

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON TUESDAY, JANUARY 24, 2012, 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

Mayor Robert Napoli called the meeting to order at 4:05 p.m.

2. ROLL CALL

Those present were Mayor Robert Napoli, Member Debbie Gallo (Holiday Inn), Member Sam Amin (Super 8), Village Administrator Tim Halik, Deputy Chief Paul Oggerino, Interim Director of Finance Carrie Dittman and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member Cory Zirwes (Red Roof Inn), Roswita Korpas (LaQuinta Inn) and Member Gene Ognibene (Willowbrook/Burr Ridge Chamber of Commerce)

3. MINUTES - October 25, 2011

Mayor Napoli asked if there were any corrections to the minutes of the October 25, 2011, meeting.

MOTION: Made by Village Administrator Halik, Seconded by Member Amin, to approve the October 25, 2011, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - December 31, 2011

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending December 31, 2011. Revenues received through December 31 were \$51,445. Expenditures spent to date were \$27,662. Village Administrator Halik noted the expenditures were about 6% under budget at this time. The Committee accepted the Monthly Financial Report as presented.

MOTION: Made by Deputy Chief Oggerino, Seconded by Village Administrator Halik to accepted the Monthly Financial Report for the period ending December 31, 2011, as presented.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

5. VISITORS BUSINESS

There was no Visitor Business to present.

6. DISCUSSION - Planning G-8/NATO Summits - Spring 2012

Deputy Chief Oggerino presented the letter dated January 17, 2012, from Chief of Police Mark Shelton. The letter was sent to all the four hotels notifying them of the upcoming G-8 and NATO Summits. The G-8 and NATO Summit will be held May 19 - 21, 2012 in Chicago. Deputy Chief Oggerino asked the hotels to let the Police Department know, if someone reserves a large block of rooms for these dates.

7. Marketing Report - December 2011

Ms. Beth Marchetti presented the monthly reports for December 2011.  
Ms. Marchetti highlighted the following:

- Advertising inquires for December totaled 1,035
- Ad created for the WB/BR Chamber of Commerce
- 103 referrals were generated to reservation
- Travel Guide free ad
- Illinois Holiday Winter Getaway Guide
- December e-blast
- Midwest Meeting.com ad

Ms. Marchetti stated she met with IDOT regarding the brown tourism signs on Interstate I-55. Ms. Marchetti stated no new brown signs are allowed on I-55, only the blue signs featuring attractions are eligible at specific intersections. Ms. Marchetti will continue to work on this issue to see if there is an exception to allow for some kind of a sign. The Committee accepted the marketing report for the month of December 2011 as presented.

8. BUDGET - FY 2012/13

Interim Director of Finance Dittman presented the proposed Budget for Fiscal Year 2012/13. Revenues budgeted are \$62,230. Expenditures are \$82,969.

MOTION: Made by Member Gallo, Seconded by Member Amin to accept the Budget for Fiscal Year 2012/13 as presented and to recommend to the Mayor and Board of Trustees to approve the Budget for Fiscal Year 12/13.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

9. ADVERTISING PROGRAM - FY 2012/13

Beth Marchetti presented the Advertising Program for FY 2012/13 in the amount of \$60,000. Ms. Marchetti stated this year's advertising program includes redesigning and updating the Hotel's website with a social media toolbar, video and optimization of web-site's search engines. Ms. Marchetti stated the video which was created last summer featuring Mayor Napoli will be placed on the site. Also, Ms. Marchetti suggested the Committee possibly look at a billboard again for Fiscal Year 2012/13.

The Committee accepted the Advertising Program FY 2012/2013 as presented.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:54 p.m.