

MINUTES OF THE RESCHEDULED REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON THURSDAY, FEBRUARY 1, 2007, 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

Chairman Robert Napoli called the meeting to order at 4:02 p.m.

2. ROLL CALL

Those present were Chairman Robert Napoli, Member Earl Flowers (Holiday Inn), Member Ronald Isdonas, Willowbrook/Burr Ridge Chamber of Commerce and Director of Finance Sue Stanish.

ABSENT: Member Marsha Proszek (LaQuinta Inn), Member Tracy Jamieson (Red Roof Inn) and Member Natalie Prignano (Super 8 Motel).

3. MINUTES - October 25, 2006

Chairman Napoli asked if there were any corrections or changes to the minutes of the October 25, 2006, meeting.

Motion: Made by Member Isdonas, Seconded by Member Flowers to approve the minutes of the October 25, 2006 as presented.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - DECEMBER 31, 2006

Director of Finance Sue Stanish presented the Monthly Financial Report for the period ending December 31, 2006. Ms. Stanish stated the cash on hand for December 31, 2006 is \$19,555.63. Ms. Stanish stated revenues received this year are \$69,276.63, which is 78% of the budgeted amount of \$88,800. Ms. Stanish noted the winter months are the slower months, even though revenues are up there may be a decline over the next few months.

** Beth Marchetti of the DuPage Convention and Visitor Bureau entered the meeting at 4:07 p.m. **

5. VISITORS BUSINESS

There was no Visitors Business to present.

6. BUDGET - Fiscal Year 2007/08

Director of Finance Stanish presented the budget for Fiscal Year 2007/08.

- Projected fund balance at 5/1/07 is expected to be \$19,000
- Projected revenues for Fiscal Year 2007/08 is \$89,700

- Projected operating expenses for Fiscal Year 2007/08 is \$95,000
- Fund Balance at 4/30/08 is expected to be \$9,976

Director of Finance Stanish stated the budget includes a membership fee to the DuPage Convention and Visitors Bureau in the amount of \$17,800, and landscape beautification program in the amount of \$3,200. Ms. Stanish stated the landscape beautification program includes plantings around the Village's entrance signs on Route 83 and the triangular entrance on Midway Drive east of Route 83. The budget also includes an advertising program in the amount of \$64,900, the Chamber directory in the amount of \$3,000, the Wine and Dine Intelligently Program in the amount of \$2,000 and Special Promotional Events in the amount of \$4,000.

The Committee accepted the budget as presented for Fiscal Year 2007/08.

Ms. Marchetti stated soon she would work with the hotel managers on developing next year's advertising program.

7. UPDATE - Marketing Plan Fiscal Year 2006/07

Director of Finance Stanish presented three new graphs. The graphs represent monthly marketing statistics for 2006 compared to 2007 monthly numbers. The first graph details the first time visitors to the Willowbrook Hotel website, the second graph details total nights booked through a free service called Travel Hero and the third graph details advertising inquiries for both leisure and business from all sources.

Ms. Marchetti presented the following print materials:

- Illinois Getaway Guide - Winter/Holiday Edition
- DuPage - The Magnificent Miles West of Chicago Meeting -Cool Getaways for a Hot Weekend and Winter Savings Piece
- DuPage - Map & Get-around Guide
- DuPage - Destination Volume 1 Fall/Winter 2006/07 - This piece featured the Willowbrook Hotels
- DuPage - Meetings and More piece
- Marketing report for January 2007

Ms. Marchetti presented a color copy of the new hotel brochure. Ms. Marchetti stated this color mock up did not include the map portion of the brochure. Ms. Marchetti asked the Committee if they would like to include a number and location on the map for every Willowbrook restaurant. The Committee agreed to include every restaurant in Willowbrook. Chairman Napoli asked that the new Town

Center is included. Ms. Marchetti stated that she has already received a list from Village Staff and will be indicating it on the new brochure. Ms. Marchetti requested Village Staff send her an updated list of the businesses for the Town Center.

Ms. Marchetti discussed the free online booking service called Travel Hero. Ms. Marchetti stated this program has booked over 57 rooms for the year. Ms. Marchetti also stated for the month of January, Travel Hero brought in \$405.05 in revenue. Ms. Marchetti noted that she really likes this site because it's free, easy to use and these rooms would not otherwise be booked.

Ms. Marchetti invited the Committee to the member appreciation party to be held on Thursday, March 1, 2007, at the Bolingbrook Golf Club from 5:00 - 7:00 p.m. Ms. Marchetti noted the invitations just went out and to watch for it.

Member Isdonas presented the new 2007 Willowbrook/Burr Ridge Chamber of Commerce directory. Member Isdonas noted the special credits on page 1 to the Hotel/Motel Tax Advisory Committee for their monetary support.

Member Isdonas stated the Chamber has received a quote in the amount of \$437.50 to update the Chamber website, which is linked to the hotel website. Member Isdonas stated the Committee has set aside a contingency fund of \$1,000 for this purpose. Director of Finance Stanish reminded the Committee that \$750 of the \$1,000 was used for a Chamber map. The Committee felt this is an important project and agreed to over spend the \$1,000.

8. DISCUSSION - Willowbrook Banners

Chairman Napoli presented a memo dated January 19, 2007, from Village Administrator Modaff regarding the light pole banner program. Chairman Napoli stated that Village Staff has estimated the following:

- Banners: 37 banners X\$200/ea = \$7,400
- Hardware: 37 poles x 100/ea = \$3,700
- Installation: \$1,000
- Total: \$12,100

Director of Finance Stanish noted the banners would need to be changed 3 to 4 times a year adding another \$25,200 to the \$12,100 for a yearly cost of approximately \$37,300. Ms. Stanish also noted this amount would be taken out of the advertising budget of \$64,900. The Committee agreed the advertising dollars are better spent to upgrade the Hotel website, to send out electronic e-blasts and to use on print advertising.

The Committee unanimously agreed not to approve this item.

The next Hotel/Motel Tax Advisory Committee meeting is scheduled for Wednesday, October 24, 2007, at 4:00 p.m.

9. ADJOURNMENT

Motion: Made by Member Flowers, Seconded by Member Isdonas to adjourn at 4:53 p.m.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

Minutes transcribed by Janet Kufrin.