



# Willowbrook

835 Midway Drive  
Willowbrook, IL 60527-5549

Phone: (630) 323-8215 Fax: (630) 323-0787 [www.willowbrookil.org](http://www.willowbrookil.org)  
**AGENDA**

**Mayor**

Frank A. Trilla

**Village Clerk**

Leroy R. Hansen

**Village Trustees**

Sue Berglund

Umberto Davi

Terrence Kelly

Michael Mistele

Gayle Neal

Paul Oggerino

**Village Administrator**

Tim Halik

**Chief of Police**

Robert J. Pavelchik, Jr.

**Director of Finance**

Carrie Dittman

REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, JANUARY 31, 2018 AT 10:00 A.M., AT THE VILLAGE HALL, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. VISITOR'S BUSINESS (Public comment is limited to three minutes per person and only those items that are on the agenda)
4. APPROVAL OF MINUTES – March 16, 2016, May 24, 2016, July 18, 2016, November 2, 2016, January 25, 2017 & October 25, 2017
5. MONTHLY FINANCIAL REPORT – December 31, 2017
6. BUDGET – FY 2018/19
7. DISCUSSION – LANDSCAPE BEAUTIFICATION
8. MARKETING REPORT/ADVERTISING PROGRAM
9. COMMUNICATIONS
10. ADJOURNMENT



Proud Member of the  
Illinois Route 66 Scenic Byway

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, MARCH 16, 2016, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Trustee Gayle Neal called the meeting to order at 4:02 p.m.

2. ROLL CALL

Those present were Trustee Gayle Neal, Member Rashmi Patel (Econo Lodge), Member Frank Fishella (Chamber of Commerce), Member Roswitha Korpas (La Quinta) arrived at 4:08, Village Administrator Timothy Halik, Director of Finance Carrie Dittman, Administrative Intern Tiffany Kolodziej and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member Alan Gagnon (Red Roof Inn Plus) and Member Jaimin Shah (Willowbrook Inn).

3. VISITOR'S BUSINESS

There were no visitors present.

4. APPROVAL OF MINUTES - January 28, 2016

Motion by Frank Fishella, second by Rashmi Patel, to approve the minutes as presented. Motion carried.

5. MONTHLY FINANCIAL REPORT - February 29, 2016

Director Dittman presented the fiscal year to date financials through February 29, 2016 to the Committee. Cash on hand is \$135,353, accounts receivable is \$4,724, prepaid expenditures is \$3,000, and opening fund balance at May 1, 2015 was \$496.

The fund has received \$182,810 in hotel/motel tax to date compared to budget of \$210,000 and interest income of \$40. Director Dittman noted each of the expenditure line items which total \$40,269 compared to budget of \$82,825; at February 29, fund balance of the fund is \$143,077.

6. UPDATE - New Businesses

Administrative Intern Tiffany Kolodziej gave an update on the new businesses that have opened in Willowbrook including Bates Water Solutions, Inc., Chishack, Diamond Edge Academy and European Wax Center. Pending projects include Compass Arena (opening unknown), Petco (opening mid-April), and Pete's Fresh Market (opening unknown).

7. PRESS RELEASE - DuPage CVB's Tourism Grant Program

Director Dittman shared a press release that was sent to the Village by the DuPage Convention & Visitor's Bureau on the newly developed Tourism Grant Program. The DCVB awarded its first grant to Eaglewood Resort & Spa in Itasca in February 2016.

The grant money comes from DuPage County and participating communities and is used to secure new business for the hotels. The Village has allocated \$5000 in the current fiscal year budget and \$5000 in next year's budget for this program.

Beth Marchetti added that the DCVB has just awarded its second grant for an event at Christmastime that will occur in Lombard. She noted that Roswitha may be able to use this program for the Rt. 66 motorcycle group that sometimes comes to town, or for different sports groups.

8. DISCUSSION - GENERAL COMMITTEE DIRECTION

Village Administrator Timothy Halik noted that he had been in contact with his counterpart at the City of Elmhurst that has a trolley program. He then introduced Administrative Intern Tiffany Kolodziej who has been researching the trolley company and she presented her findings and passed around a pamphlet. Elmhurst uses The Trolley Car & Bus Company, which employs a professional uniformed driver, and the trolley can play a CD over a PA system to give facts about the town and provides advertising. A bus is also available. Designated stops can be set in town at key locations. The owner offered to make a presentation to the H/M Committee at a future meeting and bring the trolley for the Committee to see.

