



Willowbrook

835 Midway Drive
Willowbrook, IL 60527-5549

Phone: (630) 323-8215 Fax: (630) 323-0787 www.willowbrookil.org

NOTICE

NOTICE IS HEREBY GIVEN that the regular meeting of the Hotel/Motel Tax Advisory Committee of the Village of Willowbrook that was scheduled for Wednesday, October 24, 2018 at 4:00 p.m. has been cancelled and rescheduled as follows:

Mayor

Frank A. Trilla

Village Clerk

Leroy R. Hansen

Village Trustees

Sue Berglund

Umberto Davi

Terrence Kelly

Michael Mistele

Gayle Neal

Paul Oggerino

DATE: October 24, 2018

TIME: 11:00 p.m. – (Note Time Change)

PLACE: Village of Willowbrook Village Hall
835 Midway
Willowbrook, IL 60527

Agenda: See attached

Gayle Neal, Chairwomen
Hotel/Motel Tax Advisory Committee

THIS NOTICE WAS FAXED TO THE FOLLOWING ON OCTOBER 19, 2018:

Village Administrator

Tim Halik

Chicago Tribune
Doings Newspaper
Suburban Life
Chicago Sun-Times

Chief of Police

Robert Schaller

THIS NOTICE WAS PLACED ON THE BULLETIN BOARD IN THE LOBBY OF THE VILLAGE HALL, VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, DUPAGE COUNTY, ILLINOIS ON OCTOBER 19, 2018.

Director of Finance

Carrie Dittman

Leroy Hansen, Village Clerk

ACCOMMODATIONS FOR THE DISABLED

ANY INDIVIDUAL WITH A DISABILITY REQUIRING A REASONABLE ACCOMMODATION IN ORDER TO PARTICIPATE IN ANY PUBLIC MEETING HELD UNDER THE AUTHORITY OF THE VILLAGE OF WILLOWBROOK, SHOULD CONTACT TIM HALIK, ADA COMPLIANCE OFFICER, VILLAGE OF WILLOWBROOK 835 MIDWAY DRIVE, WILLOWBROOK, IL 60527, OR CALL (630) 920-2261 VOICE, OR (708) 920-2259 TDD, MONDAY THROUGH FRIDAY, BETWEEN 8:30 A.M. AND 4:30 P.M., WITHIN A REASONABLE TIME BEFORE THE MEETING. REQUESTS FOR SIGN LANGUAGE INTERPRETERS SHOULD BE MADE A MINIMUM OF FIVE WORKING DAYS IN ADVANCE OF THE MEETING.



Proud Member of the
Illinois Route 66 Scenic Byway



EST. 1960

Willowbrook

835 Midway Drive
Willowbrook, IL 60527-5549

Phone: (630) 323-8215 Fax: (630) 323-0787 www.willowbrookil.org

AGENDA

Mayor

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Paul Oggerino

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Tim Halik

Chief of Police

Robert Schaller

Director of Finance

Carrie Dittman

REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, OCTOBER 24, 2018 AT 11:00 A.M., AT THE VILLAGE HALL, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER
2. ROLL CALL
3. VISITOR'S BUSINESS (Public comment is limited to three minutes per person and only those items that are on the agenda)
4. APPROVAL OF MINUTES – January 31, 2018
5. MONTHLY FINANCIAL REPORT – October 2018
6. DISCUSSION – WB/BR Chamber of Commerce Request for Funding FY 19/20
7. MARKETING REPORT/ADVERTISING PROGRAM
8. DISCUSSION – LANDSCAPE BEAUTIFICATION/FUTURE SPENDING
9. COMMUNICATIONS
10. ADJOURNMENT



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MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 31, 2018, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairwoman Gayle Neal called the meeting to order at 10:05 a.m.

2. ROLL CALL

Those present at roll call were Chairwoman Gayle Neal, Director of Finance Carrie Dittman, Village Administrator Tim Halik, Member Roswitha Korpas (La Quinta), Member Tej Patel (Econo Lodge), Member Tasha Clark (Red Roof Inn Plus) & Beth Marchetti (DuPage Convention and Visitors Bureau (DCVB)).

ABSENT: Member Brad Kmetz (Chamber of Commerce) and Member Willowbrook Inn (hotel is closed).

A QUORUM WAS DECLARED.

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 & October 25, 2017

Motion to approve the minutes made by Roswitha Korpas, seconded by Tasha Clark. No discussion or questions were raised. Unanimous voice vote. Motion carried.

5. MONTHLY FINANCIAL REPORT – December 31, 2017

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of December 31, 2017 as included in the packet. Ms. Marchetti discussed the new Yellow Cab departure fee being charged to riders when they leave Chicago & Rosemont, which is paid back to those cities. Beth also reminded the committee about the Grant Pilot Program that can be used to entice new business for non-social bookings.

