel Motel tax was originally 3% and then was raised to 5% and some of these programs are crafted to fit into this budget, but he did not feel that they belonged there. He questioned how additional officers add to tourism in Lombard.

Manager Hulseberg stated the additional officers add to the safety of the community.

Trustee Tross requested President Mueller to remind his colleagues of why the Hotel Motel tax was passed originally and how programs that were to be included were clearly regulated by the State to include programs that would promote tourism and attract visitors to the Village. He stated he did not see how additional police officers would attract visitors. He noted that no one from the hotel industry argued with certain expenses from that fund, thus they have remained. He talked about trees and landscaping being left in that budget and questioned having sidewalk replacement in that fund. He also asked how additional police officers would add to tourism.

Manager Hulseberg felt this would make the community safer and attract more visitors. He felt this added to the amount of people who come to Lombard.

Trustee Fitzpatrick questioned if these officers help get the traffic moving.

Manager Hulseberg indicated Yorktown pays for that.

Trustee Wilson asked for Chief Byrne's opinion and indicated he was not ready to get rid of this expense.

Chief Byrne stated he felt the BAMPP was a good program and noted when the mall becomes crowded with shoppers, the officers in this program handle the complaints instead of calling officers off the street.

Trustee Tross noted the original program was for officers to stop, talk and visit businesses while on foot patrol. He said this appears to be just about the mall. He asked to see the After Action Report.

President Mueller noted that Eastgate Center is also included in this program. He did recall being a businessman in town, and how the officers did stop in his office. He stated he was not sure how the program was working now. He felt the key was safety and this included not only Yorktown, but downtown Lombard and the Roosevelt Road corridor. He stated this is business security provided during the Christmas season. He felt businesses were more prone to theft and trouble with the poor economy and thieves were looking for a quick hit and get away. He stated one thing to look at as the Board is reviewing the budget, is that Lombard does nice things and felt we have a special community. He emphasized wanting to keep it that way. He stated the committee looked at this. He did not want to compare Lombard to other villages. He noted that Lombard is Lombard and felt the Board should look at what they can do to make the community the best that it can be. He spoke about removing the \$1,000 funding to the Chamber for their brochure. He questioned if that was a good idea since that covered the cost of the center pages which included the restaurant directory. He noted on the other side of the coin, he felt it was not helping to promote the restaurants in Lombard and the Village would not receive the sales tax that would be associated with those sales. He felt it was the Village's job to help promote businesses and restaurants in Lombard and spoke about the Shop and Dine program.

Trustee Moreau questioned if it would be more costly not having the program.

Chief Byrne indicated that there may be an hour wait for an officer to handle taking a traffic accident report in some cases and also spoke about the increase in retail theft

reports.

President Mueller noted that timing was important. He stated how seeing an officer automatically makes you slow down.

Trustee Gron questioned if this was the right place for the funding.

President Mueller stated he did not want to get into that discussion at this time and that for years this fund has been the catch-all for programs when there have been shortfalls. He stated when there has been money in the Hotel Motel fund, that funds were shifted. He did feel that this should be addressed and possibly move some of these programs to other areas in the budget. He stated it was just taking money from one pocket or another pocket.

Trustee Ware felt this should be cut, but stated he will go along with the majority.

President Mueller asked the Board if they wanted to keep or drop the program and the result was Trustees Gron and Fitzpatrick in favor of keeping; Trustees Ware, Moreau and Wilson in favor of dropping the program. Trustee Tross felt the Board should listen to the Chief, but felt this did not belong in the Hotel Motel fund.

Manager Hulseberg indicated \$10,000 had been cut from the Lilac Parade budget.

Trustee Fitzpatrick questioned what the Fire Department overtime was for.

Fire Chief Seagraves stated this covered the EMS unit standing by during the parade.

Trustee Wilson questioned why this was overtime pay for an ambulance to sit at the parade when you have units at the fire stations and they could be used in the parade and the Village would not have to pay overtime.

Chief Seagraves noted that during the parade Main Street is shut down and routing can be a problem. He stated they use the third ambulance on overtime for the parade and the other two ambulances stay in-house for calls.

