

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 25, 2006, 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 4:00 p.m.

2. ROLL CALL

Those present were Chairman Robert Napoli, Member Dave Seaquist (Holiday Inn), Member Ronald Isdonas (Willowbrook/Burr Ridge Chamber of Commerce), Village Administrator Philip Modaff, Director of Finance Sue Stanish, Donald Conklin, Willowbrook/Burr Ridge Chamber of Commerce and Beth Marchetti, DuPage Convention and Visitors Bureau.

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

3. MINUTES - January 25, 2006

Chairman Napoli asked if there were any corrections or changes to the minutes of January 25, 2006. The Committee accepted the minutes as presented.

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

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - SEPTEMBER 30, 2006

Director of Finance Stanish presented the Monthly Financial Report for the period ending September 30, 2006. Director Stanish stated revenues are \$43,073 for the months of May through September. However, even though the report indicates the fund is at 48% of the budgeted amount of the \$88,800 revenues, we are entering the winter months, which tend to be the slower time of the year. Ms. Stanish stated expected expenditures are \$87,970. The projected fund balance at April 30, 2007 is \$11,604.

Ms. Stanish noted there was an unexpected expenditure in the amount of \$750 for the 2007/2008 Willowbrook/Burr Ridge Map and Street Guide. Ms. Stanish stated the map is published every two years and in the past, was paid for by the General Fund. However, this year no dollars were budgeted in the General Fund and this amount was taken out of the \$1,000 contingency amount that was budgeted in the Hotel/Motel Fund Special Promotional Events line item.

Ms. Stanish stated the alcohol awareness seminar was conducted by the Illinois Restaurant Association and was held on Monday, October 23 at the Holiday Inn. Ms. Stanish stated there were 14 participants out of the 17 who had registered for the seminar.

report using the monthly totals activities and incorporate it into a yearly report or graph.

Ms. Marchetti stated the Bureau is sending out an electronic newsletter targeting the meeting planner clients. Ms. Marchetti also stated that the Bureau now has enough names in their database to begin sending out monthly e-blasts. This database was gathered by using the inquiry hits on the Web site.

Resident and Park Commissioner Carol Lazarski asked the Committee to look into the possibility of placing identity banners to enhance the look of the Village, along the gateways to Willowbrook. Ms. Lazarski suggested the banners be placed on Midway and Frontage Road by the planter, or along 75th & Route 83. Ms. Lazarski stated the banners identification could use the Route 66 logo.

After some discussion, the Committee asked Village Administrator Modaff to check with the Village Attorney to see if hotel/motel tax dollars could be used for this purpose. The Committee further requested Staff identify how many poles are available and where the banners could be placed, the cost of the banners and the cost of the hardware.

Beth Marchetti stated the State had a pilot program to place blue signs on the interstates. However, this program was put on hold when the new governor took office. Ms. Marchetti stated that she was not sure when the State will reinstate this program. Ms. Marchetti stated in her opinion, the State is way behind with signage.

9. ADJOURNMENT

Motion: Made by Member Isdonas, Seconded by Member Seaquist to adjourn the meeting at 5:07 p.m.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

Note: The next hotel/motel tax advisory committee meeting is scheduled for Wednesday, January 24, 2007.