6. BUDGET – FY 2018/19

Director Dittman presented the planned budget for the Hotel/Motel Tax Fund for the fiscal year May 1, 2018 - April 30, 2019 as included in the packet. The Village expects to collect about \$247,000 in revenues and incur \$109,756 in expenditures. However, this does not yet include funding for advertising to be done directly by the Village for the hotels in the form of electronic signage. The Village is contemplating purchasing two electronic signs that would have changing messages, and they would be placed on Rt. 83 at the north and south entrances to the Village. The Village would include advertising for the hotels as part of the scrolling messages. The cost of the signage charged to the hotel/motel fund would be commensurate with the amount of screen time applicable to attracting overnight guests. Village staff plans to present this to the Village board as a discretionary item during our March board workshop. If approved, the related cost would be added to the 18/19 budget.

7. DISCUSSION – Landscape Beautification

A discussion was held regarding continued use of hotel/motel tax funds on seasonal planting medium in the containers at the hotels. The hotel members concurred that they like the program and wished to continue. Last year the Village paid for 3 seasons – summer, fall and winter. We have not spent all of the funds in this line item for FY 17/18, so the Village would like to do a spring 2018 planting to exhaust the budget line item. We would like to have 4 seasonal plantings in next year's budget: spring, summer, fall & winter. Chairwoman Neal asked Tej Patel if the pots at Econolodge were holding up or needed to be replaced; Mr. Patel was not sure. Chairwoman Neal said she would contact Rashmi Patel directly.

8. MARKETING REPORT/ADVERTISING PROGRAM

Ms. Marchetti from DCVB presented the Marketing Report from October-December 2017. The new Willowbrook Hotels website was launched in July 2017. From October-December, there were 7,767 page views, a 33% increase over July-Sept 2017. 92% of the hits were new visitors; Ms. Marchetti commented that they need more content in order to attract return visitors. The average time on the page is 1.4 min which is higher than the national average. The top 3 users come from the US, Hungary and Mexico.

The billboard ad campaign ran Sept 1 – Feb 28, 2018. There is an option to renew March – August 2018. The committee needs to drive traffic during the current slow period. Content marketing for the Willowbrook Winter holiday getaways included 4,840,000 impressions, 6,380 clicks to the online article and 6,700+ page views.

The Facebook page for Willowbrook hotels now has 9.5 thousand followers. The social media campaign included the Park, Sleep, Fly campaign. Ms. Marchetti passed around a picture of the sign posts that DCVB proposes to place at each hotel to affix a permanent sign to show the designated parking spots for the Park, Sleep, Fly program. The committee discussed the pros and cons of the sign posts.

Ms. Marchetti discussed the Jan – March 2018 marketing goals and the preliminary marketing plan for 2018-19. They would like to continue the hotel packages and expand the holiday experience. Ms. Korpas asked when the soccer field next to the Chicken Basket would be finished. Mr. Halik commented that the owner just received permits, so it probably would be finished at the end of summer. The committee discussed the Darien Sportsplex and guests being driven to stay in Willowbrook from there. Ms. Marchetti described partnering with the DuPage County Forest Preserve District to mutually benefit from their program offerings, such as their recent ice fishing tournament that attracted mainly out of state participants.

Ms. Clark left the meeting at 9:40 a.m.

Another initiative is a brew pub crawl. Ms. Marchetti commented about the advertising in Chicago Magazine, and Ms. Korpas noted that many of her guests still like "handout" marketing, i.e. something they can hold in their hand. Ms. Marchetti discussed the upcoming pamphlet that will have regional Chicagoland and local maps and tear-out sheets with coupons and such.

Ms. Marchetti commented on the results of a survey that there are not enough sports facilities in Willowbrook; there is a huge demand for larger and newer facilities, especially swim clubs and ice arenas. Most groups want large enough facilities to host the entire tournament in one place.

9. COMMUNICATIONS

Mr. Halik discussed current economic development in the Village. Compass Arena, the soccer field currently under construction, is planned to be open at the end of summer. It will have two indoor soccer fields, however, it will not have regulation sized fields and is not designed to host tournaments or practices. It is more geared towards casual recreational purposes. It will also have indoor golf simulators, a restaurant and a bar. The Village is now in a lawsuit with the owners of the proposed gun club that wanted to build on the vacant land next to Willowbrook Inn.

