

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, January 23, 2019 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 Misteale

Gayle Neal

Paul Oggerino

DATE: January 23, 2019

TIME: 11:00 a.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 JANUARY 18, 2019:

Chicago Tribune
Doings Newspaper
Suburban Life
Chicago Sun-Times

Village Administrator

Tim Halik

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 JANUARY 18, 2019.

Director of Finance

Carrie Dittman

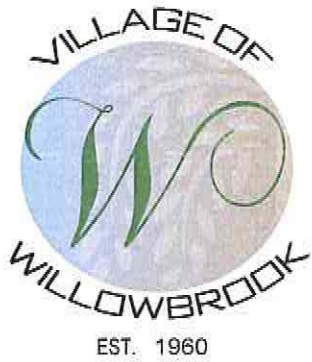
Leroy Hansen, Village Clerk

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



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AGENDA

Mayor

Frank A. Trilla

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Tim Halik

Chief of Police

Robert Schaller

Director of Finance

Carrie Dittman

SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK TO BE HELD ON WEDNESDAY, JANUARY 23, 2019 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 & October 24, 2018
5. MONTHLY FINANCIAL REPORT – December 31, 2018
6. DRAFT BUDGET – FY 2019/20
7. MARKETING REPORT/ADVERTISING PROGRAM
8. COMMUNICATIONS
9. 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.

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 24, 2018, AT THE VILLAGE OF WILLOWBROOK, 835 MIDWAY DRIVE, WILLOWBROOK, ILLINOIS.

1. CALL TO ORDER

Chairwoman Gayle Neal called the meeting to order at 11:02 a.m.

2. ROLL CALL

Those present at roll call were Chairwoman Gayle Neal, Director of Finance Carrie Dittman, Member Michelle D'Andrea (Chamber of Commerce), Miriam Blumenthal and Kellene O'Connell (DuPage Convention and Visitors Bureau (DCVB)).

ABSENT: Member La Quinta, Member Econo Lodge, Member Red Roof Inn Plus and Member Willowbrook Inn (hotel is closed).

THERE WAS NO QUORUM.

3. VISITOR'S BUSINESS

There were no visitors present.

4. APPROVAL OF MINUTES – January 31, 2018

There was no quorum so the minutes were not approved.

5. MONTHLY FINANCIAL REPORT – October 2018

Director Dittman presented the financial report of the Hotel/Motel Tax Fund as of October 2018 as included in the packet. We have received about 50% of the annual budgeted hotel/motel tax, and we have incurred \$11,600 in expenditures fiscal year to date out of the annual expenditure budget of \$110,196.

6. DISCUSSION – WB/BR Chamber of Commerce Request for Funding FY 19/20

Director Dittman presented the request received from the Willowbrook/Burr Ridge Chamber of Commerce (COC) for the Hotel/Motel Tax Fund for 2019. The COC has requested \$3,000 for the annual chamber community (buyer's guide) directory and \$2,500 for the annual Business Expo. The request is the same dollar amount as last year's request. The Village will consider this request during the upcoming FY 2019/20 budget process. Ms. Blumenthal included these amounts in the advertising budget for DCVB, and Director Dittman noted that the Village budgets separately for these two items and that they can be removed from the DCVB budget.

Chairwoman Neal asked about what the Village of Burr Ridge does at the business expo. Ms. D'Andrea noted that Burr Ridge purchases a booth at the expo. The expo is open for businesses and also open to the public to attend.

7. MARKETING REPORT/ADVERTISING PROGRAM

Ms. Blumenthal discussed the ice arena sponsorship program and distributed the DCVB budget for July 2018 - June 2019. The DCVB plans to spend \$9,500 for an in-ice logo, leaderboard, banners and presence on their website. There are 2 ice tournaments that bring in overnight guests, however the tournaments are run by Bauer, and Bauer wants a \$50/night rebate on the rooms. Ms. Blumenthal also discussed a possible print collateral (coupon book/flyer) to promote local restaurants that would be distributed at the ice arena. She estimates the cost at \$2,400. She asked if Ms. D'Andrea would reach out to the Chamber members to see if any businesses wanted to be included and to send that list to DCVB who would then put the flyer together. The target distribution date would be January 2019.