Trustee Wilson felt it was not necessary to pay overtime for this.

Trustee Fitzpatrick questioned the cost of a fire truck in the parade.

Chief Seagraves stated about \$90 per hour.

Trustee Tross recommended going back to a voluntary donation from residents on the water bill and asked if this could be done. He was opposed to taking the \$5,000 in scholarships to the lilac princesses away and indicated this would be disastrous to the program.

President Mueller indicated that since the Lombard Junior Women's Club took over the Lilac Queen competition, that there has been more publicity. He felt the contestants were in this for the competition and not for the scholarship from the Village. He also noted that the scholarships are still in the budget for this year and this would not take place until 2011. He indicated if this was removed now, it could be put back in the budget at a later time. He stated going back to Trustee Wilson's question about the ambulance at the Lilac Parade, that many years ago there was a serious situation with a Shriner losing control of his motorcycle and several people being injured. This happened right in front of the Fire Department staff so they were able to respond immediately.

Trustee Wilson recommended the Shriners pay for it.

President Mueller noted we pay them to be there. He stated most entries in the parade are paid to be there and that no one comes out for free anymore.

Trustee Moreau stated this was up to the Parade Committee. She questioned corporate sponsorship.

President Mueller asked if Yorktown was a sponsor of the Parade.

Trustee Gron stated no.

Trustee Tross spoke about sponsors writing checks and going back to donations. He suggested having banners for the various hotels as sponsors as in the past. He also felt some floats were sponsored by organizations.

Trustee Gron stated the Lilac Queen and Court float was sponsored, but that there were very few floats that were sponsored.

Trustee Moreau questioned if the Lilac Parade Committee was looking at donations.

Trustee Gron noted that the Parade Committee sends out letters to all businesses.

President Mueller noted the Village is not running the Lilac Parade or the Taste and the Village does participate and encourages these activities, but the Village does not sponsor, only helps. He felt the committee should seek additional corporate sponsors. Trustee Tross agreed on the \$25,000. He felt the Village had taken over. He stated the Jaycees for 30 years had done marshalling of the intersections and going to the Village Hall to pick up the barricades and drop them off where needed. He stated the Parade Committee did not care about the porta-potties or the scholarships.

President Mueller noted that things have changed over the years. He stated the Park District used to do the advertising for Lilac Time. He noted the Village has taken a more active part in some of these activities. He spoke about volunteers and suggested possibly using the Citizen Police Academy Alumni for assistance.

Trustee Moreau questioned if eliminating the scholarship would be a problem. She questioned funding part of the scholarship.

President Mueller questioned how long the Village had been doing the scholarships. Trustee Tross thought it had been ten years.

Trustee Wilson questioned the high cost of advertising.

President Mueller spoke about the \$18,000 in advertising costs with the Park District and the DuPage Convention and Visitors Bureau supplement which helps bring people to Lombard. He talked about spending a day at Lilacia Park talking to people who had come to visit and were from Wisconsin and southern Illinois to mention a few places. He noted that people come to see Lilacia Park and other events and not just come for the Parade.

Trustee Tross indicated the ads for Lilac Time go out in 35-40 papers.

Manager Hulseberg stated the \$108,000 budget for the Taste of Lombard was proposed to be eliminated.

Trustee Tross indicated the Taste of Lombard was in its 27th year and it had mushroomed because of requirements imposed by the Village of Lombard. He spoke about the Jaycees handling the Taste for many years with no assistance from the Village. He talked about the Village stepping in and requiring police staffing and numerous other things and about infrastructure improvements that were made and the delivery and installation of snow fence. He stated the second largest expense is police overtime. He noted that there was an issue regarding hiring of off-duty sheriff deputies at \$12 per hour and that was when the Lombard Police Department stepped in and said they would handle. He indicated he did not want to get into the micro-management of the Taste of Lombard.

Trustee Wilson questioned eliminating the profit.

Trustee Tross questioned the profit.

Jaycee Tim Piper indicated after paying insurance and paying out 75,000-85,000 to 40 community groups, the profit was about \$3,000.

