



EST. 1960

Willowbrook

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Willowbrook, IL 60527-5549

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Mayor

Frank A. Trilla

Village Clerk

Leroy R. Hansen

Village Trustees

Sue Berglund

Umberto Davi

Terrence Kelly

Michael Mistele

Gayle Neal

Paul Oggerino

Village Administrator

Tim Halik

Chief of Police

Mark Shelton

Director of Finance

Carrie Dittman

NOTICE

NOTICE IS HEREBY GIVEN THAT the special meeting of the Hotel/Motel Tax Advisory Committee of the Village of Willowbrook is scheduled for as follows:

DATE: Wednesday, December 2, 2015

TIME: 4:00 p.m.

PLACE: Village of Willowbrook
835 Midway Drive
Willowbrook, Illinois 60527

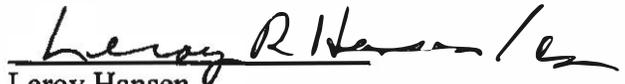
AGENDA: See attached


Gayle Neal, Chairman

Notice by facsimile on November 24, 2015.

Suburban Life Graphic
Chicago Tribune
Chicago Sun-Times

THIS NOTICE WAS PLACED ON THE BULLETIN BOARD IN THE LOBBY OF THE VILLAGE HALL, VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, DUPAGE COUNTY, ILLINOIS, ON NOVEMBER 24, 2015.


Leroy Hansen
Village Clerk

LR:jk

Any individual with a disability requiring a reasonable accommodation in order to participate in any public meeting held under the authority of the Village of Willowbrook, should contact Tim Halik, ADA Compliance Officer, Village of Willowbrook, 835 Midway Drive, Willowbrook, IL 60527, or call (630) 920-2261 voice, or (630) 920-2259 TDD< Monday through Friday, between 8:30 a.m. and 4:30 p.m., within a reasonable time before the meeting. Request for sign language interpreters should be made a minimum of five working days in advance of the meeting.



Proud Member of the
Illinois Route 66 Scenic Byway

AGENDA

SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, DECEMBER 2, 2015 AT 4:00 P.M., AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES – January 28, 2015 & November 4, 2015
4. DISCUSSION – Willowbrook Mobile Phone App
5. MARKETING REPORT – June 2015 – September 2015
6. DISCUSSION – General Committee Direction
7. ADJOURNMENT

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 28, 2015, 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 4:00 p.m.

2. ROLL CALL

Those present were Trustee Paul Oggerino, Member Alan Gagnon (Red Roof Inn Plus), Member Rashmi Patel (Econ Lodge), Jamin Shah (Willowbrook Inn) and Member Frank Fishella (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: Members Roswita Korpas (LaQuinta Inn)

3. VISITORS BUSINESS

None presented.

4. MINUTES - November 12, 2014

Trustee Oggerino asked if there were any corrections to the minutes of the November 12, 2014 meeting. No changes were made. The Committee accepted the minutes as presented.

5. MONTHLY FINANCIAL REPORT - December 31, 2014

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending December 31, 2014. Cash in the fund was \$13,283. Revenues received through December 31 were \$36,371. Ms. Dittman noted percent of revenues received was 60% of budgeted revenues which is lower than the budgeted amount of 67%. Expenditures spent to date were \$23,089. Ms. Dittman reviewed the items not expended yet such as the Willowbrook Mobile Phone app and the unspent advertising dollars.

The Committee accepted the Monthly Financial Report as presented.

6. MARKETING REPORT - October, November & December 2014

Ms. Beth Marchetti discussed the Marketing Report for October, November and December 2014. Ms. Marchetti presented the Willowbrook/Burr Ridge Chamber ad for the 2015 directory. She requested the hotels advise her of any changes such as logos, phone numbers and website information. Ms. Marchetti inquired if any hotels sold the Oak Brook Center shopping packages. No hotels sold any of the packages. Ms. Marchetti asked the hotels to hold on to the packages for use at a later date. Maybe either a Valentine's Day or Back to Spring promotion may be done.

