



# Willowbrook

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## 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

Brian Pabst

### Chief of Police

Robert Schaller

### 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 22, 2020 AT 1:00 P.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 – January 31, 2018, October 24, 2018, January 23, 2019 & October 23, 2019
5. MONTHLY FINANCIAL REPORT – December 31, 2019
6. MARKETING REPORT/ADVERTISING PROGRAM
  - Review of last period results
  - Discussion of FY 20/21 advertising plans
7. COMMUNICATIONS
8. ADJOURNMENT



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Illinois Route 66 Scenic Byway

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 31, 2018, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairwoman Gayle Neal called the meeting to order at 10:05 a.m.

2. ROLL CALL

Those present at roll call were Chairwoman Gayle Neal, Director of Finance Carrie Dittman, Village Administrator Tim Halik, Member Roswitha Korpas (La Quinta), Member Tej Patel (Econo Lodge), Member Tasha Clark (Red Roof Inn Plus) & Beth Marchetti (DuPage Convention and Visitors Bureau (DCVB)).

ABSENT: Member Brad Kmetz (Chamber of Commerce) and Member Willowbrook Inn (hotel is closed).

A QUORUM WAS DECLARED.

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 & October 25, 2017

Motion to approve the minutes made by Roswitha Korpas, seconded by Tasha Clark. No discussion or questions were raised. Unanimous voice vote. Motion carried.

5. MONTHLY FINANCIAL REPORT – December 31, 2017

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of December 31, 2017 as included in the packet. Ms. Marchetti discussed the new Yellow Cab departure fee being charged to riders when they leave Chicago & Rosemont, which is paid back to those cities. Beth also reminded the committee about the Grant Pilot Program that can be used to entice new business for non-social bookings.

6. BUDGET – FY 2018/19

Director Dittman presented the planned budget for the Hotel/Motel Tax Fund for the fiscal year May 1, 2018 - April 30, 2019 as included in the packet. The Village expects to collect about \$247,000 in revenues and incur \$109,756 in expenditures. However, this does not yet include funding for advertising to be done directly by the Village for the hotels in the form of electronic signage. The Village is contemplating purchasing two electronic signs that would have changing messages, and they would be placed on Rt. 83 at the north and south entrances to the Village. The Village would include advertising for the hotels as part of the scrolling messages. The cost of the signage charged to the hotel/motel fund would be commensurate with the amount of screen time applicable to attracting overnight guests. Village staff plans to present this to the Village board as a discretionary item during our March board workshop. If approved, the related cost would be added to the 18/19 budget.

7. DISCUSSION – Landscape Beautification

A discussion was held regarding continued use of hotel/motel tax funds on seasonal planting medium in the containers at the hotels. The hotel members concurred that they like the program and wished to continue. Last year the Village paid for 3 seasons – summer, fall and winter. We have not spent all of the funds in this line item for FY 17/18, so the Village would like to do a spring 2018 planting to exhaust the budget line item. We would like to have 4 seasonal plantings in next year's budget: spring, summer, fall & winter. Chairwoman Neal asked Tej Patel if the pots at Econolodge were holding up or needed to be replaced; Mr. Patel was not sure. Chairwoman Neal said she would contact Rashmi Patel directly.

8. MARKETING REPORT/ADVERTISING PROGRAM

Ms. Marchetti from DCVB presented the Marketing Report from October-December 2017. The new Willowbrook Hotels website was launched in July 2017. From October-December, there were 7,767 page views, a 33% increase over July-Sept 2017. 92% of the hits were new visitors; Ms. Marchetti commented that they need more content in order to attract return visitors. The average time on the page is 1.4 min which is higher than the national average. The top 3 users come from the US, Hungary and Mexico.

The billboard ad campaign ran Sept 1 – Feb 28, 2018. There is an option to renew March – August 2018. The committee needs to drive traffic during the current slow period. Content marketing for the Willowbrook Winter holiday getaways included 4,840,000 impressions, 6,380 clicks to the online article and 6,700+ page views.

The Facebook page for Willowbrook hotels now has 9.5 thousand followers. The social media campaign included the Park, Sleep, Fly campaign. Ms. Marchetti passed around a picture of the sign posts that DCVB proposes to place at each hotel to affix a permanent sign to show the designated parking spots for the Park, Sleep, Fly program. The committee discussed the pros and cons of the sign posts.

