



# 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; Extended Stay  
America (22nd) - Dolores Serrano; Comfort Suites - Rushil  
Patel; Extended Stay America (Technology) - Nelly Figueroa;  
Fairfield Inn & Suites - Tamara Rodgers; Hyatt Place - Arvyda  
Mikalainis; Towne Place Suites - Rebekah Burton; The Westin  
- Torrez Watson  
Staff Liaison Nicole Aranas*

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Tuesday, February 3, 2026

7:00 PM

Lorraine G. Gerhardt Community Room

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### 1.0 Call to Order and Pledge of Allegiance

*The meeting was called to order by Chairperson Patrick Egan at 7 p.m.*

*The Pledge of Allegiance was led by Umar Haque.*

### 2.0 Roll Call

**Present** 9 - Patrick Egan, Joe Orsolini, Kimberly Messina, Umar Haque, Kathleen Rodak, Marshon Balthazar, Junaid Ali, Alexa Ardia, and Sanah Abdelfattah  
**Absent** 1 - Jim Grillo

*Also present: Nicole Aranas, Staff Liaison, Suzanne Griffin, Lombard Junior Women's Club, Marco Colbert (participating remotely), Prairie State Cycling Series LLC, Tom Schuler (participating remotely), Prairie State Cycling Series LLC, Alison Costanzo, Lombard Historical Society, Rick Galfano, Lombard Chamber of Commerce, Jenelle Metcalf, Lombard Junior Women's Club. Additional attendees were present but did not provide comments.*

### 3.0 Public Participation

### 4.0 Approval of Minutes

A motion was made by Junaid Ali, seconded by Marshon Balthazar, to approve the minutes of the January 6, 2026 meeting. The motion was approved by all.

## 5.0 Unfinished Business

### [260013](#)

#### **Local Tourism Grant Application 2026 - Lilac Princess Program**

Grant request from the Lombard Junior Women's Club in the amount of \$7,500 from Hotel/Motel funds to cover the cost of scholarships awarded to the Lilac Court members. The program begins in March and runs through June 24, 2026.

*Presentation by Suzanne Griffin, Lombard Junior Women's Club (LJWC) Committee Chair. The grant request covers scholarships in the amount of \$1,500 for each of the five princesses. Joe Orsolini noted that some of the girls are juniors and sophomores. The grants are given to the school on senior year awards night and can be held until each princess reaches her senior year. Joe noted that the grant amount was raised from \$1,000 to \$1,500 per princess in recent years and mentioned the possibility of further raising the grant to \$2,000 per princess in the future.*

A motion was made by Joe Orsolini, seconded by Sanah Abdelfattah, to approve the grant request in the amount of \$7,500. The motion was approved by all.

## 6.0 New Business

### [260046](#)

#### **Local Tourism Grant Application 2026 - Lombard Cycling Classic**

Grant Request from the Prairie State Cycling Series LLC (PSCS) in the amount of \$10,000 plus village services from Hotel/Motel funds for expenses related to the fees associated with the event. The event is scheduled to take place on July 21, 2026. (DISTRICT #1)

*Presentation by Marco Colbert, Executive Director and Tom Schuler, Partner, of Prairie State Cycling Series LLC (PSCS). Since 2019, the PSCS has partnered with the DuPage Convention & Visitors' Bureau (DCVB) and the DuPage Sports Commission (DSC). In 2026, the PSCS will assume full responsibility for hosting the event, while continuing to collaborate with the DCVB and DSC in a reduced support role.*

*PSCS staff stay at the Fairfield Inn in Lombard for the full 10-day series, generating about 200 room nights, with additional racer stays anticipated. This is a very popular event that brings strong community and business activity, including hundreds of riders and spectators. The event remains free and family-friendly.*

*The 10-day series includes communities such as West Dundee, Glen Ellyn, Winfield, Mundelein, Lombard, Brookfield, Northbrook, Elgin,*

*Lake Bluff, and concludes in Chicago's Fulton Market District.*

*Community participation is strong, and the PSCS is exploring partnerships with local bike businesses and expanding marketing efforts.*

**A motion was made by Joe Orsolini, seconded by Kimberly Messina, to approve the grant request in the amount of \$10,000 plus village services. The motion was approved by all.**

[260047](#)

**Local Tourism Grant Application 2026 - Food Truck Social**

Grant request from the Lombard Historical Society in the amount of \$4,118 from Hotel/Motel funds to cover the cost of live entertainment for the event. The event is scheduled to take place on September 5, 2026.

