

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, OCTOBER 27, 2010, 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

Village President Robert Napoli called the meeting to order at 4:00 p.m.

2. ROLL CALL

Those present were Village President Robert Napoli, Member James Hetman (Holiday Inn), Member Jonathon Earlywine (Red Roof Inn), Member Rashmi Patel (Super 8), Director of Finance Sue Stanish, and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Roswita Korpas (LaQuinta Inn)

Member Ronald Isdonas (Willowbrook Burr Ridge Chamber of Commerce) entered the meeting at 4:03 p.m.

3. MINUTES - January 27, 2010

Director of Finance Sue Stanish asked if there were any corrections to the minutes of the January 27, 2010, meeting.

MOTION: Made by Member Earlywine, Seconded by Member Patel, to approve the January 27, 2010, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - September 30, 2010

Director of Finance Sue Stanish presented the Monthly Financial Report for the period ending September 30, 2010. Ms. Stanish stated revenues received through September 30 was \$28,500. Ms. Stanish gave an overview of the expenditures spent to date in the amount of \$20,334.

The Committee accepted the Monthly Financial Report for the period ending September 30, 2010, as presented.

5. INFORMATION - ServSafe Alcohol Certification Training

Director of Finance Sue Stanish presented the letter dated October 12, 2010, from President Robert A. Napoli. The letter was sent to all Class A, B, D, E, F and I liquor licenses holders in the Village inviting them to attend the ServSafe Alcohol Certification Training class which will be held on Monday, November 15, 2010, from 8:45 a.m. - 1:00 p.m. at the Willowbrook Holiday Inn. Ms. Stanish said the deadline for the registration is November 1, 2010.

6. DISCUSSION - WB/BR Chamber of Commerce Request for Funding

Member Ron Isdonas presented the letter dated October 4, 2010, from Joseph J. Stastny, Treasurer of the WB/BR chamber of Commerce.

Mr. Stastny requested the following funding:

- Chamber Directory \$3,000
- Business Expo 2,500
- Upgrades to the Chamber Website 500

Member Isdonas informed the Committee that the Village of Burr Ridge has approved funds for the Chamber Directory and the Business Expo.

Member Isdonas stated the request for \$500 to upgrade the website is a new request from last year. Mr. Isdonas also stated if you will recall the Committee has approved funds in past years to help upgrade the chamber's website. Member Isdonas stated the Chamber will use these funds to allow the site to display internet video commercials which will highlight events and/or businesses in Willowbrook.

President Napoli asked the hotel members how they felt about the additional dollars spent to help upgrade the chamber's website. Member Earlywine stated the upgrades to the chamber's site will help generate traffic to the hotels' site, so he agreed to fund the \$500.

The Committee approved the Chamber's request to include these funds for Fiscal Year 2011/12.

7. VISITORS BUSINESS

There was no Visitors Business to present.

8. MARKETING REPORT - July, August and September 2010

Ms. Marchetti from the DuPage Convention and Visitors Bureau presented the marketing reports for the months of July, August and September. Ms. Marchetti also presented a black and white ad which will be placed in the 2011 chamber directory. Ms. Marchetti asked the hotel members to send her any changes by early next week. Ms. Marchetti presented the ad which will be placed in the newspapers the first Sunday of November.

Ms. Marchetti stated that she is in the process of updating the hotels' website with current events. Member Isdonas asked if she was aware of the 50th anniversary event "A Dickens of a Holiday" which will be held in December. The Committee asked staff to forward the information to Ms. Marchetti.

Ms. Marchetti gave an overview of how the Bureau is using new technology on its website such as AVATAR's, Smart Line and Smart Phone, plus photoplex videos and the new text program by dialing DUPAGE to 71297. Ms. Marchetti talked about how the sports marketing are doing well. Ms. Marchetti also stated the Rydercup Golf Tournament will be coming to Medinah in 2012, which is a huge event for DuPage.

Ms. Marchetti invited all members to the Bureau's holiday open house on Thursday, December 2 from 5:00 to 7:00 p.m.

9. UPDATE - Route 66 Roadside Marker

Director of Finance Sue Stanish presented the letter dated October 21 from Garrett Hummel, Administrative Intern. Ms. Stanish stated Mr. Patrick Rhea picked up the Illinois Route 66 Scenic Byway Wayside Exhibit Sign on October 8. Ms. Stanish stated Mr. Rhea is planning to have the sign installed by the end of this year. Ms. Marchetti suggested the Village do a press release, after the sign is installed. Ms. Marchetti also stated it would be great if IDOT would install a historical sign highlighting this roadside marker.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:50 p.m.