The Committee discussed that the trolley sounded better than a bus, offering more flair, and that possible stops could be at the Town Center (where there are already benches), at the Whole Foods shopping center and possibly a village park like Willow Pond for picnics and recreational activities. The trolley would stop at the hotels and loop to these other stops. Construction/congestion around 63<sup>rd</sup> Street was discussed and possibly adding that area as a second phase once the construction was complete would be a good idea. It was mentioned that perhaps Harlem-Irving Co. who owns the Town Center development could be invited to the trolley presentation meeting to see if they would like to participate.

The Committee discussed the promotion of the trolley, such as pamphlets placed in the hotels, signs at the stops, advertising in the Village's newsletter and on the mobile phone app, and the Mayor could perform a ribbon-cutting on the first run.

The Committee agreed to invite the trolley company owner to present at a future meeting, date TBD.

Beth Marchetti discussed collaboration between DCVB, Mayor Trilla and Willowbrook area schools to bring international travel camps called Steam Discovery Tours to the area. The tours consist of gifted students interested in science, technology, engineering, arts and mathematics with stops at locations like the Museum of Science and Industry, Argonne National Laboratory and Fermilab.

Beth also noted that an ad will go on Choose Chicago's website geared towards McCormick Place visitors and ads will be placed at Midway Airport. There was discussion about use of a taxi company such as American Taxi to shuttle between the Village and Midway, and perhaps ride packages could be purchased. A link could be placed on the WB mobile phone app. Beth will reach out to American Taxi.

Additionally, a billboard will be going up on I-55 by Lemont Rd. around April 15<sup>th</sup>. Beth is looking into a billboard ad closer to Midway airport as well but believes these are sold out until May or June.

Finally, Trustee Neal discussed adding flower pot displays at each of the hotel entrances and has been in contact with Hinsdale Nurseries. This could be funded with the landscape beautification line item funds. The Willowbrook Inn has been progressing on their remodeling but no opening date has been specified. They will be going back to the Holiday Inn branding.

9. ADJOURNMENT

Motion to adjourn the meeting made by Frank Fishella, seconded by Rashmi Patel at 4:45 p.m.

The next special meeting of the Hotel/Motel Tax Advisory Committee will be determined when the schedule of the trolley company owner permits.

Minutes transcribed by Carrie Dittman, 3/18/2016

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON TUESDAY, MAY 24, 2016, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Trustee Gayle Neal called the meeting to order at 4:10 p.m.

2. ROLL CALL

Those present were Trustee Gayle Neal, Member Frank Fishella (Chamber of Commerce), Member Roswitha Korpas (La Quinta), Mayor Frank Trilla, Director of Finance Carrie Dittman, Administrative Intern Tiffany Kolodziej and Miriam Blumenthal, DuPage Convention and Visitors Bureau (DCVB). Also present: Damien Hudson, driver/owner, of The Trolley Car & Bus Company.

ABSENT: Member Rashmi Patel (Econo Lodge), Member Alan Gagnon (Red Roof Inn Plus) and Member Jaimin Shah (Willowbrook Inn – hotel is closed).

3. TROLLEY TOUR

The purpose of the meeting was to take a "dry run" tour on the proposed trolley that would shuttle hotel guests on summer weekends to certain stops within the Village to enjoy shopping and dining options locally. Damien Hudson of the Trolley Car & Bus Company provided the trolley transportation today for the committee.

The members boarded the trolley at the Village Hall and proceeded along a proposed route, which began at La Quinta Inn and proceeded to the Econo Lodge. The route then travelled past the Kerry Piper and Chicken Basket, which may become a stop, and down Quincy Street to Midway Drive and into the Target parking lot, which may also be a stop. If added, these businesses must be contacted for permission to stop and to erect signage. The trolley then proceeded into the Red Roof Inn Plus parking lot, and out onto Rt. 83.

The trolley then entered the Town Center shopping center from Plainfield Rd. and drove behind the stores to a proposed stop alongside the Bed Bath & Beyond, which is out of the main flow of traffic through the center. Another stop at the Town Center may need to be added to more easily access the shops at the northern end. The trolley then exited the center onto Rt. 83 and proceeded to the Hinsdale Lake Commons shopping center at 63<sup>rd</sup> Street.

Two (2) stops are proposed at Hinsdale Lake Commons, the first in front of the Tomato Bar (opening soon) at the northwest side, and the second in front of the "Tangerine" sculpture near Charter Fitness. A brief discussion ensued about the hotels partnering with Charter Fitness to offer day passes to the hotel guests. The trolley proceeded back to La Quinta, which would be the starting point of the loop. The run took approx. 35 minutes to complete.

