

October 22, 2012  
6:30 P.M.

Westmont Special Events Corporation Meeting with Westmont Village Board and  
Downtown Westmont Business Association

Trustee Klebenow called the Westmont Village Board to order.

Roll Call: Mayor ProTem Klebenow, Clerk Szymiski, Trustee Fleming, Trustee Scott  
Village Staff Present: Deputy Police Chief Gunther, Public Works Director May

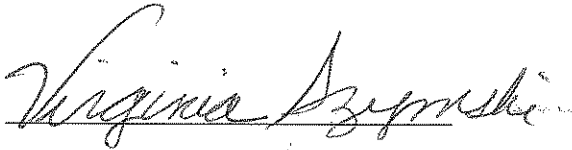
Everyone present introduced themselves.

See the attached minutes from the Special Events Corporation. (Exhibit A)

Trustee Scott made a motion to adjourn the Village Board meeting. Trustee Fleming seconded the motion. All Ayes. Motion passed.

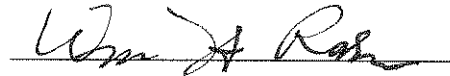
The adjourned at 7:45 P.M.

ATTEST:

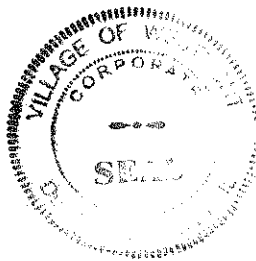


Virginia Szymiski, Village Clerk

APPROVED:



William H. Rahn, Mayor



Dated this 19th day of November 2012.

# EXHIBIT A

**Westmont Special Events Corporation, NFP**  
**Community Events Planning Meeting-DWBA**  
October 22, 2012, 6:30pm-Westmont Centre

**In Attendance:** Larry McIntyre (WSEC), Robin Gardner (WSEC), Emily Bandza (WSEC), Rob Mackert (WSEC), Dave Gullotto (WSEC), Linda Sobotka (WSEC), Karen Mackert (WSEC), Kelly Smith (WSEC), Linda Liddle (WSEC, WRA), Martha Armstrong (WSEC), Michelle Gardner (WSEC), Bob Mackert (WSEC, PVPN), Pat Klebenow (VOW), Steve May (VOW), Bob Scott (VOW), Lee Fleming (VOW), Jinny Szymiski (VOW), Jim Gunther (Westmont Police Dept), Bob & Diane Eenigenburg (La Petite Sweet), John Fleming (Absolutely Delicious), Paul Quaglia (Resident), Louis Quaglia (Resident), Bob Plowman (PVPN, WRA), Larry Forssberg (Westmont Chamber), Laura Fleming (LaLaLi Patisserie), PJ Forster (Center for Dance), Heather & Jon Kostal (Uncle Jon's Music), Mark Link (Uncle Bub's BBQ), Hank Anzelone (KCs, PRC), Al Kohout (Alkaye Media), Rick Vath (KCs), Amber Alonzo (Expression Dance Studio), Rick Martin (West Suburban Insurance), Lenee H. (Alkaye Media), Tim Gianacopoulos (Karma), Kristine Turano (WSEC) - 38 people total

**Meeting Called to Order 6:30pm**

## **Pledge**

## **Introductions**

Emily invited everyone to share their name and the business or organization that they were representing. She indicated that there was a sign in sheet that was being passed around and asked if everyone could sign in.

## **Purpose of Meeting**

Emily shared that the goal of this meeting was to discuss the past year's community events and review suggestions for improving the events for 2013. She mentioned that everyone involved with the community events are volunteers who donate hours of their time throughout the year and asked that comments during the meeting are made respectfully. Emily read the WSEC mission statement.

## **Survey Results**

Larry announced that the WSEC conducted two surveys regarding community events. It was indicated that one survey was for the general public and one was specific to the downtown businesses. The results of the survey were reviewed. Overall the community feedback was positive for the events, safety receiving one of the highest ratings and suggestions to improve the craft tent. The results for the business survey were reviewed as well, with many of the responses to questions split down the middle. It was mentioned that there was some improvement noticed regarding business participation with community events compared to recent years. It was agreed that communication can always be improved but WSEC outlined

many of the ways they work at communication and survey responses regarding WSEC communication to businesses was rated mostly positive with no responses recorded lower than a 5 rating - scale of 1 to 10 with 10 being the best. Most of the respondents did not participate by having a booth at the event, and some businesses were unaware of the free booth that the WSEC gives to the Chamber every year. It was mentioned that the Chamber office promotes and coordinates use of the free booth.

