

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