The trolley then proceeded back to Village Hall where Frank Trilla left the meeting.

The committee discussed the next steps in the trolley project; Director Dittman noted that she had already been in touch with representatives from the Town Center and Hinsdale Lake Commons about placing stops there. She will contact them again to get agreements/permissions in place. Target, Kerry Piper & Del Rhea's Chicken Basket will need to be contacted as well to get the proper permissions for stops at those locations.

Administrative Intern Kolodziej distributed some trolley sign designs she had created and noted that she had contacted one of the Village's sign vendors and requested some ballpark costs. The committee agreed that the decoratively curved green sign of the trolley, with white lettering, in a size of 18" x 18" was the preferred design, with as large a font as possible, and approximately 12 signs would be needed. If removable reflective numbers could be added to the signs, the Village could use those numbers to correspond to a location on a trolley map brochure.

Trustee Neal discussed preparing a brochure that would have the route stops/times listed, and there is potential for businesses to advertise in the brochure as well. The details in the brochure and the trolley route could also be added to the Willowbrook mobile app.

4. NEW BUSINESS

Trustee Neal reported that the manager of the Red Roof Inn Plus, Alan Gagnon, had just left his position at the hotel. An interim manager, Michael Smith, has been placed there 2-3 days per week starting this week.

Ms. Blumenthal distributed and briefly discussed a hotel marketing package that the DCVB has been working on.

5. COMMUNICATIONS

No communications were received.

6. VISITOR'S BUSINESS

There were no visitors present.

7. ADJOURNMENT

Motion to adjourn the meeting made by Roswitha Korpas, seconded by Frank Fishella at 5:26 p.m.

Minutes transcribed by Carrie Dittman, 5/27/2016

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON MONDAY, JULY 18, 2016, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Trustee Gayle Neal called the meeting to order at 4:10 p.m.

2. ROLL CALL

Those present at roll call were Trustee Gayle Neal, Village Administrator Tim Halik, Director of Finance Carrie Dittman and Administrative Intern Tiffany Kolodziej. Miriam Blumenthal, DuPage Convention and Visitors Bureau (DCVB), arrived at 4:15.

ABSENT: Member Frank Fishella (Chamber of Commerce), Member Roswitha Korpas (La Quinta), Member Rashmi Patel (Econo Lodge), Member Red Roof Inn Plus and Member Willowbrook Inn (hotel is closed). There was no quorum.

3. APPROVAL OF MINUTES – March 16, 2016 & May 24, 2016

There was no quorum so the minutes could not be approved.

3.1. APPROVAL OF MONTHLY FINANCIAL REPORT – June 30, 2016

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of June 30, 2016. There was no quorum so the report could not be approved

4. DISCUSSION – Trolley Program

The trolley program that began July 1, 2016 was discussed, including dates the mini-bus has been substituted (included in the packet) due to previously scheduled events the Trolley Co had at the time the trolley contract was signed. The mini-bus now has a sign on the top of it that indicates it is for the Willowbrook hotel trolley program. Discussion ensued about modifying the front of the brochure to include pictures of both vehicles to make it clear to guests what they may be entering. The committee discussed the trolley company missing a day on Sunday, July 10, and the lack of communication with Village staff on whether a trolley or bus would be dispatched when it diverts from the pre-determined trolley schedule. The Village is keeping a log of these events. Administrative Intern Kolodziej will look into Chicago Trolley Co. out of Addison, IL as an alternative company.

Ridership this past weekend was extremely low, 10 riders over 3 days, likely due to the Chicago Open Air 2016 heavy metal 3-day concert that most of the hotel guests were attending. We are hoping the hotels can further promote this to their guests to spur ridership. The Village will track the usage by weekend based on the figures we receive from the Trolley Co – if the hotels can keep an independent count and provide that to the Village after each weekend as well that will help us to evaluate the success of the program and to determine the true cost per rider.

Trustee Neal also visited Target this past weekend and met with the local store manager, Mia, about adding them as a trolley stop. She was excited about the prospect, and if a written permission can be obtained as advised by the Village attorney, we will contact the trolley company and add this as a permanent stop on the route. Gayle will make a follow-up visit to Target with a permission letter.

5. DISCUSSION – Landscape Beautification

Administrator Halik reported on the poor condition of the "porkchop" turn-in at Midway Drive and Frontage Rd. that is on the main street leading to three (3) of the Village's hotels. Pictures were distributed illustrating the deterioration this landscape triangle has experienced, which was put in when Target was constructed using developer contributions. Administrator Halik received two (2) proposals to completely tear down and rebuild the porkchop, from Falco's Landscaping (\$16,010) and Benito's Landscaping (\$15,700). The renovation includes all new curbs, new pavers and new landscaping to be installed. The Committee agreed that the enhancement was appropriate and would freshen the look for guests entering the Village. Mr. Halik will bring the lower of the two bids, Benito's, to the Village Board at the next Village board meeting. If approved, the project would start about 2-3 weeks later.

