

Willowbrook

835 Midway Drive
Willowbrook, IL 60527-5549

Phone: (630) 323-8215 Fax: (630) 323-0787 www.willowbrookil.org

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:

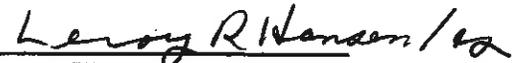
DATE: Wednesday, March 16, 2016
TIME: 4:00 p.m.
PLACE: Village of Willowbrook
835 Midway Drive
Willowbrook, Illinois 60527
AGENDA: See attached

Gayle Neal, Chairman

Notice by facsimile on March 10, 2016.

Liberty/ 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 MARCH 10, 2016..


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 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, MARCH 16, 2016 AT 4:00 P.M., AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. VISITOR'S BUSINESS
4. APPROVAL OF MINUTES – January 28, 2016
5. MONTHLY FINANCIAL REPORT – February 29, 2016
6. UPDATE – New Businesses
7. PRESS RELEASE – DuPage CVB's Tourism Grant Program
8. DISCUSSION – General Committee Direction
9. ADJOURNMENT

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON THURSDAY, JANUARY 28, 2016, AT 4:00 P.M. AT THE VILLAGE HALL, 835 MIDWAY DRIVE, 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 Alan Gagnon (Red Roof Inn Plus), Member Rashmi Patel (Econ Lodge), Member Roswitha Korpas (LaQuinta Inn) and Member Frank Fishella (Willowbrook/Burr Ridge Chamber of Commerce), Village Administrator Tim Halik, Director of Finance Carrie Dittman, Assistant to the Village Administrator Garrett Hummel, Beth Marchetti, DuPage Convention and Visitors Bureau, and Trustee Terry Kelly, Recording Secretary Janet Kufrin

ABSENT: Members Jamin Shah (Willowbrook Inn)

3. VISITORS BUSINESS

Mr. Joseph Walsh the banquet & catering sales manager of Chateau Orleans attended the meeting. Mr. Walsh spoke to the Committee about what his business has to offer.

4. MINUTES - December 2, 2015

Trustee Neal asked if there were any corrections to the minutes of the December 2, 2015 meeting. No changes were made. The Committee accepted the minutes as presented.

5. MONTHLY FINANCIAL REPORT - December 31, 2015

Director of Finance Dittman presented the monthly financial report for the period ending December 31, 2015. Ms. Dittman noted the new look of the report was because of the recently completed software conversion of the Village. Cash in the fund was \$112,255, plus receivables less amounts owed to the Village General Fund. Ms. Dittman stated with the increase of the hotel/motel tax from 1% to 5% effective June 1, 2015 received through December 31 were \$150,013. Ms. Dittman reviewed the expenditures. Expenditures spent through December 2015 were \$50,484. The Committee accepted the monthly financial report as presented.

6. Budget - FY 2016/17

Director of Finance Dittman presented the proposed budget for fiscal year 2016/17 Budgeted revenues are \$243,030 and expenditures are \$128,799. Director Dittman discussed the new budget line item of \$5,000 for the DuPage Convention & Visitor's grant pilot program. Director Dittman stated the advertising budget is \$100,000. Director Dittman stated the final budget will go to the Village Board sometime

in April. The Committee accepted the proposed budget for fiscal year 2016/17 as presented.

Page 2

Hotel/Motel Minutes

January 28, 2016

7. MARKETING REPORT - October, November, December

Beth Marchetti presented the marketing reports for October, November and December. Ms. Marchetti highlighted the Chicago Magazine, Darien Sportsplex, Midwest Living and the WB/BR Chamber of Commerce directory ads. Ms. Marchetti presented a copy of the STR report. Ms. Marchetti stated this report focuses on providing overall performance data and trends in the hotel industry and or community. The hotels already received this report on a weekly basis. After a brief discussion, the Committee agreed this report would be useful in obtaining community data. The Committee further requested Village Staff, to provide an update of what new businesses are coming to Willowbrook and would discuss the STR report at the next meeting.

