

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 27, 2010, 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 Rashmi Patel (Super 8), Director of Finance Sue Stanish, and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member James Hetman (Holiday Inn) and Roswita Korpas (LaQuinta Inn)

Member Ronald Isdonas (Willowbrook Burr Ridge Chamber of Commerce) entered the meeting at 4:05 p.m.

3. MINUTES - January 28, 2009

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

MOTION: Made by Member Earlywine, Seconded by Member Patel, to approve the October 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 December 31, 2009. Ms. Stanish stated revenues received to date this year are \$47,076. Ms. Stanish gave an overview of the expenditures spent to date in the amount of \$23,849. Ms. Stanish also noted the \$3,000 expenditure for the Route 66 Scenic Byway sign has been paid and the sign is expected to be displayed sometime this July or August. Ms. Stanish stated projected revenues for 2010 are \$71,000. Ms. Stanish also stated the Hotel/Motel Tax Fund is in the black and there are funds available for advertising.

The Committee accepted the Monthly Financial Report for the period ending December 31, 2009, as presented.

5. VISITORS BUSINESS

There was no Visitors Business to present.

6. MARKETING REPORT - October, November and December 2009

Ms. Marchetti from the DuPage Convention and Visitors Bureau presented the marketing reports for the months of October, November and December 2009. Ms. Marchetti also presented copies of the

chamber ad directory and the direct mail piece postcard which will be distributed next week. Ms. Marchetti stated the new Willowbrook logo was placed on chamber ad and the hotel website.

Ms. Marchetti highlighted the following:

- Eblast database has been increasing each month to nearly 3,500 subscribers by the end of December.
- State Wars Roller Hockey Tournament will be held at Darien Sportsplex in August 2010.
- The \$20 DuPage Dining Cards which were dropped off at all four of the hotels which helped visitors book overnight stays.

7. BUDGET - Fiscal Year 2010/11

Ms. Stanish presented the proposed budget for fiscal year 2010/11. Ms. Stanish stated the proposed revenues for Fiscal Year 2010/11 are \$72,010. Ms. Stanish stated the proposed expenditures are \$72,000. This would leave a fund balance at the end of 2011 of about \$5,000. Ms. Stanish stated that if revenues don't come in as expected the expenditure would be decreased to keep the fund always in the black. Ms. Stanish noted the Village Board Budget workshop is scheduled for March 1 at 6:30 p.m.

The Committee accepted the budget for fiscal year 2010/11 as presented.

8. ADVERTISING PROGRAM - Fiscal Year 2010/11

Ms. Marchetti presented an advertising program for fiscal year 2010/11 in the amount of \$47,000. Ms. Marchetti stated this budget includes funds for the following:

- Billboard
- On-line advertising
- Refreshing the hotel website
- Print advertising in the DuPage Visitor Guide, Business Ledger, Illinois Adventure Guide newspaper insert
- Monthly Eblasts
- Reprinting of the current hotels brochures
- Money for any miscellaneous items

Member Earlywine asked Ms. Marchetti to look into the possibility of purchasing canvas bags to advertise all four hotels. Ms. Marchetti suggested some of the miscellaneous funds be used to purchase Chicago Cubs and Chicago White Sox tickets to do a "register to win", promotion on the hotel website. Member Earlywine suggested Beth look into the possibility of advertising in military publications, since this area has a high concentration of families.

The Committee accepted the advertising program for fiscal year 2010/11 in the amount of \$47,000 as presented.

9. ADJOURNMENT

The Committee adjourned the meeting at 4:40 p.m.