

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 23, 2013, 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 Hardy Patel (Super 8) Member Frank Fishella (Willowbrook/Burr Ridge Chamber of Commerce), Trustee Sue Berglund, Village Administrator Tim Halik, Interim Director of Finance Carrie Dittman and Beth Marchetti, DuPage Convention and Visitors Bureau.

Member Alan Gagnon (Red Roof Inn) entered the meeting at 4:06 p.m.

ABSENT: Members Roswita Korpas (LaQuinta Inn) and Debbie Gallo (Holiday Inn)

3. VISITORS BUSINESS

Trustee Berglund suggested the use of a videographer to help promote Willowbrook Hotels. Trustee Berglund inquired as to how the Hotels site utilizes the internet to book a stay in Willowbrook. Trustees Berglund stated a family member had difficulty finding the Willowbrook Hotels'.

Beth Marchetti gave an overview of the Hotels' website. Ms. Marchetti also explained how the site uses key words such as Chicagoland, McCormick Place and Chicagoland Speedway to maximize the search engines. Ms. Marchetti requested Trustee Berglund send her the links so she could see how the searches were done.

4. MINUTES - October 24, 2012

Mayor Napoli asked if there were any corrections to the minutes of the October 24, 2012, meeting. Ms. Marchetti noted one correction under item 9, Paragraph 4. The State Wars in-line hockey tournament is scheduled for July 31, 2013 through August 9, 2013.

MOTION: Made by Member Fishella, Seconded by Member Patel, to approve the October 24, 2012, minutes as amended.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

5. MONTHLY FINANCIAL REPORT - December 31, 2012

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending December 31, 2012. Cash in the fund was \$48,526. Revenues received through December 31 were \$48,842. Expenditures spent to date were \$27,280.

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Ms. Dittman noted the following expenditures for the year:

- Fees-Due Subscription \$10,575.17
- Advertising 12,712.53

- Chamber Directory 3,000.00

The Committee accepted the Monthly Financial Report as presented.

6. MARKETING REPORT - December 2012

Ms. Beth Marchetti presented the Marketing Report for December 2012. Ms. Marchetti highlighted the web stats. Ms. Marchetti also presented the print ads for the WB/BR Chamber Directory, AAA magazine, Route 66 Guidebook and the Midwest Meeting circulation.

Ms. Marchetti noted a great deal of the brochure fulfillments are being done on-line, with an electronic version of the brochure. Ms. Marchetti informed the Committee about the holiday pilot program. This program placed brochures at the O'Hare and Hinsdale Oasis. The brochures did very well.

Ms. Marchetti stated she would like to do a Route 66 overnight stay package with dinner. Ms. Marchetti asked the hotels to provide her with what they would like to include. The Committee accepted the report as presented.

7. BUDGET FY 2013/14

Interim Director of Finance Dittman presented a five-year financial summary of the fund, along with the proposed Budget for Fiscal Year 2013/14. Revenues budgeted are \$64,401. Expenditures are \$61,702. Ms. Dittman stated this would keep fund balance at about \$5,000.

MOTION: Made by Member Patel, Seconded by Member Gagnon to recommend to the Mayor and Board of Trustees to approve the Budget for Fiscal Year 13/14 as presented.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

8. ADVERTISING PROGRAM - FY 2013/14

Beth Marchetti presented the Advertising Program for FY 2013/14 in the amount of \$38,300. Ms. Marchetti noted the advertising program does not yet include grant dollars from the Bureau. Ms. Marchetti stated she would like to meet with the hotels in the next two weeks to discuss how the funds will be spent.

9. ADJOURNMENT

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

Minutes transcribed by Janet Kufrin