

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 28, 2009, 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

Village President Robert Napoli called the meeting to order at 4:00 p.m.

2. ROLL CALL

Those present were Village President Robert Napoli, Member Jonathon Earlywine (Red Roof Inn), Member Ronald Isdonas (Willowbrook Burr Ridge Chamber of Commerce), Director of Finance Sue Stanish, Village Planner Sara Hage and Beth Marchetti DuPage Convention and Visitors Bureau.

ABSENT: Member James Hetman (Holiday Inn)

Member Zury Cohen (LaQuinta Inn) entered the meeting at 4:02 p.m.

3. MINUTES - January 28, 2009

Village President Robert Napoli asked if there were any corrections to the minutes of the January 28, 2009, meeting.

MOTION: Made by Member Isdonas, Seconded by Member Earlywine, to approve the January 28, 2009, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - September 30, 2009

Director of Finance Sue Stanish presented the Monthly Financial Report for the period ending September 30, 2009. Ms. Stanish stated revenues received this year are \$30,318. Ms. Stanish stated revenues are down 30% for the year. Ms. Stanish stated the Hotel/Motel Tax Fund is in the black and there is now a small amount of money available for advertising. Ms. Stanish stated the DuPage Convention and Visitors Bureau have been receiving a portion of their dues monthly instead of all at once, and then the fund would catch up during the year.

The Committee accepted the Monthly Financial Report for the period ending September as presented.

5. VISITORS BUSINESS

There was no Visitors Business to present.

6. INFORMATION - ServSafe Alcohol Certification Training

Director of Finance Stanish presented the letter dated October 13, 2009 from President Robert Napoli inviting Willowbrook liquor licenses holders to the annual ServSafe Alcohol Certification Training program to be held on Monday, November 16, 2009 at the

Willowbrook Holiday Inn. Ms. Stanish stated currently there are 9 enrollees and she hopes more will attend. The deadline to register is November 6, 2009.

7. MARKETING REPORT - August, September 2009

Beth Marchetti of the DuPage Convention and Visitors Bureau presented the August and September 2009 monthly reports.

8. DISCUSSION - WB/BR Chamber of Commerce Contribution

Member Isdonas presented the letter dated October 19, 2009 from Joseph J. Stastny, Treasurer of the Willowbrook/Burr Ridge Chamber of Commerce requesting funding for Fiscal Year 2010/11 for the following:

- \$3,000 Annual Chamber Community Directory
- \$2,500 Annual Business Expo

The Committee agreed to include for Fiscal Year 2010/11 funding in the amount of \$5,500 for the Chamber Directory and the Business Expo.

9. UPDATE - Route 66

Ms. Sara Hage, Village Planner, presented her memorandum dated October 22, 2009 to the Committee. Ms. Hage stated the Illinois Route 66 Scenic Byway Wayside Exhibit Program is a program established to provide assistance to individual communities to develop and acquire Route 66 wayside exhibits. These exhibits are historical markers that are specific to a local feature.

Ms. Hage stated staff attended, along with Patrick Rhea from Dell Rhea's Chicken Basket, a pre-grant application meeting in Springfield on September 30, 2009. Ms. Hage stated the Chicken Basket is preparing a grant application for the Wayside Exhibit Program and has asked for the Village's support in the form of a cash donation to cover all or part of the required \$3,000 Local Share. If the Village were to provide this financial support, the most appropriate source of funds is the Hotel/Motel Tax Fund which is dedicated towards advancing tourism within the community. Village staff agrees that The Chicken Basket is the most appropriate location for an exhibit within the stretch of Route 66 that lies within Willowbrook.

Ms. Marchetti stated she thought this was a great idea. This sign would help get people off the interstate and into Willowbrook hotels. The Committee agreed this historical marker will help promote tourism and encourage community involvement and economic development in Willowbrook.

The Committee agreed to recommend to the President and Board of Trustees to contribute \$3,000 for the Illinois Route 66 Scenic

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Byway Wayside Exhibit Program. Funds are available through the Hotel/Motel Tax Fund.

10. UPDATE - Advertising Program Fiscal Year 2009/10

Ms. Beth Marchetti, DuPage Convention and Visitors Bureau presented the Illinois Holiday Guide newspaper insert. Ms. Marchetti stated the insert will be placed in 1 million Midwest newspapers on November 8, 2009. The Illinois Holiday Guide is also placed in AAA Offices nationwide and on www.vactionfund.com, along with an e-zine sweepstake also thru vacationfun.com.

Ms. Marchetti stated she will be using the ad from 2009 for the Willowbrook/Burr Ridge Chamber directory for 2010 so there is no cost for the design.

Ms. Marchetti presented a direct mail piece postcard. Ms. Marchetti stated this piece will be used to promote the Hotels during the winter months at a cost of \$1,000.

Ms. Marchetti stated she will be doing two monthly e-blasts during the months of November and December featuring winter packages, events and shopping through Constant Contact database of about 2,000 addresses at a cost of \$500.

Ms. Marchetti stated she will be using about \$1,000 for maintenance costs for the Hotels' website. Ms. Marchetti stated it is very important to keep the site updated and fresh to continue to drive new traffic to the site. Member Isdonas stated the Village will be having its 50th Anniversary in 2010 and requested possibly some of the events could be promoted on the Hotel site. Ms. Marchetti also stated Willowbrook Hotels are on all sorts of social media sites such as twitter, goSeeChicago.com, TribLocal.com, YouTube, Text alerts thru DuPage Convention and Visitors Bureau.

11. ADJOURNMENT

The Committee adjourned the meeting at 4:35 p.m.

Minutes transcribed by Janet Kufrin.