Ms. Marchetti discussed the Jan – March 2018 marketing goals and the preliminary marketing plan for 2018-19. They would like to continue the hotel packages and expand the holiday experience. Ms. Korpas asked when the soccer field next to the Chicken Basket would be finished. Mr. Halik commented that the owner just received permits, so it probably would be finished at the end of summer. The committee discussed the Darien Sportsplex and guests being driven to stay in Willowbrook from there. Ms. Marchetti described partnering with the DuPage County Forest Preserve District to mutually benefit from their program offerings, such as their recent ice fishing tournament that attracted mainly out of state participants.

Ms. Clark left the meeting at 9:40 a.m.

Another initiative is a brew pub crawl. Ms. Marchetti commented about the advertising in Chicago Magazine, and Ms. Korpas noted that many of her guests still like "handout" marketing, i.e. something they can hold in their hand. Ms. Marchetti discussed the upcoming pamphlet that will have regional Chicagoland and local maps and tear-out sheets with coupons and such.

Ms. Marchetti commented on the results of a survey that there are not enough sports facilities in Willowbrook; there is a huge demand for larger and newer facilities, especially swim clubs and ice arenas. Most groups want large enough facilities to host the entire tournament in one place.

9. COMMUNICATIONS

Mr. Halik discussed current economic development in the Village. Compass Arena, the soccer field currently under construction, is planned to be open at the end of summer. It will have two indoor soccer fields, however, it will not have regulation sized fields and is not designed to host tournaments or practices. It is more geared towards casual recreational purposes. It will also have indoor golf simulators, a restaurant and a bar. The Village is now in a lawsuit with the owners of the proposed gun club that wanted to build on the vacant land next to Willowbrook Inn.

Mr. Halik also commented that the Village received word that replacement tenants for the vacant Sports Authority site have been found by the developer: a Marshall's and a Sketcher's. Pete's Fresh Market and the other outlet stores will probably not open until August 2018 as there are numerous traffic improvements that must be completed first. Mr. Halik also noted that the Village is monitoring the impact of Airbnb to the Village, where residents temporarily rent out their homes to out of town travelers.

10. ADJOURNMENT

Motion to adjourn the meeting was made by Chairwoman Neal, seconded by Ms. Korpas at 11:08 a.m. Motion carried.

Minutes transcribed by Carrie Dittman, 2/5/18.

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 24, 2018, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairwoman Gayle Neal called the meeting to order at 11:02 a.m.

2. ROLL CALL

Those present at roll call were Chairwoman Gayle Neal, Director of Finance Carrie Dittman, Member Michelle D'Andrea (Chamber of Commerce), Miriam Blumenthal and Kellene O'Connell (DuPage Convention and Visitors Bureau (DCVB)).

ABSENT: Member La Quinta, Member Econo Lodge, Member 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 – January 31, 2018

There was no quorum so the minutes were not approved.

5. MONTHLY FINANCIAL REPORT – October 2018

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of October 2018 as included in the packet. We have received about 50% of the annual budgeted hotel/motel tax, and we have incurred \$11,600 in expenditures fiscal year to date out of the annual expenditure budget of \$110,196.

6. DISCUSSION – WB/BR Chamber of Commerce Request for Funding FY 19/20

Director Dittman presented the request received from the Willowbrook/Burr Ridge Chamber of Commerce (COC) for the Hotel/Motel Tax Fund for 2019. The COC has requested \$3,000 for the annual chamber community (buyer's guide) directory and \$2,500 for the annual Business Expo. The request is the same dollar amount as last year's request. The Village will consider this request during the upcoming FY 2019/20 budget process. Ms. Blumenthal included these amounts in the advertising budget for DCVB, and Director Dittman noted that the Village budgets separately for these two items and that they can be removed from the DCVB budget.

Chairwoman Neal asked about what the Village of Burr Ridge does at the business expo. Ms. D'Andrea noted that Burr Ridge purchases a booth at the expo. The expo is open for businesses and also open to the public to attend.

7. MARKETING REPORT/ADVERTISING PROGRAM

Ms. Blumenthal discussed the ice arena sponsorship program and distributed the DCVB budget for July 2018 - June 2019. The DCVB plans to spend \$9,500 for an in-ice logo, leaderboard, banners and presence on their website. There are 2 ice tournaments that bring in overnight guests, however the tournaments are run by Bauer, and Bauer wants a \$50/night rebate on the rooms. Ms. Blumenthal also discussed a possible print collateral (coupon book/flyer) to promote local restaurants that would be distributed at the ice arena. She estimates the cost at \$2,400. She asked if Ms. D'Andrea would reach out to the Chamber members to see if any businesses wanted to be included and to send that list to DCVB who would then put the flyer together. The target distribution date would be January 2019.

