

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.

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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 Kuftrin