

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON TUESDAY, MAY 24, 2016, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Trustee Gayle Neal called the meeting to order at 4:10 p.m.

2. ROLL CALL

Those present were Trustee Gayle Neal, Member Frank Fishella (Chamber of Commerce), Member Roswitha Korpas (La Quinta), Mayor Frank Trilla, Director of Finance Carrie Dittman, Administrative Intern Tiffany Kolodziej and Miriam Blumenthal, DuPage Convention and Visitors Bureau (DCVB). Also present: Damien Hudson, driver/owner, of The Trolley Car & Bus Company.

ABSENT: Member Rashmi Patel (Econo Lodge), Member Alan Gagnon (Red Roof Inn Plus) and Member Jaimin Shah (Willowbrook Inn – hotel is closed).

3. TROLLEY TOUR

The purpose of the meeting was to take a “dry run” tour on the proposed trolley that would shuttle hotel guests on summer weekends to certain stops within the Village to enjoy shopping and dining options locally. Damien Hudson of the Trolley Car & Bus Company provided the trolley transportation today for the committee.

The members boarded the trolley at the Village Hall and proceeded along a proposed route, which began at La Quinta Inn and proceeded to the Econo Lodge. The route then travelled past the Kerry Piper and Chicken Basket, which may become a stop, and down Quincy Street to Midway Drive and into the Target parking lot, which may also be a stop. If added, these businesses must be contacted for permission to stop and to erect signage. The trolley then proceeded into the Red Roof Inn Plus parking lot, and out onto Rt. 83.

The trolley then entered the Town Center shopping center from Plainfield Rd. and drove behind the stores to a proposed stop alongside the Bed Bath & Beyond, which is out of the main flow of traffic through the center. Another stop at the Town Center may need to be added to more easily access the shops at the northern end. The trolley then exited the center onto Rt. 83 and proceeded to the Hinsdale Lake Commons shopping center at 63<sup>rd</sup> Street.

Two (2) stops are proposed at Hinsdale Lake Commons, the first in front of the Tomato Bar (opening soon) at the northwest side, and the second in front of the “Tangerine” sculpture near Charter Fitness. A brief discussion ensued about the hotels partnering with Charter Fitness to offer day passes to the hotel guests. The trolley proceeded back to La Quinta, which would be the starting point of the loop. The run took approx. 35 minutes to complete.

The trolley then proceeded back to Village Hall where Frank Trilla left the meeting.

The committee discussed the next steps in the trolley project; Director Dittman noted that she had already been in touch with representatives from the Town Center and Hinsdale Lake Commons about placing stops there. She will contact them again to get agreements/permissions in place. Target, Kerry Piper & Del Rhea’s Chicken Basket will need to be contacted as well to get the proper permissions for stops at those locations.

Administrative Intern Kolodziej distributed some trolley sign designs she had created and noted that she had contacted one of the Village's sign vendors and requested some ballpark costs. The committee agreed that the decoratively curved green sign of the trolley, with white lettering, in a size of 18" x 18" was the preferred design, with as large a font as possible, and approximately 12 signs would be needed. If removable reflective numbers could be added to the signs, the Village could use those numbers to correspond to a location on a trolley map brochure.

Trustee Neal discussed preparing a brochure that would have the route stops/times listed, and there is potential for businesses to advertise in the brochure as well. The details in the brochure and the trolley route could also be added to the Willowbrook mobile app.

4. NEW BUSINESS

Trustee Neal reported that the manager of the Red Roof Inn Plus, Alan Gagnon, had just left his position at the hotel. An interim manager, Michael Smith, has been placed there 2-3 days per week starting this week.

Ms. Blumenthal distributed and briefly discussed a hotel marketing package that the DCVB has been working on.

5. COMMUNICATIONS

No communications were received.

6. VISITOR'S BUSINESS

There were no visitors present.

7. ADJOURNMENT

Motion to adjourn the meeting made by Roswitha Korpas, seconded by Frank Fishella at 5:26 p.m.

Minutes transcribed by Carrie Dittman, 5/27/2016