

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 24, 2012, 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 4:00 p.m.

2. ROLL CALL

Those present were Mayor Robert Napoli, Member Barb Stall (Holiday Inn), Member Sam Amin (Super 8), Frank Fishella Willowbrook/Burr Ridge Chamber of Commerce, Village Administrator Tim Halik, Management Analyst Garrett Hummel, Interim Director of Finance Carrie Dittman and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member Alan Gagnon (Red Roof Inn), Roswita Korpas (LaQuinta Inn)

3. MINUTES - January 24, 2012

Mayor Napoli asked if there were any corrections to the minutes of the January 24, 2012, meeting.

MOTION: Made by Member Amin, Seconded by Member Stall, to approve the January 24, 2012, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - September 30, 2012

Interim Director of Finance Dittman presented the Monthly Financial Report for the period ending September 30, 2012. Revenues received through September were \$28,693. Expenditures spent to date were \$15,549. Ms. Dittman stated revenues are up slightly for the year. The Committee accepted the Monthly Financial Report as presented for September 30, 2012.

5. VISITORS BUSINESS

There was no Visitor Business to present.

6. INFORMATION - ServSafe Alcohol Certification Training

Village Administrator Halik presented the letter dated September 24, 2012 from Mayor Napoli inviting all liquor establishments to the annual ServSafe training. The training seminar will be held on November 12, at the Willowbrook Holiday Inn.

7. DISCUSSION - WB/BR Chamber of Commerce Request for Funding FY 13/14

Member Fishella presented the letter dated October 9, 2012, from Joseph Stastny, Treasurer of the WB/BR Chamber of Commerce. The Chamber is requesting funding for the Community Directory (Buyers Guide) in the amount of \$3,000 and for the Business Expo in the amount of \$2,500.

The Committee agreed to budget \$5,500 for the Chamber's request for Fiscal Year 13/14.

Motion: Made by Member Stall, Seconded by Member Amin to recommend to the Mayor and Board of Trustees to include \$5,500 in the Budget for Fiscal Year 13/14 for the Chamber Directory and the Business Expo.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

8. MARKETING REPORT - July, August and September 2012

Ms. Beth Marchetti presented the Marketing Reports for July, August and September 2012. Ms. Marchetti highlighted the Illinois Holiday Winter Getaway Guide and the DuPage Hospitality Guide.

9. UPDATE ADVERTISING PROGRAM - FY 2012/13

Ms. Marchetti presented a video clip of the Village of Willowbrook. The video was developed and funded by the Bureau. The Bureau produced the video as a way to say thank you to the communities who supported the Bureau. The video is on the Bureau's website under the Communities' tab. Ms. Marchetti put an emphasis on the social media tools such as Facebook and Twitter. Ms. Marchetti also noted the option to share the video and to put the video on a mobile devise.

Ms. Marchetti presented the Historic Route 66 brochure. The cost of the brochure was paid for by the Bureau. It is also available in an electronic form and on the Bureau's website. The brochures will be placed at O'Hare and the Hinsdale Oasis.

Ms. Marchetti discussed the Ryder Cup event. Ms. Marchetti stated the Bureau helped the PGA utilize a booking engine for the tournament. There were 6,000 rooms booked from the booking engine which generated about \$ 1 million in revenues for the hotels.

Ms. Marchetti stated the Bureau is working with State Wars which is an international in-line hockey association. The Bureau is hoping the State Wars will host their tournament at the Darien Sportsplex next year. The tournament is scheduled for July 31, 2013 through August 9, 2013. The tournament hosts 290 teams with 10 players on each team. Ms. Marchetti stated she will know very soon if this event will be held here.

Ms. Marchetti stated Oakbrook Center donated gift certificates which will be used in a Facebook holiday ad. Ms. Marchetti asked the hotels to send her packages they would like to include.

Ms. Marchetti will be contacting the hotels to see how they want to use the rest of the advertising dollars for the remainder of the year.

Ms. Marchetti noted occupancy is on the rise and is up about 35%.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:30 p.m.