8. WILLOWBROOK MOBIL PHONE APP UPDATE.

Assistant to the Village Administrator Hummel presented a flyer of the Willowbrook Mobile Phone App. Mr. Hummel explained how to download the app by either going to the Apple Store (for iPhone) or going to the Google Play Store (for Android) and search "Willowbrook App" for the free download. The app gives you the ability to sign-up to receive alerts, view meeting agendas & minutes, and retrieve the calendar of events. It also gives you access to a resource directory search for restaurants and hotels and a quick link to other government agency sites. Ms. Marchetti offered to help with a press release and to send out an e-blast about the mobile app. Also, Ms. Marchetti stated that she will be placing the app on the Hotels' website. Ms. Marchetti suggested the hotels provide advertising materials in their lobbies about the app.

9. ADVERTISING PROGRAM - FY 2016/17

Ms. Marchetti would like to receive additional feedback from the hotels for the Advertising Program. Ms. Marchetti asked if the hotels would like to possibly try a billboard ad again. Administrator Halik discussed the idea of providing transportation from the hotels to areas such as the WB Town Center. Mr. Halik stated once he meets with the local municipality who provided this service, he would report back to the Committee with their feedback on how the transportation worked for them.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:52 p.m.

Minutes transcribed by Janet Kufrin

FUND ACCOUNT DESCRIPTION
 2015-16 AMENDED BEG. BALANCE ACTIVITY FOR YEAR-TO-DATE END BALANCE
 BUDGET 05/01/2015 02/29/2016 THRU 02/29/16 02/29/2016

FUND ACCOUNT	DESCRIPTION	2015-16 AMENDED BUDGET	BEG. BALANCE 05/01/2015	ACTIVITY FOR MONTH 02/29/2016	YEAR-TO-DATE THRU 02/29/16	END BALANCE 02/29/2016
Fund 03 - HOTEL/MOTEL TAX FUND						
Assets						
03 110-105	CHECKING - 0283		0.00	0.00	0.00	0.00
03 110-114	IL FUNDS HOTEL/MOTEL - 5948		9,499.39	13.15	59,902.46	69,401.85
03 110-257	COMMUNITY BANK OF WB - 0275		0.00	12,509.14	65,951.07	65,951.07
03 130-115	ACCOUNTS RECEIVABLE		4,723.95	0.00	0.00	4,723.95
03 140-101	DUE TO/FROM GENERAL FUND		(8.80)	0.00	8.80	0.00
03 140-102	DUE TO/FROM WATER FUND		0.00	0.00	0.00	0.00
03 190-101	PREPAID EXPENDITURES		0.00	3,000.00	3,000.00	3,000.00

TOTAL Assets 14,214.54 15,522.29 128,862.33 143,076.87

Liabilities	ACCOUNTS PAYABLE	13,718.47	0.00	(13,718.47)	0.00
03 210-101	ACCOUNTS PAYABLE	13,718.47	0.00	(13,718.47)	0.00

TOTAL Liabilities 13,718.47 0.00 (13,718.47) 0.00

Fund Equity	FUND BALANCE	496.07	0.00	0.00	496.07
03 300-101	FUND BALANCE	496.07	0.00	0.00	496.07

TOTAL Fund Equity 496.07 0.00 0.00 496.07

Revenues	HOTEL/MOTEL TAX	210,000.00	15,509.14	182,810.05	182,810.05
03 310-205	HOTEL/MOTEL TAX	210,000.00	0.00	0.00	0.00
03 310-725	REGISTRATION FEES	0.00	0.00	0.00	0.00
03 310-913	OTHER RECEIPTS	0.00	0.00	0.00	0.00
03 310-922	FEDERAL/STATE GRANTS	0.00	0.00	0.00	0.00
03 320-108	INTEREST INCOME	0.00	13.15	39.84	39.84
03 320-109	CHANGES IN MARKET VALUE	0.00	0.00	0.00	0.00

