

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 agreed 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 transcribed by Janet Kufirin