

APPROVED

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

5202 Washington Street, Suite 2
Downers Grove, IL
October 15, 2001

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

Present: Chairperson Humphreys, Mr. Paul Bleuher, Mr. Greg Bollendorf, Mr. David Dahm, Mr. Frank Fulco, Ms. Patti Marino, Ms. Kathy Nybo, Ms. Ellen Pendola, Mr. John Randall.
Staff: Ms. Denise Williamsen, Ms. Lisa Wisner, Ms. Laura Kestelik

Absent: Mr. Mark Stutz, Mr. Gustavo Hernandez, Ms. Ginny Mindo

APPROVAL OF THE TOURISM AND EVENTS COMMISSION MINUTES

The minutes from the September 17, 2001 meeting were approved as submitted.

PRESENTATION /APPROVAL ITEMS

2001 Heritage Festival Report – Ms. Williamsen presented the Annual Report to the members of the committee and noted that the total revenue received was \$40,000 not \$42,000 as printed in the annual report. The packet that went to council reflects this correction. She also clarified that this is not the ordinance to approve the 2002 Heritage Festival but only the annual report. The committee informally accepted this report.

2001 Bike Race Report – Ms. Wisner presented the Summary and Report to the members of the committee and noted that it was more of an informational report that includes the history of the event. This is due to the fact that many of the board members are unfamiliar with the event. She reported that the planning for this event begins after the first of the year. The responsibility of her department is to coordinate between Chicago Special Events and public works, fire and police. Ms. Wisner noted that she would have available for viewing the half-hour video from Fox Sports broadcasting the races. The committee informally accepted this report.

Mr. Humphreys noted the importance that all members' review both of these reports, as they are two significant events in the community and will be dealt with by this commission.

COMMITTEE REPORTS

Events Committee – No meeting held this month.

Tourism Committee - Ms. Wisner reported that the events of September 11 have negatively impacted occupancy in area hotels. The Tourism Committee primarily discussed how the Visitor Bureau could run advertising and marketing campaigns that would help area hotels within the next five to six months. Also discussed was merging the databases among hotels to bring back guests that have in the past taken advantage of holiday season packages.

STAFF REPORTS

Community Events – Ms. Williamsen reported that the Community Events Department is in the process of compiling a list of events for next years event listing which will be published in the Village Directory and quarterly in the Village News Letter. The department is also in the process of creating a web site that will list all of the community events. Ms. Williamsen asked the Events Committee to e-mail their suggestions as to the location of the 2002 Heritage Festival.

Visitor Bureau – Ms. Wisner reported that the Visitor Bureau will be working on an advertising and marketing campaign for the area hotels. She also reported that the Tribune would again be a major sponsor at the Ice Sculpture Festival. Other sponsorship is slow coming in. The dates for the Ice Sculpture Festival are January 25-27, 2002.

OLD BUSINESS

Ms. Wisner explained that the Visitor Bureau was going to do a market study to see, based on advertising, who was coming into town and what the good markets would be. However, Dupage CVB is doing the same study and we will utilize theirs. The funds for this study will be redirected to the hotel campaigns.

NEW BUSINESS

Mr. Fulco described an event to bridge the gap between the Events and Tourism Committees. He proposed that Downers Grove host a Corvette Rally along with the help of D&M Corvette. He also suggested it be incorporated with the Friday Night Car Shows and Route 66 Raceway. The committee discussed the possibility of an event of this type; the consensus was to pursue it further.

Ms. Wisner reported that Mr. Steve Tabiolo from the Comfort Inn has resigned. Gus Hernandez will replace him.

ADJOURNMENT

With no further business, the meeting was adjourned. The next meeting date will be Monday, November 19, 2001.