Ms. Dittman also commented that in addition to the items noted in Item #6, the Incentive Program that is budgeted at \$4,000 on the DCVB budget should be removed because the Village has a separate line item in the Village budget for that as well. Finally, we cannot pay the hotel's dues (\$5,000) for them as that would be akin to a direct contribution to the hotels which is not allowed under the spending guidelines of the Hotel/Motel taxes. Taking those 4 items out of the DCVB budget provides an additional \$14,500 for the DCVB to apply towards advertising.

Chairwoman Neal left the meeting at 11:25 am.

A discussion occurred regarding continued advertising of Rt. 66 & Del Rhea's Chicken Basket and potential saturation. Ms. Dittman asked that future advertising for that be sent to the Village for our review.

DCVB asked for a list of Top 10 restaurants to be listed on the landing page of the Willowbrook Hotels website. Ms. Dittman suggested that in order to avoid favoritism of any restaurant, the restaurants could be listed as "featured restaurants" and rotated out on a quarterly basis. The Village will send a list to DCVB.

Ms. Blumenthal discussed the Content Activation report from winter 2017 regarding visits to the website. Ms. Blumenthal also asked if the Village could assist with asking the hotels to approve the park/sleep/fly parking regulation contracts, as the hotels have not responded to her requests. Ms. Blumenthal will send contracts corrected for the typo noted to the Village which we will then forward on to the hotels for approval.

8. DISCUSSION – Landscape Beautification/Future Spending

Ms. Dittman noted that the Village currently has a contract with Hinsdale Nurseries to provide seasonal plantings in the exterior flower pots of the hotels to enhance curb appeal. The hotels in the past had agreed with this expenditure. The seasonal plantings will occur through Spring 2019, and the Committee can discuss at the next meeting in January whether to continue the program after that.

9. COMMUNICATIONS

Ms. Blumenthal informed the group that there is a new General Manager at La Quinta and that Roswitha Korpas left in mid-October. The temporary manager is Randy Christensen, and the new manager (Emily) will be taking over sometime in November. Also, Tasha Clark of the Red Roof Inn is currently on maternity leave.

The next regular meeting of the hotel/motel committee will be the 4<sup>th</sup> Wednesday of January 2019, and we will shoot for 11:00 am as the start time to try to accommodate schedules.

10. ADJOURNMENT

The meeting was adjourned at 11:55 am.

Minutes transcribed by Carrie Dittman, 10/26/18.

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 23, 2019, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairwoman Gayle Neal called the meeting to order at 11:02 a.m.

2. ROLL CALL

Those present at roll call were Chairwoman Gayle Neal, Director of Finance Carrie Dittman, Member Emily Cohen (La Quinta) & Miriam Blumenthal & Kellene O'Connell (DuPage Convention and Visitors Bureau).

ABSENT: Member Rashmi Patel (Econo Lodge), Member Tasha Clark (Red Roof Inn Plus), Member Michelle D'Andrea (Chamber of Commerce) and Member Willowbrook Inn (hotel is closed).

THERE WAS NO QUORUM.

3. VISITOR'S BUSINESS

There were no visitors present. Emily Cohen introduced herself as the new General Manager from La Quinta since November 2018. The other committee members also made brief introductions.

4. APPROVAL OF MINUTES – January 31, 2018 & October 24, 2018

AS there was no quorum, the minutes could not be approved.

5. MONTHLY FINANCIAL REPORT – December 31, 2018

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of December 31, 2018 as included in the packet. The budget for advertising through the DCVB is \$75,000, to date we have not been billed anything for advertising by DCVB. Kellene & Miriam noted that we would be receiving a bill soon.

6. DRAFT BUDGET – FY 2019/20

Director Dittman presented the preliminary budget for the Hotel/Motel Tax Fund for the fiscal year May 1, 2019 - April 30, 2020 as included in the packet. The Village expects to collect about \$254,000 in revenues and incur \$142,590 in expenditures. The tentative advertising budget remains at \$75,000, however this is split between DCVB at \$50,000 and the Village at \$25,000. These are preliminary and subject to change after they are brought forth to the Village board at its budget meeting in February.

