



Village of Lombard

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

Minutes

Community Promotion & Tourism

*Trustee Patrick Egan, Chairperson,
Bernie Dudek, Alternate Chairperson,
Joe Orsolini, Kimberly Messina, Umar Haque,
Kathleen Rodak, Marshon Balthazar, Junaid Ali,
Alexa Ardia, Sanah Abdelfattah and Jim Grillo
Ex-Officio Members: Rick Galfano - 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 - Rebekah Burton; The Westin - Torrez
Watson
Staff Liaison Nicole Aranas*

Tuesday, November 4, 2025

7:00 PM

Lorraine G. Gerhardt Community Room

1.0 Call to Order and Pledge of Allegiance

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

The pledge of allegiance was recited.

2.0 Roll Call

Present 8 - Patrick Egan, Joe Orsolini, Kimberly Messina, Umar Haque, Kathleen Rodak, Marshon Balthazar, Junaid Ali, and Sanah Abdelfattah
Absent 2 - Alexa Ardia, and Jim Grillo

Also present: Nicole Aranas, Staff Liaison, Trevor Dick, Director of Economic Development and Planning, and Rick Galfano, Lombard Chamber of Commerce.

3.0 Public Participation

4.0 Approval of Minutes

A motion was made by Joe Orsolini, seconded by Umar Haque, to approve the minutes of the October 7, 2025 meeting. The motion was approved by all.

5.0 Unfinished Business

6.0 New Business

[250340](#)

Placer.ai Location Analytics Platform Purchase

Recommendation from the Economic and Community Development Committee (ECDC) to purchase a subscription for Placer.ai software, a location analytics platform. Placer.ai provides real-time mobility and foot traffic data that will provide informed data driven decisions to attract and retain business support, downtown activities, and evaluate development opportunities. (DISTRICT ALL)

Trevor Dick, Director of Economic Development and Planning, made a presentation to the Committee introducing the concept of Placer.AI software following the ECDC approval and recommendation.

Placer.AI uses foot traffic analysis through cell phone location data to track how many people visit a location, how often and how long. The software can measure visitor traffic before, during, and after festivals, parades, seasonal markets, or other events with 24 hour live updates of data.

Trevor shared a sample report with analysis of Cruise Nights, highlighting that over 34,000 out of market visitors attended. The average stay was 2 hours with a median stay of 90 minutes. A geographic map showed visitors came from across the Chicagoland area, with counts by zip code and a heat map illustrating where they live or work. The median household income of attendees was \$104,000, notably higher than the Illinois average, and data included household size and destinations visited before and after the event. The report demonstrated how Cruise Nights supports local businesses by tracking where people were just before and after attending, and included insights into how far visitors traveled for the event.

Pacer.AI may be beneficial to promote tourism and overnights stays and also benefit economic development by providing reliable data to attract new businesses.

The Committee discussed several topics and raised questions about the software. Umar inquired about the historical range of the data. Kimberly asked how the data is captured, with the response indicating it involves data collected via mobile phones users. Junaid highlighted that movement data could assist with triangulation but raised concerns about privacy. Budget considerations were brought up by Umar and Kathleen. Kimberly asked about the data usage by other departments.

Joe expressed discomfort with the extent that mobile phones are already tracking data, though acknowledged it is already happening and the data will be useful to the committee. Trevor noted that several neighboring municipalities are already using this software. Rick emphasized the Lombard Chamber's endorsement, citing the importance of understanding visitor patterns. Sanah reiterated privacy concerns. Joe and Rick emphasized its utility in measuring attendance and improving events. Kim asked about sharing data and Junaid proposed reporting back to the committee on the usage of the software.

Motion made by Joe Orsolini, seconded by Umar Haque, to approve the request. The motion was approved by all.

7.0 Other Business

8.0 Information Only

9.0 Adjournment

A motion was made by Kimberly Messina, seconded by Kathleen Rodak, to adjourn the meeting at 7:54 p.m. The motion was approved by all.