*Presentation by Alison Costanzo, Executive Director of the Lombard Historical Society (LHS). The Food Truck Social is an annual community event now in its fifth year and has grown into a major family-friendly gathering for residents and visitors. The grant funding will be used specifically to support the entertainment portion of the event. Alexa Ardia shared this was the first community event that she attended after moving to Lombard and emphasized how welcoming and neighbor-focused it felt.*

*Joe Orsolini asked about the sponsorship status. Sponsorships shifted this year with fewer cash contributions but more in-kind donations, such as alcohol donated by Sal's. Despite the change, the event still generated a significant revenue. The event typically features 8 food trucks; however, only 7 participated due to health department requirements which prevented a last minute replacement.*

**A motion was made by Alexa Ardia, seconded by Junaid Ali, to approve the grant request in the amount of \$4,118. The motion was approved by all.**

[260048](#)

**Local Tourism Grant Application 2026 - 250 America Art Installation at Lilacia Park**

Grant request from the Lombard Historical Society in the amount of \$2,500 from Hotel/Motel funds to support signage and marketing costs. The event is scheduled to take place June through August 2026.

*Presentation by Alison Costanzo, Executive Director of the Lombard Historical Society (LHS). The LHS is working with the Lombard Park District and local schools to create an art exhibition with the theme inspired by "Power of Place." It will be the only America 250 art exhibition in DuPage County highlighting both local and national history through community created artwork. The Park District will produce banners, America-shaped cutouts, and handle its own marketing.*

*The installation will be displayed at Lilacia Park, with additional pieces shown at the Carriage House. Art DuPage will partner to provide artists stipends. The grant funding will be used for marketing and advertisements to promote the event, and will support marketing and outreach beyond Lombard similar to the promotional approach used for the Anniversary. The winners will receive ribbons and recognition.*

**A motion was made by Sanah Abdelfattah, seconded by Kathleen Rodak, to approve the grant request in the amount of \$2,500. The motion was approved by all.**

[260049](#)

**Local Tourism Grant Application 2026 - Explore Historic Lombard App**

Grant request from the Lombard Historical Society in the amount of \$5,000 to cover the cost of the development and launch of a new mobile app and the addition of early community content. The launch of the app is estimated to be completed within 4 months in time for Lilac Time.

*Presentation by Alison Costanzo, Executive Director of the Lombard Historical Society (LHS). The LHS connected with a developer to create a mobile app to bring walking tours, lombard history, and architecture into a guided interactive mobile application. The app would allow visitors to explore areas such as Lilacia Park, downtown Lombard, and the Sheldon Peck Homestead through self-guided tours featuring photos, audio, and the possibility of video content in the future. The platform also supports gaming, enabling scavenger hunts and architectural feature challenges that appeal to younger audiences and families. The app may also be used to promote community events such as the Farmers Market, Cruise Nights, and other events within Lombard. The LHS would pay a \$175 monthly service fee, but the platform allows new services to be added at no charge.*

*Committee members raised questions about long-term usage and how the app would be marketed. There were questions about whether visitors would regularly download and keep the app and the whether this would meet grant criteria. Overall, the committee emphasized the importance of cross-agency collaboration, strong marketing, and ensuring the app supports tourism.*

**A motion was made by Kathleen Rodak, seconded by Joe Orsolini, to approve the grant request in the amount of \$5,000. The motion was approved by all.**

[260050](#)

**Local Tourism Grant Application 2026 - Spooktacular**

Grant request from the Lombard Area Chamber of Commerce in the amount of \$15,500 including village services from Hotel/Motel funds to cover the cost of village services (Public Works, Police, Fire) and inflatable entertainment. The event is scheduled to take place on

October 18, 2026.