Miriam inquired on the hotel directional signage that is in the porkchop, especially that LaQuinta is missing, and Mr. Halik noted that IDOT runs the program that dictates what signage can be placed there. The existing signage would be reinstalled in the porkchop when the project is complete, perhaps on a new pole to compliment the brick paver colors. Miriam offered to contact IDOT to inquire about adding LaQuinta to the signage.

6. COMMUNICATIONS

Director Dittman relayed the voicemail she had received from and following conversation with Mark of LaQuinta voicing his concerns about the trolley missing a day and the driver's being off the schedule about 15 minutes. She noted that she had contacted Damien at the Trolley Co. and addressed these issues with him.

Miriam presented a sample map/brochure from the City of Elmhurst's trolley program. While very professional looking, it should be noted the Elmhurst program has been in effect for at least 2 years and they have advertisements on the brochure that probably offset the cost of production. It also appeared they had partnered with their local chamber of commerce to produce it. This is something the Village staff have discussed with the local merchants, and along with coupon books, is something we may be able to add to the program in 2017. Miriam has provided "goodie bags" that can be passed out to trolley riders when they get on/off the trolley, which does include a discount booklet.

Miriam discussed the advertising program and incorporating AAA into it, however not every hotel is a member of AAA. She will reach out to EconoLodge, which is not a member, to see if they could be included. She also discussed the Midway Airport "Park, Sleep, Fly" program and the billboard that went up near the airport on Cicero Ave. DCVB is checking on possible billboard placement in downstate Illinois to encourage travelers coming to Chicago that cannot afford Chicago hotel prices to stay in Willowbrook. Digital campaigns will be a primary focus as millennials prefer this method over others. Also, DCVB plans to enhance the website to make it more vibrant. Trustee Neal and Miriam discussed getting updated pictures of the hotels for the website. Another campaign is the 90<sup>th</sup> anniversary of Rt. 66. Finally, the DCVB is hosting a strategic Town Hall Meeting next Monday at NIU in Naperville during the day and Wilder Mansion in Elmhurst Monday night, with another meeting on Tuesday at College of DuPage, for those interested in attending.

7. VISITOR'S BUSINESS

There were no visitors present.

8. ADJOURNMENT

The meeting was adjourned by Trustee Neal at 5:08 p.m.

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, NOVEMBER 2, 2016, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairman Gayle Neal called the meeting to order at 4:05 p.m.

2. ROLL CALL

Those present at roll call were Chairman Gayle Neal, Village Trustee Sue Berglund, Village Administrator Tim Halik, Director of Finance Carrie Dittman, Administrative Intern Tiffany Kolodziej, Roswitha Korpas (La Quinta), Frank Fishella (Chamber of Commerce), Beth Marchetti & Miriam Blumenthal (DuPage Convention and Visitors Bureau (DCVB)).

ABSENT: Member Rashmi Patel (Econo Lodge), Member Tasha Clark (Red Roof Inn Plus) and Member Willowbrook Inn (hotel is closed). There was no quorum.

3. VISITOR'S BUSINESS

There were no visitors present.

4. APPROVAL OF MINUTES – March 16, 2016, May 24, 2016, & July 18, 2016

There was no quorum so the minutes could not be approved.

5. MONTHLY FINANCIAL REPORT – October 31, 2016

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of October 31, 2016 as included in the packet.

6. DISCUSSION – WB/BR Chamber of Commerce Request for Funding FY 17/18

Director Dittman presented the annual request from the Chamber of Commerce dated October 4, 2016. The Chamber requests \$3,000 for the annual directory and \$2,500 to host the annual business expo. The amounts are the same as the prior request. Director Dittman noted that these would be included in the Village Board discussion of the annual budget for the Hotel/Motel Fund for FY 17/18.

