

DRAFT

**Village of Downers Grove
TOURISM AND EVENTS COMMISSION**

5202 Washington Street, Suite 2
Downers Grove, IL
November 19, 2001

Chairman Dave Humphreys called the meeting to order at 5:00 p.m.

Present: Chairperson Humphreys, Mr. Paul Bleuher, Mr. Gustavo Hernandez, Mr. Frank Fulco, Ms. Patti Marino, Ms. Kathy Nybo, Ms. Ellen Pendola, Mr. John Randall
Staff: Ms. Mary Scalzetti, Ms. Lisa Wisner, Ms. Laura Kestelik

Absent: Mr. Greg Bollendorf, Mr. David Dahm, Mr. Mark Stutz, Ms. Ginny Mindo

Chairperson Humphreys welcomed new Tourism board member Gustavo Hernandez and the Village Manager of Downers Grove Rick Ginex. Mr. Ginex introduced Mary Scalzetti, the new Director of Community Events and briefly discussed the reorganization of the two departments. He also noted that the village Grants Coordinator, not the Community Events Department, would staff the Community Grants Program.

APPROVAL OF THE TOURISM AND EVENTS COMMISSION MINUTES

The minutes from the October 15, 2001 meeting were approved as submitted.

COMMITTEE REPORTS

Events Committee -- Ms. Nybo extended an invitation to all members and their families to ride on the Hospitality Day Float at the Santa Parade on November 25. She also asked for suggestions for this years' Ice Sculpture design that incorporates Tourism and Events. She reported that the layout for this years' Heritage Festival would remain the same as last year. She also reported that Staff and the Events Committee recommended using Astro Amusement as the ride vendor for this years' Heritage Festival. She explained that another amusement ride company has expressed an interest in making a bid but they have not done a festival as large as ours. The committee prefers Astro because they have always done an excellent job in the past. Ms. Scalzetti added that when checking the references of the other company they were supposed to bring 17 rides to an event and only brought 11. They were understaffed. Ms. Scalzetti advised that incidents like that would devastate Heritage Festival revenues. Ms. Marino made a motion to accept, Ms. Nybo seconded and the Tourism and Events Commission unanimously approved using Astro Amusement as the ride vendor for the 2002 Heritage Festival. Ms. Nybo reported that staff suggested an increase in the electricity fees for vendors at the Heritage Festival this year. Finally she reported that staff has recommended a new idea for a 5K walk/run fundraiser to take place over the Fourth of July holiday. The monies raised will be used to pay for the Fourth of July Fireworks. The Commission briefly discussed the Heritage Festival safety plan.

Tourism Committee -- No meeting held.

STAFF REPORTS

Community Events – Ms. Scalzetti distributed a draft copy of the Heritage Festival Budget. She explained the report encompasses the 2001 revenues and expenses as well as 2002 budgeted amounts. Ms. Scalzetti noted that the 2001 Festival brought in a higher amount of revenue largely due to the perfect weather. Traditionally the amount of expenses covered by revenue is 59-60 percent; the 2001 Festival covered almost 65 percent of the expenses. Chairperson Humphreys asked staff to clarify which budgets need to be approved by the Committee and at which point do they get approved. Ms. Scalzetti also reported that the ordinance to establish Heritage Festival is on the agenda for the next council meeting. Ms. Wisner added that the planning of all events would be shifted to the Community Events Department. This year will be a transitional year for the Ice Sculpture Festival and Bike Races and next year the operational end will be shifted over to the Events Department. The Visitor Bureau will continue the PR and advertising for these events. The committee discussed ways in which to use Heritage Festival to bring more business to the area hotels. Mr. Fulco volunteered to attend an Event subcommittee meeting to brainstorm this idea.

Visitor Bureau – Ms. Wisner reported that one of the hotel promotion campaigns is underway. It is the Holiday Stay and Save. This campaign targets family and friends visiting for the holidays. She also reported that they will be in Pocket Park on Hospitality Sunday with Chicago Ice Works, which will be doing an ice-carving demonstration to promote the Ice Sculpture Festival. There will also be an opportunity for people to register to win a weekend get away at one of the area hotels for the weekend of the Ice Sculpture Festival.

OLD BUSINESS

The committee decided to create a special subcommittee that will investigate the possibility of hosting a corvette rally. Ms. Scalzetti reported that our database of Downers Grove Businesses has been updated to include all the new businesses that have moved into Downers Grove. This database will be used to solicit vendors as well as sponsors for Heritage Festival. Ms. Pendola suggested we invite the band Men of Our Times to entertain at the 2002 Heritage Festival.

NEW BUSINESS

None at this time.

ADJOURNMENT

With no further business, the meeting was adjourned. The next meeting date will be Monday, December 17, 2001.