7. MARKETING REPORT/ADVERTISING PROGRAM

Miriam from DCVB presented the Marketing Report. She distributed the Connect content that

was on the website that included Illumination at the Morton Arboretum, Willowbrook Ice Arena, Brookfield Zoo, Ashton Place, various restaurants, holiday shopping and holiday hotel packages. DCVB spent \$20,000 out of the \$75,000 advertising budget on this campaign. She also handed out the social media report from July 2018. Finally, Miriam went over the breakdown of the current FY 18/19 budget. Approximately \$42,000 has been spent fiscal year to date (not yet billed to the Village), leaving about \$30,000 left to spend. Other significant expenditures included the Willowbrook Ice Arena in-ice branding, leaderboard, banners and website at a cost of \$10,634, and the billboard to go on I-55 (waiting for approval of content) will be \$10,550. Miriam had questions to the hotel(s) about whether to spend any money on the Park/Sleep/Fly program (\$4,000 budgeted), Brookfield Zoo/Mercury Cruise packages (\$5,000 budgeted) and print collateral to be distributed at the ice arena (\$2,400 budgeted). Miriam also highlighted the \$5,000 budgeted to pay for the hotels' dues to DCVB, and Director Dittman reminded the committee that our Village attorney advised this was not an allowable expense because it is akin to a direct monetary payment to the hotels (paying their bills on their behalf). Director Dittman also noted that the 2 items on the DCVB budget for the annual Chamber of Commerce directory and annual Business Expo should be deleted as these are already directly paid by the Village from the hotel/motel tax fund and are separate from and in addition to the DCVB advertising budget.

Miriam distributed several ideas for the graphic to go on the I-55 billboard. The members weighed in and selected their first, second and third choices. Miriam noted she would visit Rashmi and Tasha after the meeting since they were not present to solicit their feedback as well.

## 8. COMMUNICATIONS

There were no communications.

## 9. ADJOURNMENT

Motion to adjourn the meeting was made by Chairwoman Neal, seconded by Ms. Cohen at 11:52 a.m. Motion carried.

Minutes transcribed by Carrie Dittman, 2/20/19.

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 23, 2019 AT 1:00 P.M., AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairwoman Gayle Neal called the meeting to order at 1:06 p.m.

2. ROLL CALL

Those present at roll call were Chairwoman Gayle Neal, Director of Finance Carrie Dittman, Mayor Frank Trilla, Member Tasha Clark & Dawn Marshall (Red Roof Inn Plus), Member Michelle D'Andrea (Chamber of Commerce) & Miriam Blumenthal & Kellene O'Connell (DCVB = DuPage Convention and Visitors Bureau).

ABSENT: Member Emily Cohen (La Quinta) Member Rashmi Patel (Econo Lodge), and Member Willowbrook Inn (hotel is closed).

THERE WAS NO QUORUM.

3. VISITOR'S BUSINESS

There were no visitors present.

4. APPROVAL OF MINUTES – January 31, 2018, October 24, 2018 & January 23, 2019

As there was no quorum, the minutes could not be approved.

5. MONTHLY FINANCIAL REPORT – September 30, 2019

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of September 30, 2019 as included in the packet. Cash and receivables are \$634,415. Revenues are 128,880 year to date. We have been billed \$3,000 so far for DCVB monthly fees. The Village has spent \$5,120 on landscape beautification which is the quarterly floral displays provided to each hotel. Also, \$3,000 has been spent on the chamber directory. The budget for advertising through the DCVB is \$25,000, but to date we have not been billed anything for advertising by DCVB.

6. MARKETING REPORT/ADVERTISING PROGRAM

Miriam Blumenthal from DCVB presented the Marketing Report. She distributed the Digital Campaign Report for "Willowbrook Hotels August – September 2019" which highlighted the social media campaign results. DCVB reported that the campaign resulted in sales of three hotel packages for Red Roof Inn Plus and three for LaQuinta. Figures for Econo Lodge were not available. DCVB plans to continue a digital holiday campaign highlighting Illumination at the Morton Arboretum and Brookfield Zoo.

The Chamber member Ms. D'Andrea was asked to provide flyers from restaurants with discount coupons to be placed at the Willowbrook Ice Arena to promote businesses during the hockey season. Ms. Marshall (RRI) inquired about traveling hockey teams at the ice arena and their

required rebate. Ms. Blumenthal responded that two hockey booking agencies require a \$50/room rebate. Trustee Neal noted that that level of rebate requirement is difficult for our hotels to offer. Ms. D'Andrea discussed how the rebate program typically works and that there is some negotiation/alternatives available to the hotels.

