

DRAFT

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

5202 Washington Street, Suite 2
Downers Grove, IL
January 14, 2002

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

Present: Chairperson Humphreys, Mr. David Dahm, 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. Paul Bleuher, Mr. Greg Bollendorf, Mr. Gustavo Hernandez, Mr. Mark Stutz,

Ms. Scalzetti introduced the new Deputy Village Manager Dave VanVooren. Mr. VanVooren spoke briefly about his background and explained the division of duties among the Villager Manager and the two Deputy Village Managers.

APPROVAL OF THE TOURISM AND EVENTS COMMISSION MINUTES

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

PRESENTATION/APPROVAL ITEMS

Approval of FY 02/03 Visitors Bureau Budget – Ms. Wisner explained the majority of the Visitor Bureau Budget is spent on public relations and advertising. She briefly spoke about the division of dollars for advertising programs among the area hotels and the events supported by her budget. Chairperson Humphreys asked Ms. Wisner to explain the dollar amount designated to grants. She explained that dollar amount was given to groups to support their events that would bring in revenues to the area hotels. This year it will be used to run the Corvette Rally. Ms. Marino made a motion to accept the Visitors Bureau Budget; Mr. Dahm seconded, all in favor.

COMMITTEE REPORTS

Events Committee – Mr. Dahm reported that the committee discussed and made recommendations for the stages, portable toilets and the Beer Garden. The recommendation for the stages is North Park, the only company that sent in a bid. The recommendation for the toilets is Hygo-Port, based on past performance and superior equipment. Mr. Dahm reported that after much discussion on the part of the Events Committee, the recommendation is to have the Rotary Club operate the Beer Garden for the 2002 Heritage Festival based on the more detailed, professional proposal, their contributions to the Village and their outstanding past performance. The Tourism and Events Commission discussed and approved the recommendation of the Events Committee to choose the Rotary Club to operate the Beer Garden.

Corvette Committee – Ms. Wisner reported the committee researched other events similar to the Corvette Rally and found no conflicting events that same weekend, therefore the date of the event will be August 30, 31, and September 1. The committee discussed the budget and ways to obtain revenues to run the event. Some suggestions to raise revenue were to charge an entry fee, vendor fees and sponsorship. The committee discussed potential locations for the events over the three-day rally.

Tourism Committee – No meeting held.

STAFF REPORTS

Community Events – Ms. Scalzetti reported that the department is now soliciting sponsors to support the Heritage Festival and booking the entertainment. She also noted an ordinance amendment was being presented to the Village Council in order to remain consistent with the Village's revised purchasing policy, village ordinance 2-79(b)(3) would be amended from \$10,000 to \$15,000 so expenditures of \$15,000 and over would be brought before this commission for an approve recommendation and would then be presented to Council for approval. The ordinance will be amended to reflect this change.

Visitor Bureau – Ms. Wisner reported they have received a record of fifty-one orders for ice sculptures and five confirmed ice carvers for the competition. She noted the advertising for the Ice Sculpture Festival is starting to come out. The suites promotion is also underway. Ms. Wisner distributed an article from Crains showing the decline in occupancy in hotels. The commission briefly discussed this article.

OLD BUSINESS

Mr. Dahm reported the 5K run is still being considered. After more research, a recommendation will be made as to if and when the event will be held.

NEW BUSINESS

Mr. Humphreys reported that the Village has received a proposal by an individual to open a comedy club at 63rd and Main in Downers Grove. This would require the Liquor Commission to amended or create a new type of liquor license to accommodate a business that does not sell food and provides entertainment. Ms. Wisner reported that the Economic Development Commission recommended the Liquor Commission review the application. Mr. Humphreys then opened the room to discussion. There were some questions as to why he couldn't serve food. A suggestion was made that if he didn't have the room or the capital to work out an arrangement with Roundheads. There was some discussion regarding Mr. Salgado's business plan and the proposed location. The Tourism and Events Commission came to a consensus that a comedy club would be a good business for Downers Grove, and recommended that it be further examined by the liquor commission.

ADJOURNMENT

With no further business, the meeting was adjourned. The next meeting date will be Monday, February 11, 2002.