

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