### **Event Review & Suggestions**

The meeting was opened to allow for feedback to be shared on community events from 2012 and suggestions for improvement going forward. Many comments and ideas were shared, with the following being some of the highlights:

#### *Cruisin' Nights & Market*

- Rick M.-events were great, attendance was great, market needs tweaking
- John F.-suggested that we hold out longer before cancelling the CN/Market events, if events are cancelled too often people lose faith and don't show.
- Diane-strongly stated that there was no publicity for the market, no one knew about the market, no newspaper articles, no signage, and events were cancelled because the volunteers didn't show. In general, it was suggested that the event was not well organized or well managed. Larry M. and the WSEC responded to these statements by providing specific facts regarding the publicity effort, as follows: feature article with picture published in the Progress, front page cover story with the Bugle, 5000 business card-sized promotions listing the Market and Cruisin' Nights passed out during local events and businesses as well as handed out at the train station, 100 yard signs placed throughout the community, 4 large sized banners placed throughout the community, numerous listings on websites, email blasts to 100s of subscribers, weekly social media postings, postings on farmers market website listings, posters and brochures passed out throughout the community, and more. It was also discussed that in the contract vendors who participated in market were supposed to advertise on their business websites and to their databases and that over 50% of the market vendors did not follow through on this. It was also stated that due to extreme weather, 3 rain days and 3 extreme heat days, many of the vendors chose to not come out on their own as it was not going to be worth their time and expense. Diane added that the event has huge potential and ultimately indicated that their store did well at the event, but she was concerned that other vendors did not. Mark L. stated that at least some of the market vendors did not offer many products and that may have been why that they didn't do well.
- Mark-commented that businesses can better take advantage of the opportunity that community events provide. He indicated that he thinks all of the community events are good and he cross promotes during the events to attract business, for the Cruisin' Nights he gets visitors before the events that stop by his place to eat, other businesses need to work at promoting during the events better.
- John F. and Laura F.-indicated that they do get a boost in business during the CN events. John suggested a larger banner, more permanent. Emily indicated that the WSEC is

looking into the possibility of getting a permanent type of sign to promote events. Mark offered use of his sign as well.

- Tim suggested that the market needs a larger selection of vendors.
- Pat questioned the location and its effectiveness. A discussion took place on the alternatives that were originally looked at, as well as the possibility of closing down Cass Avenue and having a mini Taste. It was suggested that there was a disconnect between Cruisin' Nights and the West Burlington Fresh Market location. It was also stated that the hope of getting commuters to come off the train to the market did not occur.
- Bob P. indicated that since this is the 1st year, we have nothing to compare its success rating with. It should be worked on and see if there is improvement for next year. He also suggested that the event needs something unique and different to draw people in.
- PJ suggested looking into a Saturday market. It was also stated that a Saturday market would be competing with an already very successful market in Downers Grove.
- Lee questioned how to draw traffic into downtown, need to promote more business and increase foot traffic.
- Diane would like to see beautification efforts take place in downtown.
- Al indicated that any exposure is good exposure and that everyone needs to work together to be successful.
- Rob mentioned that the car owners want the Cass-Burlington parking lot back for Cruisin Nights.

#### *Taste of Westmont*

- Laura would like to see more kiddie rides which attract adults as well in front of her store, instead of the teen rides. She also suggested that she liked having the ticket booth in front of her business.
- Amber Alonzo indicated that she has a booth and loves the Taste. She stressed that the purpose of this event is to be outside and businesses should not expect indoor traffic from an outdoor event. She encouraged everyone to get a booth at the Taste to promote their business. She said that she has retained many new customers for her business from the exposure she has at the Taste. Bob E. and Laura indicated that there are logistics that prevent them from getting involved. Their food is perishable and that is another challenge. Larry mentioned that the WSEC seeks to work with businesses to be creative about ways they get involved with the Taste and other events. The dance studios were referenced as they do performances at the event which gives them exposure. It was stated that one idea was to have a salon do a free makeover contest and do it right in the middle of the street as an entertainment attraction. There are many ideas to consider.
- Jon K indicated that since there is consideration to the layout being shifted, the Youth Stage being near his store would be ideal for him since he is an event sponsor and works all 4 days of the event by providing sound for the Youth Stage.
- John F indicated that he had some problems with people drunk from the Taste trying to enter his restaurant. He was concerned with the monitoring of the serving in the alcohol tent. PD Gunther responded that the WSEC does a great job in the beer tent and has had

no issues. He further stated that much of the trouble comes from people that have brought in their own liquor or purchased it from other bars and stores in town--all of which is against the event policy. Larry suggested that the WSEC add an announcement at the end of the music performance to remind event patrons to be respectful of the downtown businesses and neighborhoods when leaving the event, and even encouraging the patrons to visit a downtown store on their way out of town.

- Bob P. suggested taking a poll of visitors at the Taste to see where they are from.
- John F. suggested offering a contest to visitors willing to complete survey during the Taste, in order to have a better result sampling.
- Rick M. requested that everyone participate in the Christmas walk.
- At the end of the meeting, there was a straw poll taken to see support for the concept of evolving Fresh Market and Cruisin' Nights to include closing Cass Avenue from Burlington to Irving. By a show of hands, about 90% of those in attendance liked the idea.
- Al K. made the final comment of the meeting suggesting that these events should be supported and continued, and that he was wondering what the timeline is for making a commitment to continuing these events in 2013. It was indicated that we would have additional information on planning for the 2013 events out within the next 45 days. Emily thanked everyone for attending.

**Meeting adjourned 7:50pm.**