

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, DECEMBER 2, 2015, AT THE VILLAGE HALL, 835 MIDWAY DRIVE, IN THE VILLAGE OF WILLOWBROOK, DUPAGE COUNTY, ILLINOIS.

1. CALL TO ORDER

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

2. ROLL CALL

Those present were Trustee Gayle Neal, Member Rashmi Patel (Econo Lodge), Member Jaimin Shah & Danny Patel (WB Inn), Director of Finance Carrie Dittman, Assistant to the Village Administrator Garrett Hummel and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member Roswita Korpas (LaQuinta Inn), Member Alan Gagnon (Red Roof Inn), and Member Frank Fishella (Willowbrook/Burr Ridge Chamber of Commerce).

3. MINUTES - January 28, 2015 & November 4, 2015

Motion by Rashmi Patel, second by Jaimin Shah to approve the minutes as presented. Motion carried.

4. DISCUSSION - WILLOWBROOK MOBILE PHONE APP

Assistant to the Village Administrator Hummel discussed the Willowbrook Mobile App project. Assistant Hummel advised that the app is an extension of the Village's website and will be updated automatically as the website is updated. Funding was provided in the budget for the app. Assistant Hummel distributed an example of what the home screen of the app will look like, and the Willowbrook Hotels will have their own icon on the home screen that will take the user to the Willowbrook Hotels website. Other features of the app include a Village calendar, link to meeting minutes and agendas, a staff directory and a resource directory which will include restaurants, hotels and other businesses by category. By using the resource directory, a user can click on a business and call its phone number, go to its website, see where it is located on a map and the distance to get there from the user's current location. Any business phone number or website URL updates should be communicated to Cindy Stuchl at the Village who will update the app.

Assistant Hummel advised that the Android app has been approved and the Apple approval is expected the 2<sup>nd</sup> week of December. Once the Apple version has been approved, Assistant Hummel will put out a notification that the app is available. The app is free and will be able to be downloaded from the Google play store and Apple's app store. Ms. Marchetti asked how the Village plans to promote the App. Assistant Hummel stated that he has received a sample press release, it is currently noted on the Village's water bills and it will be placed on the Village's website along with future Village newsletters. Ms. Marchetti offered to assist with wording the press release and to send out an e-blast about the mobile app, and she will place the mobile app on the Hotels' website. The Committee suggested the hotels place a brochure in their lobbies to advertise the app.

5. MARKETING REPORT

Ms. Beth Marchetti discussed the June 2015 - September 2015 reports in the packet including the new ad geared towards business travelers which will be included in the Willowbrook/Burr Ridge Chamber of Commerce directory. Member Shah noted that the Willowbrook Inn is going back to the Holiday Inn and would like the Holiday Inn logo on the ad. Ms. Marchetti noted the ad was already due about three weeks prior and likely has gone to print, but that she would check but could not guarantee that the print ad could be changed. The directory will be coming out in February 2016.

6. DISCUSSION - GENERAL COMMITTEE DIRECTION

Trustee Neal stated that the committee members need to determine the direction the committee will go; with the hotel/motel tax rate increase to 5% effective June 1, 2015, there was a large increase in the advertising budget that the hotels can benefit from.

At the previous committee meeting a brainstorming discussion was held about partnering with Ashton Place for a shuttle service. Subsequently, Administrator Halik and Mayor Trilla met with Ashton Place. Member Roswita Korpas (La Quinta) also spoke with Ashton Place and they advised that they were currently partnering with hotels in Burr Ridge and Oakbrook Terrace for a shuttle for weddings and other events. Village staff would also reach out to other communities such as Elmhurst that operate a shuttle to survey their experience with the program. Discussion followed about the hotels' current and prior shuttle offerings.

7. ADJOURNMENT

The Committee adjourned the meeting at 4:36 p.m.

The next special meeting of the Hotel/Motel Tax Advisory Committee will be Wednesday, January 27th at 4:00 p.m.

Minutes transcribed by Carrie Dittman, 12/3/2015