7. MARKETING REPORT/ADVERTISING PROGRAM

Miriam from DCVB presented a handout on the Willowbrook Hotels website statistics. There was a 291% increase from July 1 to October 30, including 307 new users. The website has been updated for the Park. Sleep. Fly. program, the pet friendly package and the zoo package. Various other website enhancements have also been made. Additional website re-vamping is being considered for a future budget as it will cost between \$6,000-\$8,700. Miriam and Beth also discussed the online marketing campaign and gave additional statistics on web users and # of hits. The DCVB did a billboard campaign this year which included a billboard on I-55 near Midway airport heading towards Chicago. A billboard near Southern Illinois in the future is also being considered. Finally, print ads appeared in Midwest Living magazine Holiday 2016 and will appear in the Illinois Travel Guide 2017 spring/summer edition. Discussion about using AAA for marketing followed, however only 2 hotels qualify under AAA and we need 3 to participate.

Discussion ensued about the Willowbrook mobile phone app and whether icons can be added or updated monthly (such as for featuring restaurants). Administrator Halik replied that he believed the icons could not be changed monthly but that existing icons could be renamed so as to make it clearer that they included restaurants. He commented that he would check with Village staff on what could be changed.

8. DISCUSSION – Trolley Program

Director Dittman presented a performance synopsis of the trolley program, which began July 1, 2016 and concluded September 11, 2016. Based on ridership figures provided by the Trolley Car and Bus Company, over the 2.5-month program there were 151 total riders. The cost of the program, which was adjusted for bus substitution days and one trolley no-show day, was \$31,939. At a cost per rider, this amounted to \$211.52/ride.

Discussion ensued about the program, and it was noted that this was the first ever attempt at such a program in the Village and that promotion by some of the hotels was poor, which led to low usage. Additionally, the Village's largest hotel has been closed all year and thus did not utilize the program, which they previously requested before they closed. Another hotel had 3 manager changes during the duration of the program. The Village's program differs from the City of Elmhurst, which also offers a trolley, in that ours is open to hotel guests only as the revenue source funding it is restricted for tourism (overnight hotel guests), as opposed to Elmhurst's trolley being open to the general public.

Chairman Neal noted that Village staff and herself spent many hours getting this program off the ground and monitoring it during the duration, and we were all frustrated by the results. The highest ridership usage occurred during a weekend the Village really pushed the hotels for participation, and they responded and it showed great results. Signage in the hotel lobbies was discussed, printing trolley passes or printing info directly on the plastic hotel key cards, goodie bags and local restaurant participation was also discussed as ways to help spur the program. Ms. Korpas commented that she felt the program was positive for her hotel, and that returning guests are still asking about the trolley service. Village staff has not received any feedback from the other hotels. If the program is attempted again, some changes will need to be made to make it more effective.

9. DISCUSSION – Future Spending

Chairman Neal noted that Village is investigating what hotel/motel tax funds can be applied to. Ms. Korpas commented that the flower pots were a good idea. Chairman Neal noted that the Village will remove them this winter when the mums have died.

10. COMMUNICATIONS

Administrator Halik discussed the Village police department's \$4 million renovation project and that the parking around the police station will be closed off for a long time. Ms. Korpas inquired about the status of the Willowbrook Inn renovation, however Administrator Halik couldn't currently comment on their progress and it will be announced when we have more information. Beth noted that the numbers of hotel stays in Chicago are down, and projections for future years are down too. Staff gave updates on various Village projects including Gantry, Compass, and the private garage for car storage.

11. ADJOURNMENT

The meeting was adjourned by Chairman Neal, seconded by Ms. Korpas, at 5:13 p.m.

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 25, 2017, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairman Gayle Neal called the meeting to order at 4:03 p.m.

2. ROLL CALL

Those present at roll call were Chairman Gayle Neal, Director of Finance Carrie Dittman, Administrative Intern Tiffany Kolodziej, Roswitha Korpas (La Quinta), Rashmi Patel (Econo Lodge) & Miriam Blumenthal (DuPage Convention and Visitors Bureau (DCVB)).

ABSENT: Frank Fishella (Chamber of Commerce), Beth Marchetti (DCVB), Member Tasha Clark (Red Roof Inn Plus) and Member Willowbrook Inn (hotel is closed). There was no quorum.

3. VISITOR'S BUSINESS

There were no visitors present.

4. APPROVAL OF MINUTES – March 16, 2016, May 24, 2016, July 18, 2016 & November 2, 2016

There was no quorum so the minutes could not be approved.

5. MONTHLY FINANCIAL REPORT – December 31, 2016

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of December 31, 2016 as included in the packet.

6. BUDGET – FY 2017/18

Director Dittman presented the planned budget for the Hotel/Motel Tax Fund for the fiscal year May 1, 2017 - April 30, 2018. The Village expects to collect about \$232,615 in revenues and incur \$134,115 in expenditures. The ending fund balance at April 30, 2018 is anticipated to be \$327,118.

