

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 Kufrin.

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.

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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.

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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.

Minutes transcribed by Janet Kufrin