

MINUTES OF THE REGULAR MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON WEDNESDAY, JANUARY 26, 2011, 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 4:05 p.m.

2. ROLL CALL

Those present were Village President Robert Napoli, Member Doug Bosse (Holiday Inn), Village Administrator Tim Halik and Beth Marchetti, DuPage Convention and Visitors Bureau.

ABSENT: Member Jonathon Earlywine (Red Roof Inn), Member Rashmi Patel (Super 8), Roswita Korpas (LaQuinta Inn) and Member Ronald Isdonas (Willowbrook/Burr Ridge Chamber of Commerce)

3. MINUTES - October 27, 2010

Village President Napoli asked if there were any corrections to the minutes of the October 27, 2010, meeting.

MOTION: Made by Member Bosse, Seconded by President Napoli, to approve the October 27, 2010, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

4. MONTHLY FINANCIAL REPORT - December 31, 2010

The Monthly Financial Report for the period ending December 31, 2010 was presented. Revenues received through December 31 were \$43,967. Expenditures spent to date were \$29,105. The Committee is working with Beth Marchetti from the DuPage Convention and Visitor Bureau to spend the surplus of about \$10,000 on advertising for Fiscal Year 10/11.

The Committee accepted the Monthly Financial Report for the period ending December 31, 2010, as presented.

5. VISITORS BUSINES

There was no Visitor Business to present.

6. Marketing Report - October, November, December 2010

Ms. Beth Marchetti presented the monthly reports for October, November and December 2010. Ms. Marchetti highlighted the following:

- The Illinois Holiday newspaper insert inquires for the

month of November received were 1292. Inquires for the month of December were 1553. Ms. Marchetti stated this money is well spent for the number of inquiries received. Inquiries are then filled either electronically or by using a returned postcard.

- The Willowbrook/Burr Ridge Chamber Directory ad
- DuPage CVB added a social media toolbar to its website.
- DuPage CVB's 2011 Visitors Guide - New this year all advertisers will be receiving a QR code. This bar code can be read from most mobile devices such as a smart phone and linked to your website, video or the link of your choice. This will also give the bureau the ability to send discounts and special offers to most mobile devices.

7. BUDGET - FY 2011/12

The proposed Budget for Fiscal Year 2011/12 was presented. Revenues budgeted are \$61,000. Expenditures are listed below:

• Fees-Dues-Subscriptions	\$12,200
• Landscape Beautification	3,000
• Advertising	40,000
• Chamber Directory	3,000
• Wine & Dine Intelligently	2,000
• Special Promotional Events	3,000

The Committee accepted the budget as presented.

8. ADVERTISING PROGRAM - FY 2011/12

Beth Marchetti presented the Advertising Program for FY 2011/12 in the amount of \$40,000. Ms. Marchetti stated new this year, the Committee is trying again to advertising by using a billboard. The billboard is visible from the North bound lane on interstate 55 west of Cass Avenue facing West.

Ms. Marchetti stated the bureau has arranged with CGI Communications Inc. to shoot a one minute video of the Village during June 1 - 3, 2011. The video will spotlight the many aspects of tourism within the Village of Willowbrook. The expected final edition on the video will be completed sometime in September 2011. The Village will receive a copy of this video to use for the community's web site or local cable station. Also this video will be part of an online "tour book" on the DiscoverDuPage.com home page, uploaded to YouTube site and showcased in DuPage's booth at national conventions and conferences.

The Committee accepted the Advertising Program FY 2011/2012 as presented.

9. ADJOURNMENT

The Committee adjourned the meeting at 4:58 p.m.