

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, NOVEMBER 12, 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 4:04 p.m.

2. ROLL CALL

Those present were Trustee Paul Oggerino, Member Alan Gagnon (Red Roof Inn), Member Rashmi Patel (Super 8), 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: Member Roswita Korpas (LaQuinta Inn), Member Jaimin Shah (Willowbrook Inn).

3. MINUTES - January 22, 2014

Trustee Paul Oggerino asked if there were any corrections to the minutes of the January 22, 2014, meeting. No changes were made. The Committee accepted the minutes as presented.

4. MONTHLY FINANCIAL REPORT - OCTOBER 31, 2014

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending October 31, 2014. Revenues received through September were \$28,564. Expenditures spent to date were \$20,323. The Committee accepted the Monthly Financial Report as presented for October 31, 2014.

5. VISITORS BUSINESS

There was no Visitor Business to present.

6. DISCUSSION - WB/BR Chamber of Commerce Request for Funding FY 14/15

Village Administrator Halik presented the letter dated October 7, 2014, 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. The Business Expo will be held June 3, 2015 at Ashton Place. The Committee agreed to budget \$5,500 for the Chamber's request for Fiscal Year 15/16.

7. MARKETING REPORT - July, August and September 2014

Ms. Beth Marchetti presented the Marketing Reports for July, August and September 2014. Ms. Marchetti highlighted the Oak Brook tote bag packages. Each hotel received five tote bags. The bags consist of one \$50 gift card, Oakbrook Center signature gift, Premier Perks Book,

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Oakbrook Center shopping directory and brochures from both the hotels and the bureau.

Ms. Marchetti also highlighted the Willowbrook Route 66 experience. A guest can rent a classic car through American Classic Ride for one day and drive Route 66.

Ms. Marchetti talked about the upcoming USBC/Junior Gold Bowling Tournament event in July 2015. This event will bring 10,000 room night stays. The event should significantly impact the Willowbrook Hotels. Ms. Marchetti noted occupancy is up, but rates still remain low.

8. UPDATE ADVERTISING PROGRAM - FY 2014/15

Ms. Marchetti presented the art work for the billboard which was put up west bound on I-55 @ Sante Fe Drive.

Ms. Marchetti also talked about the Mini-Abe ad/commercial campaign the State of Illinois produced. Ms. Marchetti stated the Mini-Abe will be coming to DuPage on Monday, November 17, 2014. Ms. Marchetti stated Mini-Abe will be taking photos around Willowbrook and asked for suggestions from the hotels.

Member Gagnon noted Red Roof Inn had a logo change it's now a Red Roof Inn Plus.

Village Administrator Halik informed the Committee about IDOT's resurfacing project on Route 83. The project is scheduled to begin in April and last through October 2015. IDOT will be doing most of the resurfacing at night.

The next regularly scheduled Hotel/Motel Tax Advisory Committee will be Wednesday, January 28, 2015 at 4:00 p.m.

9. ADJOURNMENT

The Committee adjourned the meeting at 4:38 p.m.

Minutes transcribed by Janet Kufirin