Ms. Marchetti stated the Bureau is featuring Willowbrook's Route 66 experience. Ms. Marchetti stated DuPage CVB and Willowbrook are featuring the Great American Road Trip to international and group tour audiences. Along with overnight stay and the ability to rent a classic car from American Classic Ride, we are featuring the Route 66 experience and Willowbrook. Ms. Marchetti also presented several print ads for this fiscal year.

Ms. Marchetti informed the Committee DuPage CVB will be moving to a new office in February and invited everyone to the open house.

7. BUDGET FY 2015/16

Interim Director of Finance Dittman presented the five-year financial summary for the fund, along with the proposed budget for Fiscal Year 2015/16. Revenues budgeted are \$45,000. Expenditures are \$38,767. Ms. Dittman stated this would keep fund balance at about \$5,000. As in previous years, the fund balance of \$5,000 will ensure the Hotel Fund will not draw from the Village's General Fund. The Committee discussed the idea of raising the hotel/motel tax. The Committee agreed to raise the 1% tax to between 4% or 5%. Village Administrator Halik stated the Village Board would have to agree and pass a resolution for the increase.

The Committee accepted the Budget for Fiscal Year 2015/16 as presented.

8. ADVERTISING PROGRAM - FY 2015/16

Beth Marchetti presented the Advertising Program for FY 2015/16 in the amount of \$16,392. Village Administrator noted the drop in revenues from prior year which directly impacts the advertising program. Ms. Marchetti highlighted the importance of keeping the website updated. After a brief discussion the Committee approved the program in the amount of \$16,392.00

The Committee accepted the Advertising Program FY 2015/2016 as presented.

9. ADJOURNMENT

The Committee adjourned the meeting at 4:40 p.m.

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, NOVEMBER 4, 2015, AT THE VILLAGE POLICE STATION BUILDING, AT THE VILLAGE HALL, 7760 SO. QUINCY STREET, IN THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

1. CALL TO ORDER

Trustee Gayle Neal called the meeting to order at 4:03 p.m.

2. ROLL CALL

Those present were Trustee Gayle Neal, Member Roswita Korpas (LaQuinta Inn), Trustee Sue Berglund, Village Administrator Tim Halik, Director of Finance Carrie Dittman, Beth Marchetti, DuPage Convention and Visitors Bureau and Recording Secretary Janet Kufirin.

ABSENT: Member Alan Gagnon (Red Roof Inn), Member Rashmi Patel (Econo Lodge), Member Jaimin Shah (WB Inn) Frank Fishella Willowbrook/Burr Ridge Chamber of Commerce, Member.

Mayor Frank Trilla entered the meeting at 4:08 p.m.

3. MINUTES - January 28, 2015

The Committee deferred approving the minutes of the January 28, 2015 until the next meeting.

4. MONTHLY FINANCIAL REPORT - September 30, 2015

Director Dittman presented the Monthly Financial Report for the period ending September 30, 2015. Director Dittman reviewed the balance sheet items. Director Dittman stated tax revenues received for the month were \$23,430.13 and revenues year to date were \$91,400.62 compared to budget of \$210,000. Director Dittman reminded the Committee effective June 1 the tax rate went from 1% to 5%. Director Dittman also reviewed the expenditures for the month noting there were none for September but year to date expenditures were \$23,305.75 compared to budget of \$82,825.00.

Administrator Halik discussed the Willowbrook Mobile App expenditure. Administrator Halik advised the prototype for the Willowbrook Mobile Phone App is done and the App should be live by the end of November. Ms. Marchetti asked how the Village plans to promote the App. Mr. Halik stated the Village will release a press release and place it on the Village's website. Ms. Marchetti offered to send out an e-blast about the Mobile App and she will place the Mobile App on the Hotels' website. The Committee suggested the hotels add the Mobile App to their in room directories, along with looking into the possibility of adding a table tent to each room advertising the App.

The Committee accepted the Monthly Financial Report as presented for September 30, 2015.