Ms. Dittman also commented that in addition to the items noted in Item #6, the Incentive Program that is budgeted at \$4,000 on the DCVB budget should be removed because the Village has a separate line item in the Village budget for that as well. Finally, we cannot pay the hotel's dues (\$5,000) for them as that would be akin to a direct contribution to the hotels which is not allowed under the spending guidelines of the Hotel/Motel taxes. Taking those 4 items out of the DCVB budget provides an additional \$14,500 for the DCVB to apply towards advertising.

Chairwoman Neal left the meeting at 11:25 am.

A discussion occurred regarding continued advertising of Rt. 66 & Del Rhea's Chicken Basket and potential saturation. Ms. Dittman asked that future advertising for that be sent to the Village for our review.

DCVB asked for a list of Top 10 restaurants to be listed on the landing page of the Willowbrook Hotels website. Ms. Dittman suggested that in order to avoid favoritism of any restaurant, the restaurants could be listed as "featured restaurants" and rotated out on a quarterly basis. The Village will send a list to DCVB.

Ms. Blumenthal discussed the Content Activation report from winter 2017 regarding visits to the website. Ms. Blumenthal also asked if the Village could assist with asking the hotels to approve the park/sleep/fly parking regulation contracts, as the hotels have not responded to her requests. Ms. Blumenthal will send contracts corrected for the typo noted to the Village which we will then forward on to the hotels for approval.

8. DISCUSSION – Landscape Beautification/Future Spending

Ms. Dittman noted that the Village currently has a contract with Hinsdale Nurseries to provide seasonal plantings in the exterior flower pots of the hotels to enhance curb appeal. The hotels in the past had agreed with this expenditure. The seasonal plantings will occur through Spring 2019, and the Committee can discuss at the next meeting in January whether to continue the program after that.

9. COMMUNICATIONS

Ms. Blumenthal informed the group that there is a new General Manager at La Quinta and that Roswitha Korpas left in mid-October. The temporary manager is Randy Christensen, and the new manager (Emily) will be taking over sometime in November. Also, Tasha Clark of the Red Roof Inn is currently on maternity leave.

The next regular meeting of the hotel/motel committee will be the 4th Wednesday of January 2019, and we will shoot for 11:00 am as the start time to try to accommodate schedules.

10. ADJOURNMENT

The meeting was adjourned at 11:55 am.

Minutes transcribed by Carrie Dittman, 10/26/18.

TRIAL BALANCE REPORT FOR WILLOWBROOK

PERIOD ENDING 12/31/2018

#5

GL NUMBER	DESCRIPTION	2018-19 AMENDED BUDGET	END BALANCE 12/31/2018	% BDGT REMAIN
Fund 03 - HOTEL/MOTEL TAX FUND				
Assets				
03-00-110-114	IL FUNDS HOTEL/MOTEL - 5948		482,789.02	
03-00-110-257	COMMUNITY BANK OF WB - 0275		19,280.74	
03-00-130-115	ACCOUNTS RECEIVABLE		21,759.46	
TOTAL ASSETS			523,829.22	
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	188,711.09	23.29
03-00-320-108	INTEREST INCOME	1,000.00	5,260.10	(426.01)
TOTAL REVENUES		247,000.00	193,971.19	21.47
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	1,185.12	(0.01)
03-53-435-308	GRANT PILOT PROGRAM	5,000.00	0.00	100.00
03-53-435-316	LANDSCAPE BEAUTIFICATION	9,260.00	4,120.00	55.51
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	15,105.12	86.29
Total Fund 03 - HOTEL/MOTEL TAX FUND				
TOTAL ASSETS			523,829.22	
BEG. FUND BALANCE			344,963.15	
+ NET OF REVENUES & EXPENDITURES		136,804.00	178,866.07	(30.75)
= ENDING FUND BALANCE			523,829.22	
+ LIABILITIES			0.00	
= TOTAL LIABILITIES AND FUND BALANCE			523,829.22	

