



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*

Tuesday, April 5, 2022

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, Bernie Dudek at 7:01
p.m.*

The pledge of allegiance was led by Nicole Aranas.

2.0 Roll Call

Present 7 - Bernie Dudek, Marguerite Micken, Nancy Schukat, Nicholas Piron, Jim
Grillo, Gayle Kankovsky, and Amy LeBeau

Absent 2 - Joe Orsolini, and Phil Dahm

*Also present: Melissa Infusino, Lombard Chamber of Commerce and
Nicole Aranas, Staff Liaison.*

3.0 Public Participation

None.

4.0 Approval of Minutes

A motion was made by Gayle Kankovsky, seconded by Marguerite Micken, to approve the minutes of the February 1, 2022 committee meeting. The motion passed by unanimous vote.

5.0 Old Business

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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.

Presentation on use of ARPA funds. Nicole Aranas, staff liaison, shared information with the group about grant funding options for use of the ARPA funds set aside by the Village Board for hospitality and hotel sector recovery. Melissa Infusio of the Lombard Chamber of Commerce stated that all the hotels have different needs. Committee Member Jim Grillo stated that the hotels should be contacted about their interest. Committee Member Marguerite Micken stated that hotels need security upgrades and those types of improvements should be included but agreed that the funds should not only be tied to security. Committee Member Amy LeBeau shared that the funding would roughly amount to \$175 per room. Melissa stated that it has been hard for hotels to fully open up due to staffing. Melissa is looking into a community bucks program that would involve all businesses, not only chamber members. Jim asked if there would be a tracking measure for hotels that receive grant funds and stated that we could also make the grants matching. Businesses should be able to tell us what they are going to plan and what they want to do. Amy stated that the wedding industry is bouncing back.

Some possible options for grants identified by the group include:

- Safety and security improvements*
- Existing DCVB grant program*
- Improvements that have an ROI - tent, reinstating shuttle*

services, other improvements

- Promotion and marketing*
- Other capital improvements*
- Programs that encourage visiting attractions in the area (museums, etc.)*
- Voucher program*
- Package program to incentivize visits*
- Not debt or payroll expenses*

The committee suggested generating a survey for local hotels.

- What would help you get your customer into your place?*
- What are the actual occupancy rates?*
- What kinds of incentives would best support you?*

Gayle suggested a staycation package that might include a museum pass or something educational.

Once we have parameters set for use of grant funds, the committee can prepare guidelines on how the money may be used:

The committee discussed the possibility of using ARPA funds to support the DCVB tourism grant program. Nicole explained the program and shared that funds for 2022 are currently exhausted.

A motion was made by Jim Grillo, seconded by Amy LeBeau, by voice vote to initially provide up to \$3,000 of funding for the DCVB Tourism Grant Program. It is requested that Beth Marchetti of the DuPage Convention and Visitors' Bureau attend the next committee meeting and provide an overview of the program for further consideration. The motion passed by unanimous approval.

Aye: 7 - Bernie Dudek, Marguerite Micken, Nancy Schukat, Nicholas Piron, Jim Grillo, Gayle Kankovsky, and Amy LeBeau

Absent: 2 - Joe Orsolini, and Phil Dahm

6.0 New Business

2021-2024 Strategic Plan

Nicole Aranas will present an overview of the 2021-2024 Strategic Plan.

Nicole presented the Village's strategic plan.

Nicole provided an update on the DCVB.

7.0 Other Business

Nicole shared that there were two potential grants coming up. First is the Chamber Farmers Market at 20 East St. Charles in parking lot next to fire department. It will have live music, and sell only consumable goods on Tuesday nights. The Park District will be doing some kids activities during the week. There has also been discussion about bringing back a fall festival to downtown Lombard.

8.0 Information Only

None.

9.0 Adjournment

A motion was made by Amy LeBeau, seconded by Gayle Kankovsky, to adjourn the meeting at 8:45 p.m. The motion passed unanimously.