Trustee Tross spoke about the fireworks and the cost associated with that. He spoke about a one-day event with food vendors, but stated this is not cost-effective for the vendors. He stated ten different organizations are involved with the Bingo tent. He noted there are only a very few organizations that are not involved in the Taste.

President Mueller spoke about the quality of life in Lombard and the character of the community. He felt it was things like the Taste that made Lombard special. He indicated the Taste was like one big block party and how it brings so many people together to have a good time. He noted he had received a call from CBS News today questioning what the Village had decided regarding the Taste of Lombard funding.

Mike Flannery from CBS News stated they had received calls from residents and e-mails and he was following up on them. He stated this is like the Parade and is a project of an organization, in this case the Jaycees, and the Village is willing to help with a community project, but that we do not want to micro-manage the Jaycees. He stated they will need to decide if they want to charge an admission and look at areas that can be cut. He asked how the Village can work with the Jaycees.

Trustee Wilson suggested having video gaming machines at the bingo tent. He

questioned incidents during the event.

Trustee Tross stated he has been involved for 26 years and the incidents are isolated.

Trustee Ware stated as a past chairperson of the Taste, money and profit can be made. He stated in the early 90's when he was involved, they made a profit. He stated they used Illinois Auxiliary Police and it was less costly. He supported making cuts.

Trustee Wilson suggested they pay the Village.

Trustee Moreau spoke about the quality of life in Lombard, the Taste and how some people have their parties each year based on the fireworks and have even purchased homes so that they had a view of the fireworks. She spoke about cutting all events.

Trustee Ware suggested looking at the fireworks and asked for some numbers before making a decision.

President Mueller felt eliminating the Taste and the Fireworks was one of the worst things that the Board could do. He stated the Taste is up to the Jaycees and we can tell them we are going to give them \$25,000 for the fireworks and an additional dollar amount and they can decide what to do or what to cut. He suggested possibly not giving money to all of the organizations that they support now. He stated the Village Board is not here to run the Taste of Lombard. He did feel that the Taste and the Fireworks were important. He noted that the Lombard Fireworks display was one of the best in DuPage County.

Trustee Tross suggested not going back 27 years ago when the Jaycees shot off the fireworks. He indicated the \$30,000 Fireworks show here was equivalent to Oak Brook's \$55,000 Fireworks show. He suggested if the Village wanted to support the Taste and Fireworks, that we go back to the Jaycees and have them host and coordinate before the Village became involved. He stated the Jaycees do not care about the shuttle bus or parking in the neighborhoods. He said they are willing to look at it and see what the parameters are for proper security and first aid. He suggested letting the Jaycees look at this and felt this was how the organization grows. He felt the Jaycees should come back to the Village and see if they can work the details out. He stated if there was no event, no one would be blamed.

Manager Hulseberg indicated police and fire will be required for the amount of people. He stated volunteers are needed to get the job done, but that the Village needed a sense of requirements for the event.

Trustee Tross suggested not micro-managing what the Jaycees have to do as this was their event.

President Mueller felt both the Police and Fire personnel would love not to have the Taste and have the time off instead. He indicated this was cutting the heart of the community.

Trustee Wilson indicated the Village needed to cut expenses and that the Board needed to make decisions and could not continue to spend money it did not have. He stated the residents want the Village Board to be responsible.

President Mueller stated he felt the Board was nickle-and-diming the community and that the Board had not gotten to the real problem.

Trustee Wilson indicated the nickels and dimes add up.

Trustee Ware felt that the Police needed to be present during the Fireworks and questioned the cost involved.

President Mueller indicated \$45,000-50,000.

Trustee Tross spoke about 40 hours of public time at \$1,000 per hour. He suggested having staff provide a number of police required and then let the Jaycees figure it out. He felt the Board was arbitrarily making a decision.

Trustee Ware agreed that the Jaycees should figure it out.

Trustee Tross stated it was not the \$25,000 grant and the \$38,000 in overtime. He felt it was not necessary to have six patrol officers in pairs of two.

V Adjournment

The Special Meeting of the President and Board of Trustees held on Thursday, January 21, 2010 in the Community Room of the Lombard Village Hall ended 7:32 pm for lack of a quorum.