5. DISCUSSION - WB/BR Chamber of Commerce Request for Funding FY 16/17

Administrator Halik presented the letter dated October 1, 2015, 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 which are the same amounts as last year's request. The Business Expo will be held in June 2016 at Ashton Place. The \$5,500 for the Chamber's request for Fiscal Year 16/17 will be included in the Village's budget process.

6. MARKETING REPORT

Ms. Beth Marchetti stated she will be forwarding the Marketing Reports to Village staff for distribution.

7. UPDATE ADVERTISING PROGRAM - FY 2015/16

Ms. Marchetti presented the art work for the billboard on I-55. Ms. Marchetti also presented the Darien Sportplex ads. Ms. Marchetti indicated there will be 2 different types of banner ads, along with one dashboard ad. Ms. Marchetti stated this will help encourage tournament participants to stay locally, instead of traveling any further. Ms. Marchetti talked about the Shop DuPage County Ad campaign. Ms. Marchetti indicated the campaign is geared towards the lower sales tax rate in the DuPage County, compared to the higher sales tax rate in Cook County. Ms. Marchetti reminded the Committee of the recent 1% sales tax rate increase in Cook County.

The Committee inquired as to why the Illinois Route 66 brochure still has the Holiday Inn listed. Ms. Marchetti stated this isn't a DuPage Convention and Visitors Bureau piece. However, Ms. Marchetti offered to reach out to Mr. Bill Kelly from Route 66 bi-ways and let him know to change the hotel to the Willowbrook Inn.

Ms. Marchetti presented the new concept ad for the Willowbrook/Burr Ridge Chamber of Commerce directory. Ms. Marchetti stated the new ad concept is getting away from featuring Route 66 and instead targeting business travelers. The Committee reviewed the new ad concept. The Committee requested Village Staff to look into a possible partnership with Willowbrook Town Center and local restaurants and create a dining package. Also, the Committee discussed the possibility of offering a shuttle service from the hotels to local Willowbrook restaurants. Ms. Marchetti suggested the Village talk to other towns that currently have a shuttle service to see how their program works. Ms. Marchetti stated it's a great idea; however, it must be a positive experience.

8. DISCUSSION GRANT PILOT PROGRAM

Ms. Marchetti distributed communication form the Illinois of Commerce/Office of Tourism is authorized to make grants, subject to appropriation by the General Assembly, from the Tourism Promotion Fund to a unit of local government, municipal convention center, or convention center authority that provided incentives for the purposes of attracting conventions, meetings, and trade shows to municipal convention centers and attracting sporting events to municipal amateur sports facilities. These are currently for municipal-owned sports facilities and do not include privately owned facilities.

Ms. Marchetti also discussed the new DuPage Convention & Visitors Bureau/DuPage Municipal Grant Pilot Program. The DuPage CVB will award incentives to groups by way of financial grants from municipalities. The pilot program was created to help communities and hotel partners bring new meetings, conferences and sports group business to member hotel properties, thereby increasing hotel tax collections and having a positive economic impact to both the hotel/motel and the Village. Funds contributed by the municipality to the DuPage CVB will be placed in a restricted incentive account, along with the CVB contribution. The funds would be offered to the business booking the rooms during negotiations to have them host their event in town, and would only be paid after the rooms were rented and paid for, after the conclusion of the group's meeting or event. Again, this must be new business for DuPage County, with a minimum commitment of 150 room nights total to be considered for the program.

The Village agreed to fund up to \$5,000 for the DuPage Convention & Visitors Bureau/DuPage Municipal Grant Pilot Program from our current budget, and include funding for this item in our next Fiscal Year 16/17 budget process.

9. ADJOURNMENT

The Committee adjourned the meeting at 5:10 p.m.

The next special meeting of the Hotel/Motel Tax Advisory Committee will be Wednesday, December 2, 2015 at 4:00 p.m.

MEMO

Date: 7/8/15
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin
Re: **MARKETING REPORT-June 2015**

Due to the partnership with DuPage CVB, Fashion Outlets Rosemont will offer complimentary round-trip transportation from Willowbrook Hotels to Rosemont for groups of ten or more.

Ads were placed for June that garnered 2,939 new inquiries.

Information on Willowbrook was mailed or electronically fulfilled to all interested guests.

