Village of Lombard

Meeting Agenda

Community Promotion & Tourism

Tuesday, April 5, 2022   **7:00 PM**   **Lorraine G. Gerhardt Community Room**

1.0 Call to Order and Pledge of Allegiance

2.0 Roll Call

3.0 Public Participation

4.0 Approval of Minutes

Request to approve the minutes of the February 1, 2022, Community Promotion & Tourism Committee meeting.

5.0 Old Business

210177   **American Rescue Plan Funding**

Continued discussion concerning hospitality sector relief funding for industry recovery within the Village of Lombard. Discussion will include statistical information on current trends within the hotel/motel revenue fund as well as general brainstorming on ways to assist hotels to generate more business or improve the performance of existing bookings in terms of their bottom line. Possible ideas including hotel survey tools, expansion of existing grant programs, options to improve service levels and partnership with local businesses to offer benefits to persons staying in Lombard hotel properties.

6.0 New Business

[220111](#)   **2021-2024 Strategic Plan**
Nicole Aranas will present an overview of the 2021-2024 Strategic Plan.

7.0 Other Business

8.0 Information Only

DCVB update on tourism and grant program and events.

9.0 Adjournment