TOTAL Revenues 210,000.00 15,522.29 182,849.89 182,849.89

Expenditures	SALARIES - CLERICAL	0.00	0.00	0.00	0.00
03 401-126	SALARIES - CLERICAL	0.00	0.00	0.00	0.00
03 401-253	PUBLIC RELATION CONSULTANT FEES	0.00	0.00	0.00	0.00
03 401-303	FUEL/MILEAGE/WASH	0.00	0.00	0.00	0.00
03 401-304	SCHOOLS/CONFERENCES/TRAVEL	0.00	0.00	0.00	0.00
03 401-306	REIMBURSE PERSONAL EXPENSES	0.00	0.00	0.00	0.00
03 401-307	FEES/DUES/SUBSCRIPTIONS	9,000.00	0.00	10,288.96	10,288.96
03 401-308	GRANT PILOT PROGRAM	0.00	0.00	0.00	0.00
03 401-311	POSTAGE & METER RENT	125.00	0.00	19.73	19.73
03 401-401	OPERATING EQUIPMENT	0.00	0.00	0.00	0.00
03 435-302	PRINTING & PUBLISHING	0.00	0.00	0.00	0.00
03 435-303	WILLOWBROOK MOBILE PHONE APP	2,750.00	0.00	3,773.75	3,773.75
03 435-316	LANDSCAPE BEAUTIFICATION	3,000.00	0.00	277.60	277.60
03 435-317	ADVERTISING	60,450.00	0.00	19,346.93	19,346.93
03 435-318	COMMUNITY SLOGAN	0.00	0.00	0.00	0.00
03 435-319	CHAMBER DIRECTORY	3,000.00	0.00	3,000.00	3,000.00
03 436-378	WINE & DINE INTELLIGENTLY	2,000.00	0.00	1,062.12	1,062.12
03 436-379	SPECIAL PROMOTIONAL EVENTS	2,500.00	0.00	2,500.00	2,500.00
03 436-380	FAMILIARIZATION TOURS	0.00	0.00	0.00	0.00
03 449-799	CONTINGENCIES	0.00	0.00	0.00	0.00

PERIOD ENDING 02/29/2016

FUND ACCOUNT	DESCRIPTION	2015-16 AMENDED BUDGET	BEG. BALANCE 05/01/2015	ACTIVITY FOR MONTH 02/29/2016	YEAR-TO-DATE THRU 02/29/16	END BALANCE 02/29/2016
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Fund 03 - HOTEL/MOTEL TAX FUND						
Expenditures						
TOTAL Expenditures		82,825.00		0.00	40,269.09	40,269.09

Total Fund 03 - HOTEL/MOTEL TAX FUND						
TOTAL ASSETS			14,214.54	15,522.29	128,862.33	143,076.87
BEG. FUND BALANCE			496.07			496.07
+ NET OF REVENUES & EXPENDITURES			496.07	15,522.29	142,580.80	142,580.80
= ENDING FUND BALANCE		127,175.00	13,718.47	0.00	(13,718.47)	143,076.87
+ LIABILITIES						0.00
= TOTAL LIABILITIES AND FUND BALANCE			14,214.54	15,522.29	128,862.33	143,076.87

Village of Willowbrook: New Business List

-Now Open-

BATES WATER SOLUTIONS, INC.
(water conditioning treatment)
Date Opened: January 15th, 2016

760 N Frontage Road 103
Willowbrook, IL 60527
(630) 964-1539
(630) 841-3289

CHISHACK
(fast food establishment)
Date Opened: December 2015

301 75th Street
Willowbrook, IL 60527
(630) 581-5620

DIAMOND EDGE ACADEMY
(indoor softball/baseball training)
Date Opened: January 1st, 2016

7850 S Quincy Street
Willowbrook, IL 60527
(630) 601-7171

EUROPEAN WAX CENTER
(hair removal salon)

Date Opened: January 1st, 2016

6300 Kingery Highway 218
Willowbrook, IL 60527
(630) 323-1700

-Pending Projects-

COMPASS
(indoor soccer and golf facility)
Date Opening: N/A

635 Joliet Road
Willowbrook, IL 60527
N/A

PETCO
(pet care and retail)
Date Opening: "Middle of April"