Total advertising inquiries to date for fiscal year totaled 13,633.

Web stats are as follows for June: 2,353 in unique visits, 2,788 user sessions and 20,338 hits.

Willowbrook brochures are in the kiosks at I-80, Chicago Southland tollroad, formally Lincoln Oasis.

Reminder to hotels: everyone received shopping experience packages at each of your hotels. Please remember to report at the end of the holidays how many you sold and if this is a program you would like to continue to promote.

With upcoming budget meetings, hoteliers, please review your plans and projects you'd like to see implemented for FY 16 such as TripAdvisor, paid search, social media efforts, etc.

American Classic Rides is out of business and therefore, no longer offering

Memo

Date: 8/12/15
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin
Re: **MARKETING REPORT-July 2015**

Ads were placed for July that garnered 2,430 new inquiries.

Information on Willowbrook was mailed or electronically fulfilled to all interested guests.

Web stats are as follows for July: 2,743 in unique visits, 3,075 user sessions and 26,795 hits.

Willowbrook brochures are in the kiosks at I-80, Chicago Southland tollroad, formally Lincoln Oasis.

New budget has been implemented for the fiscal year.

Due to the partnership with DuPage CVB, Fashion Outlets Rosemont will offer complimentary round-trip transportation from Willowbrook Hotels to Rosemont for groups of ten or more.

Shopping packages will be promoted for fall season, with ad placed in fall issue of Chicago magazine.

Memo

Date: 9/12/15
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin
Re: **MARKETING REPORT-August 2015**

Ads were placed for August in Illinois Summer Guide that resulted in 1,018 new inquiries.

Fiscal year to date inquiries total 3,448.

Information on Willowbrook was mailed for all inquiries.

Web stats are as follows for August: 2,583 in unique visits, 3,007 user sessions and 23,558 hits.

Willowbrook brochures are in the kiosks at I-80, Chicago Southland tollroad, formally Lincoln Oasis.

New budget has been implemented for the fiscal year.

Shopping packages will be promoted for fall season, with all packages listed on enjoyillinois.com, discoverdupage.com and on willowbrookhotels.com.

All hotels are featured on TripAdvisor with rotating run of site.

For fall, an ad will be placed in issue of Chicago magazine with free standing insert.

Memo

Date: 10/12/15
To: Willowbrook Hotels
From: Beth Marchetti
CC: Janet Kufrin
Re: **MARKETING REPORT-September 2015**

Ads were placed for September in Illinois Summer Guide that resulted in 378 new inquiries.

Fiscal year to date inquiries total 3,826.

Information on Willowbrook was mailed to 105 inquiries, and 273 were electronically fulfilled.

Web stats are as follows for September: 1,976 in unique visits, 2,359 user sessions and 17,682 hits.

Billboard on I-55 was placed for summer season. See attached for placement and copy.

Website will be updated with new copy and events.

Committee determined to advertise with Darien Sportsplex to attract overnight stays. Tile ad will appear on the site, with banner and dashboards displayed on site and at rinks. See proof.

Shopping packages will be promoted for fall season, with all packages listed on enjoyillinois.com, discoverdupage.com and on willowbrookhotels.com.

All hotels are featured on TripAdvisor with rotating run of site.

For fall, an ad will be placed in issue of Chicago magazine with free standing insert.

WILLOWBROOK HOTELS

Affordably comfortable hotels for the value-minded meeting planner!

Whether you plan to relax and entertain locally or in nearby Chicago, your out-of-town guests will enjoy the convenience and value of Willowbrook Hotels.

- Features both Midway and commercial hotels
- Close to airport, easy access to O'Hare, Midway and Meigs Field
- Quick, easy access to downtown Chicago, McCormick Place and Chicago's Museum Campus and cultural district
- Near world-class dining, shopping, entertainment and sports centers



Choose From These Four Outstanding Willowbrook Hotels



ECONO LODGE
WILLOWBROOK
620 W. 79th Street
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630.789.6900
www.econolodge.com



LA QUINTA
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855 W. 79th Street
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www.laquinna.com



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