Mayor Trilla discussed a campaign to put flyers at the Willowbrook Ice Arena from hotels to entice room rentals at the Willowbrook hotels, due in part to their close proximity to the arena. The Mayor will be delivering bags with marketing materials to the ice arena to be handed out to families attending hockey tournaments. He mentioned the hotels may want to contact the local swim club to explore offering pool access to families. Black Horizon Brewery is also adjacent to Red Roof Inn. A discussion ensued about the ice arena along with the compass soccer arena that is currently under construction.

## 7. FUTURE SPENDING

Trustee Neal discussed the planter program and the pros and cons the pilot program has experienced. The Village will continue the program through Spring 2020 but will not continue next year as the program has not been effective. The hotels are invited to keep the planters that the Village provided to do with them as they wish. RRI was supportive of the program. Director Dittman discussed some of the prior initiatives of the hotel/motel tax committee, such as the trolley program in the prior year. The hotels were asked for suggestions for future initiatives; none were brought up.

## 8. COMMUNICATIONS

There were no communications.

## 9. ADJOURNMENT

Motion to adjourn the meeting was made by Ms. D'Andrea, seconded by Ms. Clark at 2:00 p.m. Motion carried.

Minutes transcribed by Carrie Dittman, 10/29/2019.

PERIOD ENDING 12/31/2019

Item #5

GL NUMBER	DESCRIPTION	BALANCE 12/31/2018	2019-20 AMENDED BUDGET	END BALANCE 12/31/2019	% BDGT USED
<b>Fund 03 - HOTEL/MOTEL TAX FUND</b>					
Assets					
03-00-110-114	IL FUNDS HOTEL/MOTEL - 5948	482,789.02		621,150.55	
03-00-110-257	COMMUNITY BANK OF WB - 0275	19,280.74		43,456.32	
03-00-130-115	ACCOUNTS RECEIVABLE	21,759.46		0.00	
<b>TOTAL ASSETS</b>		<b>523,829.22</b>		<b>664,606.87</b>	
Fund Equity					
03-00-300-101	FUND BALANCE	344,963.15		516,654.93	
<b>TOTAL FUND EQUITY</b>		<b>344,963.15</b>		<b>516,654.93</b>	
Revenues					
03-00-310-205	HOTEL/MOTEL TAX	188,711.09	248,000.00	162,229.51	65.42
03-00-320-108	INTEREST INCOME	5,260.10	6,000.00	7,590.07	126.50
<b>TOTAL REVENUES</b>		<b>193,971.19</b>	<b>254,000.00</b>	<b>169,819.58</b>	<b>66.86</b>
Expenditures					
03-53-401-307	FEES DUES SUBSCRIPTIONS	4,300.00	12,000.00	3,300.00	27.50
03-53-401-311	POSTAGE & METER RENT	0.00	250.00	0.65	0.26
03-53-435-303	WILLOWBROOK MOBILE PHONE APP	1,185.12	1,200.00	0.00	0.00
03-53-435-308	GRANT PILOT PROGRAM	0.00	5,000.00	0.00	0.00
03-53-435-316	LANDSCAPE BEAUTIFICATION	4,120.00	10,460.00	7,460.00	71.32
03-53-435-317	ADVERTISING - DCVB	0.00	25,000.00	5,606.99	22.43
03-53-435-318	ADVERTISING - VILLAGE	0.00	50,000.00	0.00	0.00
03-53-435-319	CHAMBER DIRECTORY	3,000.00	3,000.00	3,000.00	100.00
03-53-436-378	WINE & DINE INTELLIGENTLY	0.00	2,000.00	0.00	0.00
03-53-436-379	SPECIAL PROMOTIONAL EVENTS	2,500.00	2,500.00	2,500.00	100.00
<b>TOTAL EXPENDITURES</b>		<b>15,105.12</b>	<b>111,410.00</b>	<b>21,867.64</b>	<b>19.63</b>
Total Fund 03 - HOTEL/MOTEL TAX FUND					
TOTAL ASSETS		523,829.22		664,606.87	
BEG. FUND BALANCE		344,963.15		516,654.93	
+ NET OF REVENUES & EXPENDITURES		178,866.07	142,590.00	147,951.94	103.76
= ENDING FUND BALANCE		523,829.22		664,606.87	
+ LIABILITIES		0.00		0.00	
= TOTAL LIABILITIES AND FUND BALANCE		523,829.22		664,606.87	