BUDGET REPORT FOR WILLOWBROOK
Fund: 03 HOTEL/MOTEL TAX FUND
Calculations as of 04/30/2019

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 ACTIVITY	2018-19 PROJECTED ACTIVITY	2019-20 REQUESTED BUDGET
ESTIMATED REVENUES					
Function: Unclassified					
Dept 00 - NON-DEPARTMENTAL					
03-00-310-205	HOTEL/MOTEL TAX	246,000	188,711	250,063	248,000
03-00-310-725	REGISTRATION FEES				
03-00-310-913	OTHER RECEIPTS				
03-00-310-922	FEDERAL/STATE GRANTS				
03-00-320-108	INTEREST INCOME	1,000	5,260	6,000	6,000
03-00-320-109	CHANGES IN MARKET VALUE				
Totals for dept 00 - NON-DEPARTMENTAL		247,000	193,971	256,063	254,000
Total - Function Unclassified		247,000	193,971	256,063	254,000
TOTAL ESTIMATED REVENUES		247,000	193,971	256,063	254,000

BUDGET REPORT FOR WILLOWBROOK
Fund: 03 HOTEL/MOTEL TAX FUND
Calculations as of 04/30/2019

GL NUMBER	DESCRIPTION	2018-19 ORIGINAL BUDGET	2018-19 ACTIVITY	2018-19 PROJECTED ACTIVITY	2019-20 REQUESTED BUDGET
APPROPRIATIONS					
Function: Unclassified					
Dept 53 - HOTEL/MOTEL					
03-53-401-126	SALARIES - CLERICAL				
03-53-401-253	PUBLIC RELATION CONSULTANT FEES				
03-53-401-303	FUEL/MILEAGE/WASH				
03-53-401-304	SCHOOLS CONFERENCE TRAVEL				
03-53-401-306	REIMB PERSONNEL EXPENSES				
03-53-401-307	FEES DUES SUBSCRIPTIONS	12,000	4,300	12,500	12,000
03-53-401-311	POSTAGE & METER RENT	250			250
03-53-401-401	OPERATING EQUIPMENT				
03-53-435-302	PRINTING & PUBLISHING				
03-53-435-303	WILLOWBROOK MOBILE PHONE APP	1,185	1,185	1,185	1,200
03-53-435-308	GRANT PILOT PROGRAM	5,000			5,000
03-53-435-316	LANDSCAPE BEAUTIFICATION	9,260	4,120	6,400	10,460
03-53-435-317	ADVERTISING - DCVB	75,000		75,000	50,000
03-53-435-318	ADVERTISING - VILLAGE	1			25,000
03-53-435-319	CHAMBER DIRECTORY	3,000	3,000	3,000	3,000
03-53-435-320	TRANSPORTATION				
03-53-436-378	WINE & DINE INTELLIGENTLY	2,000		2,000	2,000
03-53-436-379	SPECIAL PROMOTIONAL EVENTS	2,500	2,500	2,500	2,500
03-53-436-380	FAMILIARIZATION TOURS				
03-53-449-799	CONTINGENCIES				
Totals for dept 53 - HOTEL/MOTEL		110,196	15,105	102,585	111,410
Total - Function Unclassified		110,196	15,105	102,585	111,410
TOTAL APPROPRIATIONS		110,196	15,105	102,585	111,410
NET OF REVENUES/APPROPRIATIONS - FUND 03		136,804	178,866	153,478	142,590
BEGINNING FUND BALANCE		344,963	344,963	344,963	498,441
ENDING FUND BALANCE		481,767	523,829	498,441	641,031