

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 23, 2012, AT 4:00 P.M. AT THE VILLAGE HALL, 7760 SO. QUINCY STREET, IN THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

1. CALL TO ORDER

Trustee Paul Oggerino called the meeting to order at 4:03 p.m.

2. ROLL CALL

Those present were Trustee Paul Oggerino, Member Jaimin Shah (Willowbrook Inn), Manager Norma Balleza (Willowbrook Inn), Member Rashmi Patel (Super 8), Debbie Jackson Willowbrook/Burr Ridge Chamber of Commerce, Village Administrator Tim Halik, Interim Director of Finance Carrie Dittman and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member Alan Gagnon (Red Roof Inn), Roswita Korpas (LaQuinta Inn)

3. MINUTES - January 23, 2013

Trustee Paul Oggerino asked if there were any corrections to the minutes of the January 23, 2013, meeting.

MOTION: Made by Member Jackson, Seconded by Member Patel, to approve the January 23, 2013, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - September 30, 2012

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending September 30, 2013. Revenues received through September were \$32,856.82. Expenditures spent to date were \$34,156. Ms. Dittman stated actual fund balance at 4/30/13 was \$7,980 vs. the estimated amount of \$4,800. The Committee accepted the Monthly Financial Report as presented for September 30, 2013.

5. VISITORS BUSINESS

There was no Visitor Business to present.

6. INFORMATION - ServSafe Alcohol Certification Training

Trustee Paul Oggerino presented his letter dated October 15, 2013 inviting all liquor establishments to the annual ServSafe Alcohol Training seminar. The seminar will be held on November 18, at the Willowbrook Inn.

7. DISCUSSION - WB/BR Chamber of Commerce Request for Funding FY 13/14

Village Administrator Halik presented the letter dated October 1, 2013, from Joseph Stastny, Treasurer of the WB/BR Chamber of Commerce. The Chamber is requesting funding for the Community Directory (Buyers Guide) in the amount of \$3,000 and for the Business Expo in the amount of \$2,500. Please note the 2014 Business Expo will be moved from March of 2014 to June 2014 and it will be held at the Willowbrook Inn.

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The Committee agreed to budget \$5,500 for the Chamber's request for Fiscal Year 14/15.

8. MARKETING REPORT - July, August and September 2013

Ms. Beth Marchetti presented the Marketing Reports for July, August and September 2013. Ms. Marchetti stated this July new photos were taken of the four hotels. The photos will be used for the hotels' web site. Ms. Marchetti highlighted the increase in the web site activity. Ms. Marchetti stated she has been working with Brookfield Zoo. Ms. Marchetti is trying to see if the hotels could participate in the Zoo's program. Ms. Marchetti is waiting to hear back from the Zoo.

9. UPDATE ADVERTISING PROGRAM - FY 2012/13

Ms. Marchetti presented the following publications:

- 2013 Willowbrook/Burr Ridge Chamber Directory Ad
- Willowbrook Brochure
- Billboard Ad
- AAA Ad
- Chicago Windy City Guide
- Willowbrook Route 66 Guide Print Ad

Ms. Marchetti stated the new Willowbrook brochure will be placed at Illinois Oases. Ms. Marchetti noted travelers like the electronic version, but also like printed version of the brochure too.

Ms. Marchetti talked about the new blogger who has joined the DuPage Convention and Visitors Bureau staff. Ashley Angle is also a marketing assistant at the Bureau and will be giving guided tours of DuPage County. Ms. Angle did a blog in September about Dell Rhea's Chicken Basket.

Ms. Marchetti talked about some upcoming events. The events were the North Point Bowling Tournament in July 2015 and the LPG Golf Tournament in 2016. Ms. Marchetti also talked about the Mini-Abe ad/commercial campaign that the State of Illinois produced. The State had such a great response to the campaign. The State has created a clay animation of Abe. Abe will be visiting cities, towns and villages around the State. Abe will be followed on social media sites. Ms. Marchetti put in a request for Abe to visit DuPage. Ms. Marchetti advised the Committee of the dates.

The next regularly schedule Hotel/Motel Tax Advisory Committee will be Wednesday, January 22, 2014 at 4:00 p.m.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:43 p.m.

Minutes transcribed by Janet Kufrin