7. MARKETING REPORT/ADVERTISING PROGRAM

Miriam from DCVB presented a handout on the Willowbrook Hotels website statistics. Of the 138 users in November, 46.7% were new. December had 83 users, of which 39.3% were new. A new website is being designed by DCVB which will probably cost \$10,000. A timeline for the website redevelopment was presented. The DCVB would like to include videos and pictures of restaurants and the hotels and she requested that the hotels send her anything they might have. She also asked for pictures of Village events. Miriam inquired of Mr. Patel if they were going to get AAA status as they need 3 hotels to be rated, they cannot qualify with only 2 hotels rated. Miriam also reported that a Chinese student group was coming January 31, 2017 to the Hilton Garden Inn in Oak Brook Terrace. DCVB is working on securing a Chinese summer camp student group and is looking for a \$65 nightly rate inclusive of tax and breakfast. DCVB also did a print ad with the Chamber of Commerce. Director Dittman gave an update on the Willowbrook mobile phone app, and the question was raised about adding "shopping" to the app, or renaming the business line to "restaurants/shopping/businesses." Director Dittman will inquire and report back. Miriam also asked the hotels about having quarterly meetings with them on possible

marketing packages, such as a shopping package at Oak Brook Center or a "petcation" package.

8. DISCUSSION – Hotel Landscape Beautification

A discussion was held regarding use of hotel/motel tax funds on landscaping projects. Director Dittman presented the possible pitfalls for providing funding for this program with the tax dollars as Illinois Compiled Statutes have a narrow definition on what the monies can be spent on in a non-home rule community.

9. DISCUSSION – 5K Race Promotion

A discussion was held regarding use of hotel/motel tax funds on the promotion of the Village's 5K race. Director Dittman reiterated the issues that might be encountered for providing funding for this program with the tax dollars under Illinois Compiled Statutes' guidelines. Miriam inquired if the DCVB had a contract with a transportation company, could the Village fund that? Chairman Neal expressed concerns over liability and not wanting the Village to be held liable. Miriam said she would provide more information on the taxi voucher program (303) so that we can determine if it is allowable and what our liability exposure might be.

10. COMMUNICATIONS

There were no communications.

11. ADJOURNMENT

Motion to adjourn the meeting was made by Ms. Korpas, seconded by Mr. Patel, at 4:52 p.m.

Minutes transcribed by Carrie Dittman, 10/19/17

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 25, 2017, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairman Gayle Neal called the meeting to order at 4:05 p.m.

2. ROLL CALL

Those present at roll call were Chairman Gayle Neal, Village Administrator Tim Halik, Director of Finance Carrie Dittman, Roswitha Korpas (La Quinta), Brad Kmetz (Chamber of Commerce) & Miriam Blumenthal (DuPage Convention and Visitors Bureau (DCVB)).

ABSENT: Member Rashmi Patel (Econo Lodge), Member Tasha Clark (Red Roof Inn Plus), Member Willowbrook Inn (hotel is closed) and Beth Marchetti (DCVB). There was no quorum.

3. VISITOR'S BUSINESS

There were no visitors present.

4. APPROVAL OF MINUTES – March 16, 2016, May 24, 2016, July 18, 2016, November 2, 2016 & January 25, 2017

There was no quorum so the minutes could not be approved.

5. MONTHLY FINANCIAL REPORT – September 30, 2017

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of September 30, 2017 as included in the packet.

6. DISCUSSION – WB/BR Chamber of Commerce Request for Funding FY 18/19

Director Dittman presented the request received from the Willowbrook/Burr Ridge Chamber of Commerce (COC) for the Hotel/Motel Tax Fund for 2018. The COC has requested \$3,000 for the annual chamber community (buyer's guide) directory and \$2,500 for the annual Business Expo. Brad Kmetz confirmed that the request is the same dollar amount as last year's request. The Village will consider this request during the upcoming FY 2018/19 budget process.

Chairman Neal asked if La Quinta would consider having a booth at the Expo next year, and some discussion ensued about the attendees of and exhibitors at the Expo, which has been held at Ashton Place.

7. MARKETING REPORT/ADVERTISING PROGRAM

Miriam from DCVB presented a handout on the Willowbrook Hotels website statistics; the website upgrade was completed in July 2017. There are more big photos and it focuses more on the "Willowbrook experience." They also created a page for Rt. 66, I & M Canal and Waterfall Glen. There were 5,193 webpage views, 60% through content marketing, 35% from direct website clicks and 15% from social media (Facebook link). There are 9,000+ followers on the Willowbrook Facebook link.