6300 Kingery Highway 201
Willowbrook, IL 60527
N/A

PETE'S FRESH MARKET
(retail grocery)
Date Opening: N/A

840 Plainfield Road
Willowbrook, IL 60527
N/A

Contact

Nanette Traetow, Director of Marketing & Operations

Phone: 630.575.8070, ext. 212

Email: nanette@discoverdupage.com

For Immediate Release

February 24, 2016

DuPage CVB's Tourism Grant Program Primed to Generate Additional Tax Revenues for DuPage County

Oak Brook, IL - The DuPage Convention and Visitors Bureau (CVB) announced today that their new grant program, launched in December 2015 to secure group business for DuPage hotels, is already generating significant financial returns for the tourism industry in DuPage County.

In what is typically a very slow time for hotels in the Midwest U.S., the DuPage CVB has crafted a financial grant program that will yield additional room and food/beverage revenue for hotel properties and generate state, county and local taxes by luring new group business to DuPage County.

The CVB's pilot grant program, in partnership with DuPage County and participating communities, awarded its first grant to Eaglewood Resort & Spa in Itasca on Tuesday.

"Meeting professionals have become very savvy at negotiating for their company or client," according to DuPage CVB Executive Director Beth Marchetti. "Asking for financial assistance to help cover transportation costs for the group, reduced room rental, bid fees and more is the norm, not the exception. Our CVB devised a strategy to help our hotels stay competitive with neighbors who already have financial backing."

She continues: "It was important for us to come up with alternative avenues to secure new business for our hotel partners. Other grant and incentive programs currently exist across the country. We wanted to be able to proactively lure new economic development and tax revenues for DuPage County through tourism."

With approval from the DuPage CVB board of directors, the bureau launched a program that collectively creates funding from the CVB, the county, and participating DuPage communities to help support their local hotels.

"State grant programs that were previously at our disposal to lure events, sports tournaments and meetings are no longer available," says Marchetti. "We had to come up with strategies that help our hotels on the front end, while generating hotel tax for both the community and state once the group has stayed. It's a win-win for everyone."

- continued -

Julie Berry, Eaglewood's director of sales and marketing, shared that "the DuPage CVB's grant program made the difference for this particular corporate training group, convincing them to select our beautiful resort over the competition for their meeting. This program has armed not only our entire staff, but the sales teams for all DuPage County hotels with additional tools to persuade planners to choose DuPage County."

Eaglewood Resort & Spa received a signed contract for over 1,700 rooms, which will generate nearly \$340,000 in revenues and over \$668,100 in direct expenditures to the Village of Itasca and surrounding area.

Eaglewood's General Manager Tom Garcia stated, "We are very grateful to President Jeff Pruyn, Village Manager Evan Teich, DuPage County Board Chairman Dan Cronin, and the DuPage CVB team for demonstrating their confidence in DuPage hotels to secure business opportunities and tax revenues for DuPage County."

All DuPage CVB member hotels and their communities are eligible to participate in this grant program for group business. Contact Director of Sales Lisa Landers, CMP, at 630.575.8070, ext. 207, or lisa@discoverdupage.com for details.

About DuPage County

DuPage County is the second most populous county in Illinois after Cook County, which borders it to the north and east. Together, the two counties account for half of the state's population. One of the nation's wealthiest counties, DuPage is rich in many types of commerce and is second only to Cook in tourism revenue. With its well-developed highway and mass transit system, DuPage County is easily accessible from O'Hare and Midway Airports, as well as the City of Chicago.

About DuPage Convention & Visitors Bureau

The DuPage Convention & Visitors Bureau was established through the efforts of a coalition of DuPage area hotel executives and business representatives in 1987, and was formally certified in 1989 by the State of Illinois. It remains the state's official agency for promoting the county's multibillion dollar tourism industry and marketing DuPage County as an enticing destination for leisure and business travelers, meeting planners, groups and conventions, in order to enhance the economic development of the area.

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