*Presentation by Rick Galfano, President of the Lombard Area Chamber of Commerce. The Spooktacular had a lot of success this past year, but also faced some challenges. The layout was shortened which worked well to eliminate wide open areas of the street. Costs were kept down as waste management costs were eliminated and expenses were cut. The event featured more food vendors which worked well as the event is very kid oriented. Local businesses participated to make the event more interactive.*

*The inflatables budget doubled from past years to make the event more kid friendly, more was spent on music and bands, and the cost of village services increased. The number of attendees was lower than expected due to rain. The Chamber anticipates approximately 6,000 attendees with better weather.*

**A motion was made by Alexa Ardia, seconded by Umar Haque, to approve the grant request in the amount of \$15,500 including village services. The motion was approved by all.**

[260051](#)

**Local Tourism Grant Application 2026 - Candy Cane Lane Holiday Market**

Recommendation from the Community Promotion & Tourism Committee to approve a grant request from the Lombard Area Chamber of Commerce in the amount of \$5,000 including village services from Hotel/Motel funds to cover the cost of village services that involve blocking off South Park Avenue between St. Charles Road and Michael McGuire Drive as well as expenses related to advertising and event signage. The event will take place on December 5, 2026. (DISTRICT #1)

*Presentation by Rick Galfano, President of the Lombard Area Chamber of Commerce. The event improved significantly from the first year by expanding beyond food and drinks to include unique gift options for visitors. The Park District's successful light display continued to draw people into Park Street where they supported local restaurants and vendors. Operationally, additional heaters improved comfort but increased expenses, suggesting that purchasing heaters in the future may be more cost-effective than renting. Participation in the trolleys only cost \$150 as it was a shared cost. Looking ahead, the Chamber would like to increase advertising and may connect with the Lombard Historical Society to market the event through their new app.*

**A motion was made by Kimberly Messina, seconded by Sanah Abdelfattah, to approve the grant request in the amount of \$5,000 including village services. The motion was approved by all.**

[260045](#)

**Local Tourism Grant Application 2026 - Lombard Brew Fest**

Grant request from the Lombard Junior Women's Club in the amount

of \$19,000 including the cost of village services from Hotel/Motel funds to cover the costs of security and police, maintenance and general operations/logistics, waste removal, fencing/barricades, miscellaneous village services, tenting, and additional event costs. The event will take place on July 18, 2026.

*Presentation by Jenelle Metcalf, Lombard Junior Women's Club (LJWC) Committee Chair. The Brew Fest is now in it's fourth year under the LJWC after being taken over from the GE Boosters. The LJWC has expanded volunteer participation by increasing the amount of committee members from 30 to 69 active volunteers, has increased community visibility, and strengthened its philanthropic impact. The club has raised at least \$5,000 in philanthropic funds and distributed \$34,000 back to the community, including emergency support for local food banks during the government shutdown. The LJWC also support the TLC Camp, the Princess Program, the Outreach House, and the Lombard Historical Society.*

*The 2025 Brew Fest faced severe weather forecasts that reduced advance ticket sales, dropping from a goal of 1,200 to 560 tickets sold. Revenue suffered because 70% of ticket sales occur the week prior to the event. The event ended with a \$1,300 deficit which Ravenswood, the event management company, absorbed. Of the 289 total ticket purchases, 44 were from Lombard residents, 29 came from out of state buyers, and the remaining purchases were from the Chicagoland area.*

*The Committee raised questions about the pricing strategy, reliance on grant funds, and whether the event's net proceeds justify the investment due to changing drinking habits and brewery closures. Jenelle noted that the event offers more than alcohol, including non-alcoholic options and live music. She also noted that large-scale community events require strong partnerships with the Village and park districts and highlighted that the LJWC is one of the few organizations willing and able to take on major events that bring visitors into Lombard. The LJWC plans to adjust pricing to increase attendance and believes that continued support will allow the event to grow into a more sustainable community event.*

**A motion was made by Kathleen Rodak, seconded by Joe Orsolini, to approve the grant request in the amount of \$3,500 for village services only.**

**Ayes: Kimberly Messina, Joe Orsolini, Kathleen Rodak, Marshon Balthazar, Alexa Ardia, Sanah Abdelfattah  
Nays: Junaid Ali, Umar Haque**

## 7.0 Other Business

## 8.0 Information Only

## 9.0 Adjournment

A motion was made by Kimberly Messina, seconded by Junaid Ali, to adjourn the meeting at 8:47 p.m. The motion was approved by all.