

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 22, 2014, 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 4:06 p.m.

2. ROLL CALL

Those present were Trustee Paul Oggerino, Member Rita Ferrell (Willowbrook/Burr Ridge Chamber of Commerce), Trustee Sue Berglund, Village Administrator Tim Halik, Interim Director of Finance Carrie Dittman and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Members Roswita Korpas (LaQuinta Inn), Member Alan Gagnon (Red Roof Inn), Member Rashmi Patel (Super 8), and Jamin Shah (Willowbrook Inn)

3. VISITORS BUSINESS

None presented.

4. MINUTES - October 23, 2013

Trustee Oggerino asked if there were any corrections to the minutes of the October 23, 2013 meeting. No changes were made. The Committee accepted the minutes as presented.

5. MONTHLY FINANCIAL REPORT - December 31, 2013

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending December 31, 2013. Cash in the fund was \$14,208. Revenues received through December 31 were \$46,004. Ms. Dittman noted percent of revenues received was 71.45% which was slightly higher than the budgeted amount of 67%. Expenditures spent to date were \$46,918.

The Committee accepted the Monthly Financial Report as presented.

6. MARKETING REPORT - November & December 2013

Ms. Beth Marchetti presented the Marketing Report for November and December 2013. Ms. Marchetti highlighted the web stats and the SEM monthly reports. Ms. Marchetti noted the click through rate (CTR) of 1.35% - 1.38% is slightly higher than industry standards. Ms. Marchetti spoke about the new video of Mayor Frank Trilla which has been filmed and will be put on the Bureau's website.

Ms. Marchetti talked about Mini-Abe visiting DuPage County last week. Ms. Marchetti stated Brookfield Zoo will be revamping their zoo package in 2014 and are not accepting any new hotel partners.

7. BUDGET FY 2014/15

Interim Director of Finance Dittman presented a five-year financial

summary of the fund, along with the proposed Budget for Fiscal Year 2014/15. Revenues budgeted are \$60,027. Expenditures are \$60,497. Ms. Dittman stated this would keep fund balance at about \$7,500. The fund balance of \$7,500 will ensure the Hotel Fund will not draw from the Village's General Fund.

8. ADVERTISING PROGRAM - FY 2014/15

Beth Marchetti presented the Advertising Program for FY 2014/15 in the amount of \$37,950. Ms. Marchetti talked about the upcoming International Pow Wow 2014 (IPW) event in April 2014 at McCormick Place. Ms. Marchetti also spoke about targeting the student market with possibly a hotel voucher program with Argonne National Laboratory and the Museum of Science & Industry for next fiscal year.

The Committee accepted the Advertising Program FY 2014/2015 as presented.

9. ADJOURNMENT

The Committee adjourned the meeting at 4:46 p.m.

Minutes transcribed by Janet Kufirin