Mr. Halik also commented that the Village received word that replacement tenants for the vacant Sports Authority site have been found by the developer: a Marshall's and a Sketcher's. Pete's Fresh Market and the other outlet stores will probably not open until August 2018 as there are numerous traffic improvements that must be completed first. Mr. Halik also noted that the Village is monitoring the impact of Airbnb to the Village, where residents temporarily rent out their homes to out of town travelers.

10. ADJOURNMENT

Motion to adjourn the meeting was made by Chairwoman Neal, seconded by Ms. Korpas at 11:08 a.m. Motion carried.

Minutes transcribed by Carrie Dittman, 2/5/18.

PERIOD ENDING 10/31/2018

GL NUMBER	DESCRIPTION	2018-19 AMENDED BUDGET	END BALANCE 10/31/2018	% BDGT REMAIN
Fund 03 - HOTEL/MOTEL TAX FUND				
Assets				
03-00-110-114	IL FUNDS HOTEL/MOTEL - 5948		400,360.29	
03-00-110-257	COMMUNITY BANK OF WB - 0275		37,582.73	
03-00-130-115	ACCOUNTS RECEIVABLE		21,759.46	
TOTAL ASSETS			459,702.48	
Fund Equity				
03-00-300-101	FUND BALANCE		344,963.15	
TOTAL FUND EQUITY			344,963.15	
Revenues				
03-00-310-205	HOTEL/MOTEL TAX	246,000.00	123,507.96	49.79
03-00-320-108	INTEREST INCOME	1,000.00	2,831.37	(183.14)
TOTAL REVENUES		247,000.00	126,339.33	48.85
Expenditures				
03-53-401-307	FEES DUES SUBSCRIPTIONS	12,000.00	4,300.00	64.17
03-53-401-311	POSTAGE & METER RENT	250.00	0.00	100.00
03-53-435-303	WILLOWBROOK MOBILE PHONE APP	1,185.00	0.00	100.00
03-53-435-308	GRANT PILOT PROGRAM	5,000.00	0.00	100.00
03-53-435-316	LANDSCAPE BEAUTIFICATION	9,260.00	1,800.00	80.56
03-53-435-317	ADVERTISING - DCVB	75,000.00	0.00	100.00
03-53-435-318	ADVERTISING - VILLAGE	1.00	0.00	100.00
03-53-435-319	CHAMBER DIRECTORY	3,000.00	3,000.00	0.00
03-53-436-378	WINE & DINE INTELLIGENTLY	2,000.00	0.00	100.00
03-53-436-379	SPECIAL PROMOTIONAL EVENTS	2,500.00	2,500.00	0.00
TOTAL EXPENDITURES		110,196.00	11,600.00	89.47
Total Fund 03 - HOTEL/MOTEL TAX FUND				
TOTAL ASSETS			459,702.48	
BEG. FUND BALANCE			344,963.15	
+ NET OF REVENUES & EXPENDITURES		136,804.00	114,739.33	16.13
= ENDING FUND BALANCE			459,702.48	
+ LIABILITIES			0.00	
= TOTAL LIABILITIES AND FUND BALANCE			459,702.48	

2018 OFFICERS
AND BOARD
OF DIRECTORS



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Debbie Jackson
Sterling Engineering

VICE PRESIDENT
Brad Kmetz
Kmetz Financial Group

SECRETARY
Mike Quinn
Republic Bank

TREASURER
Joseph J. Stastny
Mueller & Co.,LLP

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Batson Chiropractic

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Denise Marchetti
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Mike Schultz
Turtle Wax, Inc.

Michael Simmons
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Service, Inc.

Cathie Stuart
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Group

Kyle Wetzel
Farmers Insurance

**WILLOWBROOK/BURR RIDGE
CHAMBER OF COMMERCE AND INDUSTRY**
8300 South Madison Street, Burr Ridge, Illinois 60527
Tel 630.654.0909 Fax 630.654.0922
www.wbbrchamber.org

October 4, 2018

Tim Halik, Village Administrator
Village of Willowbrook
835 Midway Drive
Willowbrook, IL 60527

Re: Request for funding for the-
2019 Chamber Community Directory
2019 Business Expo held in June at Ashton Place

Dear Tim:

As Director and Treasurer for the Willowbrook/Burr Ridge Chamber of Commerce and Industry, I work with our representative at the Village Hotel/Motel Tax Advisory Committee meetings.

I understand the committee will meet in October to initiate reviews for Budget needs for the next fiscal year. I am outlining the following financial assistance needs for special programs that highlight the Village. We are requesting the following:

\$3,000	Annual Chamber Community (Buyers Guide) Directory
\$2,500	Annual Business Expo which will be held in June at Ashton Place in Willowbrook

Thank you for your consideration. I welcome any comments or questions.

Respectfully submitted,

Joseph J. Stastny, Treasurer