

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 22, 2008, 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

Acting Chairman Robert Napoli called the meeting to order at 4:00 p.m.

2. ROLL CALL

Those present were Acting Village President Robert Napoli, Member Ronald Isdonas, Willowbrook/Burr Ridge Chamber of Commerce, and Village Administrator Philip Modaff, Director of Finance Sue Stanish and Beth Marchetti of the DuPage Convention and Visitor Bureau.

ABSENT: Chairman Tim McMahon, Member James Hetman (Holiday Inn), Member Pam Jones (LaQuinta Inn), Member Larry James (Red Roof Inn) and Member Rashmi Patel (Super 8 Motel).

3. MINUTES - February 20, 2008

Acting Village President Napoli asked if there were any corrections or changes to the minutes of the February 20, 2008, meeting.

The Committee approved the minutes of the February 20, 2008, meeting.

4. MONTHLY FINANCIAL REPORT - SEPTEMBER 30, 2008

Director of Finance Stanish presented the Monthly Financial Report for the period ending September 30, 2008. Ms. Stanish stated revenues received this year are \$42,292. Ms. Stanish stated we are entering the slower months of the year. Should we not reach the budgeted amount of \$92,000, there is a cash reserve of about \$9,000, the committee could utilize. Ms. Stanish also stated the Red Roof Inn was closed for a month for remodeling. This may lower revenues by about \$1,200. Ms. Marchetti stated the Bureau helped Member James with a couple of press releases announcing the reopening of the Red Roof Inn. Ms. Stanish stated total expenditures to date are \$41,603.

5. VISITORS BUSINESS

There was no Visitors Business to present.

6. MARKETING REPORT - September 2008

Ms. Marchetti presented the marketing plan for September 2008 dated September 10, 2008. Ms. Marchetti gave an overview of the Bureau for 2007. Ms. Marchetti stated revenues are stable and DuPage is the 2<sup>nd</sup> largest contributor of tourism dollars other than Cook County in the State.

Ms. Marchetti stated inventory of brochures is about 5,000 and the Committee will have to think about reprinting next Fiscal Year. Ms. Marchetti explained what new things she has completed to create additional web site hits on the hotels' site. Ms. Marchetti stated there is a social website called Flickr, which now displays the Willowbrook hotels. If someone using this site searches such things as McCormick Place, I-55, Willowbrook hotels etc... Willowbrook will now appear. Ms. Marchetti would like to create contests on the Hotels' site this will keep people coming back to the site. Ms. Marchetti stated she is looking for packages from the hotels for these contests. Ms. Marchetti stated the Willowbrook Hotels are now on YouTube. Ms. Marchetti would also like to create a blog site on goseechicago.com. However, there is a down side to creating a blog site, so she isn't quite sure about this item yet. Ms. Marchetti also stated she is looking into changing the on-line reservation site from Travel Hero to Travelocity. Ms. Marchetti stated Travelocity is much larger and more well-known.

Ms. Marchetti stated the photos which were taken earlier this year, will be used to create a video using Microsoft photo story on the hotels' site. Ms. Marchetti stated there will be a button on the home page of the site and when you click this button a 2 minute video will play. Ms. Marchetti stated she is looking for any events to put on the web-site such things as chamber events, restaurants that may be having a wine tasting and hotels events which will increase traffic to the site.

Ms. Marchetti presented the following printed materials:

- Illinois Getaway Guide - Fall/Winter Edition
- DuPage County - Magnificent Meetings West of Chicago
- DuPage County - Fiscal Year 2009 Marketing Summary
- DuPage - 2008/2009 Dining Guide
- DuPage - Visitors Guide
- DuPage - Shopping Brochure

Member Isdonas asked if the Bureau was working with the 2016 Olympic Committee. Ms. Marchetti stated she has been working with the accommodation committee. The committee has to guarantee 80,000 rooms and she believes a couple of the hotels have agreed to participate and hold a block of rooms for the Olympics in 2016.

7. DISCUSSION - WB/BR Chamber of Commerce - Fiscal Year 2009/2010

Member Isdonas presented the memo dated October 15, 2008, from Donald L. Conklin, Treasurer of the Willowbrook/Burr Ridge Chamber of Commerce. Member Isdonas stated the Chamber is looking for the same contribution as in the previous year.

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Member Isdonas stated the Chamber is looking for the following:

- Chamber Directory                      \$3,000
- Business Expo                              2,500

- Home for the Holidays 500
- Contingency 1,000

Member Isdonas stated the Chamber is looking to do an advertising campaign promoting "shop Local" in Burr Ridge and Willowbrook. The Committee agreed to budget \$3,000 for the directory, \$2,500 for the Expo, \$500 for Home for the Holidays and \$1,000 as a contingency amount and to revisit the "shop Local" item during the budget process in January.

8. ADJOURNMENT

The Committee adjourned the meeting at 4:37p.m.

The next meeting is scheduled for January 28, 2009 at 4:00 p.m.