Packages for the Canine Cruise and Brookfield Zoo sold out; they are looking to expand these for the holidays with Morton Arboretum's Illumination, Brookfield Zoo's Holiday Magic and holiday shopping packages. They are also continuing with billboard advertising: there is one on I-55 near Bloomington and another near the Quad Cities airport. They are targeting travelers from Iowa, Indiana, Wisconsin, Southern Illinois and Minnesota. These 2 billboards cost \$7,000 for a 6-month period. They want to expand the Park-Sleep-Fly package to include round-trip taxi vouchers to Midway airport.

Miriam reported that the 100<sup>th</sup> anniversary of Rt. 66 will occur in 2025, and next year will be the 100<sup>th</sup> anniversary of scenic byways. Roswitha reported that she gets a lot of business from the Romeoville Sports Arena – hockey leagues, etc. – and inquired if they could put a banner there? Administrator Halik advised that we previously had a banner at the Darien Sportsplex and thought a banner at the Romeoville Sportsplex was a good idea.

Miriam noted that DCVB needs constant management of social media to continue after the current campaign ends; they get better outreach this way than the print ads. Chairman Neal discussed the Willowbrook phone app and inquired if the Village can determine the total number of hits from the app? Miriam recommended that everyone on the Committee "friend" the Willowbrook Hotels on Facebook to promote it. Miriam also noted that they are going to continue the grant pilot program and discussed the construction of the Compass soccer arena in 2<sup>nd</sup> quarter 2018.

8. DISCUSSION – Landscape Beautification/Future Spending

Chairman Neal mentioned that the hotels all received seasonal plantings in their 2 container urns courtesy of the Village Hotel/Motel Tax fund. The fall seasonal planting was recently put in and the winter planting will occur later.

9. COMMUNICATIONS

There was a brief discussion about the Pete's Fresh Market site and what additional out lots would be coming in. A few restaurants are part of the plan.

10. ADJOURNMENT

Motion to adjourn the meeting was made by Ms. Korpas, seconded by Mr. Kmetz, at 4:55 p.m.

Minutes transcribed by Carrie Dittman, 11/13/17

PERIOD ENDING 12/31/2017

GL NUMBER	DESCRIPTION	2017-18 AMENDED BUDGET	END BALANCE 12/31/2017	% BDGT REMAIN
Fund 03 - HOTEL/MOTEL TAX FUND				
Assets				
03-00-110-114	IL FUNDS HOTEL/MOTEL - 5948		326,555.00	
03-00-110-257	COMMUNITY BANK OF WB - 0275		38,086.54	
03-00-130-115	ACCOUNTS RECEIVABLE		22,403.38	
TOTAL ASSETS			387,044.92	
Liabilities				
03-00-210-101	ACCOUNTS PAYABLE		6,000.00	
TOTAL LIABILITIES			6,000.00	
Fund Equity				
03-00-300-101	FUND BALANCE		217,364.45	
TOTAL FUND EQUITY			217,364.45	
Revenues				
03-00-310-205	HOTEL/MOTEL TAX	232,365.00	183,547.49	21.01
03-00-320-108	INTEREST INCOME	250.00	1,671.67	(568.67)
TOTAL REVENUES		232,615.00	185,219.16	20.38
Expenditures				
03-53-401-304	SCHOOLS CONFERENCE TRAVEL	0.00	40.00	0.00
03-53-401-307	FEES DUES SUBSCRIPTIONS	12,000.00	8,300.00	30.83
03-53-401-311	POSTAGE & METER RENT	250.00	0.00	100.00
03-53-435-302	PRINTING & PUBLISHING	100.00	0.00	100.00
03-53-435-303	WILLOWBROOK MOBILE PHONE APP	1,125.00	1,128.69	(0.33)
03-53-435-308	GRANT PILOT PROGRAM	5,000.00	0.00	100.00
03-53-435-316	LANDSCAPE BEAUTIFICATION	8,190.00	6,570.00	19.78
03-53-435-317	ADVERTISING - DCVB	100,000.00	0.00	100.00
03-53-435-319	CHAMBER DIRECTORY	3,000.00	3,000.00	0.00
03-53-436-378	WINE & DINE INTELLIGENTLY	2,000.00	0.00	100.00
03-53-436-379	SPECIAL PROMOTIONAL EVENTS	2,500.00	2,500.00	0.00
TOTAL EXPENDITURES		134,165.00	21,538.69	83.95
Total Fund 03 - HOTEL/MOTEL TAX FUND				
TOTAL ASSETS			387,044.92	
BEG. FUND BALANCE			217,364.45	
+ NET OF REVENUES & EXPENDITURES		98,450.00	163,680.47	(66.26)
= ENDING FUND BALANCE			381,044.92	
+ LIABILITIES			6,000.00	
= TOTAL LIABILITIES AND FUND BALANCE			387,044.92	

BUDGET REPORT FOR WILLOWBROOK  
Fund: 03 HOTEL/MOTEL TAX FUND

OTHER FUNDS DETAILED REVENUES & EXPENDITURES  
Calculations as of 04/30/2018

GL NUMBER	DESCRIPTION	2017-18 ORIGINAL BUDGET	2017-18 ACTIVITY THRU 04/30/18 [31]18	2017-18 PROJECTED ACTIVITY	2018-19 REQUESTED BUDGET	2018-19 REQUESTED AMT CHANGE	2018-19 Requested AMT CHANGE	2018-19 Requested AMT CHANGE
							% CHANGE	% CHANGE
<b>Dept 00 - NON-DEPARTMENTAL</b>								
03-000-310-205	HOTEL/MOTEL TAX	232,365	198,446	246,132	246,000	13,635	5.87	5.87
NET OF REVENUES/APPROPRIATIONS - OTHER TAXES		232,365	198,446	246,132	246,000	13,635		
<b>NON-OPERATING REVENUE</b>								
03-000-320-108	INTEREST INCOME	250	1,672	2,871	1,000	750	300.00	300.00
NET OF REVENUES/APPROPRIATIONS - NON-OPERATING RE		250	1,672	2,871	1,000	750		
NET OF REVENUES/APPROPRIATIONS - 00 - NON-DEPARTMENT		232,615	200,118	249,003	247,000	14,385	6.18	6.18
<b>Dept 53 - HOTEL/MOTEL</b>								
ADMINISTRATION	SCHOOLS CONFERENCE TRAVEL FEES DUES SUBSCRIPTIONS POSTAGE & METER RENT PRINTING & PUBLISHING WILLOWBROOK MOBILE PHONE APP	12,000 250 100 1,125 (13,475)	40 8,300 100 1,129 (9,469)	40 12,000 250 1,129 (13,269)	12,000 100 1,185 (13,435)	(100) 60 (40)	(100) 5.33 (0.30)	(100) 5.33 (0.30)
<b>COMMUNITY RELATIONS</b>								
03-53-401-304	GRANT PILOT PROGRAM	5,000			5,000			
03-53-401-307	LANDSCAPE BEAUTIFICATION	8,190	6,570	8,820	630		7.69	
03-53-401-311	ADVERTISING - DCVB	100,000	18,532	100,000	75,000		(25,000)	
03-53-435-302	ADVERTISING - VILLAGE				1		1	
03-53-435-303	CHAMBER DIRECTORY	3,000	3,000	3,000	3,000			
NET OF REVENUES/APPROPRIATIONS - ADMINISTRATION		(116,190)	(28,102)	(109,570)	(91,821)			
SPECIAL EVENTS	WINE & DINE INTELLIGENTLY SPECIAL PROMOTIONAL EVENTS	2,000 2,500	2,500	2,000 2,500	2,000 2,500			
03-53-436-316	NET OF REVENUES/APPROPRIATIONS - SPECIAL EVENTS	(4,500)	(2,500)	(4,500)	(4,500)			
03-53-436-317								
03-53-435-318	NET OF REVENUES/APPROPRIATIONS - 53 - HOTEL/MOTEL	(134,165)	(40,071)	(127,339)	(109,756)			
03-53-435-319								
NET OF REVENUES/APPROPRIATIONS - COMMUNITY RELATI		(116,190)	(28,102)	(109,570)	(91,821)			
SPECIAL EVENTS	WINE & DINE INTELLIGENTLY SPECIAL PROMOTIONAL EVENTS	2,000 2,500	2,500	2,000 2,500	2,000 2,500			
03-53-436-378	NET OF REVENUES/APPROPRIATIONS - SPECIAL EVENTS	(4,500)	(2,500)	(4,500)	(4,500)			
03-53-436-379								
ESTIMATED REVENUES - FUND 03		232,615	200,118	249,003	247,000	38,794	39.40	39.40
APPROPRIATIONS - FUND 03		134,165	40,071	127,339	109,756	38,794	39.40	39.40
NET OF REVENUES/APPROPRIATIONS - FUND 03		98,450	160,047	121,664	137,244	38,794	39.40	39.40
BEGINNING FUND BALANCE		217,364	217,364	339,028	339,028			
ENDING FUND BALANCE		315,814	377,411	339,028	476,272			