

MINUTES OF THE SPECIAL MEETING OF THE HOTEL/MOTEL TAX ADVISORY COMMITTEE OF THE VILLAGE OF WILLOWBROOK HELD ON TUESDAY, OCTOBER 25, 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

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

2. ROLL CALL

Those present were Mayor Robert Napoli, Members Norma Balleza (Holiday Inn), Sam Amin (Super 8), Gene Ognibene (Willowbrook Burr Ridge Chamber of Commerce), Beth Marchetti, DuPage Convention and Visitors Bureau, and Village Administrator Tim Halik.

ABSENT: Roswita Korpas (LaQuinta Inn) and Jonathon Earlywine (Red Roof Inn)

3. VISITORS BUSINESS

There was no visitors business presented.

4. MINUTES - January 26, 2011

Mayor Napoli asked if there were any corrections to the minutes of the January 26, 2011, meeting.

MOTION: Made by Member Ognibene, seconded by Member Balleza, to approve the January 26, 2011, minutes.

UNANIMOUS VOICE VOTE

MOTION DECLARED CARRIED

5. MONTHLY FINANCIAL REPORT - September 30, 2011

The Monthly Financial Report for the period ending September 30, 2011 was presented. Revenues received through September 30, were \$30,400. Revenues were up slightly compared to the budgeted dollars. Expenditures spent to date were within the budgeted amounts. The Committee is working with Beth Marchetti from the DuPage Convention and Visitor Bureau to spend the surplus of about \$7,000 on advertising for Fiscal Year 11/12. Member Balleza stated the Holiday Inn revenues are up from the prior year.

The Committee accepted the Monthly Financial Report for the period ending September 30, 2011, as presented.

6. INFORMATION - ServSafe Alcohol Certification Training

Mayor Napoli presented the letter dated October 11, 2011. 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 7, 2011, from 8:45 a.m. - 1:00 p.m. at the Willowbrook Holiday Inn.

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

Mayor Napoli presented the letter dated October 3, 2011, 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

The Committee approved the Chamber's request to include these funds for Fiscal Year 2012/13.

8. MARKETING REPORT - September 2011

Ms. Beth Marchetti presented the Marketing Report for September 2011. Ms. Marchetti highlighted the following:

- Illinois Spring newspaper insert inquires - Ms. Marchetti stated inquires from this insert were 5,028. Ms. Marchetti also stated these inquires are filled on-line keeping the cost of postage down.
- Web stats average length on site 1 minute, 50 seconds. Ms. Marchetti noted this is a new item added to the report. However unique visits, sessions and hits remain flat. Ms. Marchetti will be looking to use advertising dollars to buy pay per click words to help generate additional inquires. Examples of key words were Events, Chicago, near Oak Brook etc.
- Hotels had 97 new views on Flickr and YouTube for the month

Ms. Marchetti informed the Committee the direct booking engine Travel Hero used by the hotel site for the past 6 years has been sold. Ms. Marchetti received a complaint from a guest who requested a receipt and this guest was unable to obtain one. Ms. Marchetti stated the Travel Hero's site is still up, but there is no more customer service available. This booking engine was discontinued. Ms. Marchetti will be evaluating a new direct booking engine with the hotel members. Ms. Marchetti would also like to run another register to win program on the hotel site. This will help generate additional traffic to the site.

9. UPDATE - FY 2011/2012 Adverting Program

Ms. Marchetti gave an update regarding the CGI video which was created this past summer. Ms. Marchetti stated the video is being edited and will be distributed to the Communities for their review. Once the video is finalized, a copy will be sent to the participating Communities.

Ms. Marchetti stated the Rydercup Golf Tournament will be coming to Medinah in 2012, which is a huge event for DuPage.

Ms. Marchetti also stated DuPage is the only Bureau, which has a booking engine on the PGA website.

Ms. Marchetti presented the 2011 fall pre-print ad. Ms. Marchetti stated this ad is distributed throughout the Midwest during the 2<sup>nd</sup> Sunday of November and has a circulation of about 1 million. Ms. Marchetti also stated the Bureau receives a 50% grant from the State and the rest of the cost is split among the three participating Communities. The exposure from this insert is like getting an ad in the Parade magazine of the paper.

Ms. Marchetti would like to obtain a brown sign on Interstate I-55 to help promote the Route 66 marker attraction. Ms. Marchetti will contact Village Staff if she needs additional help with this matter.

Ms. Marchetti stated next fiscal year she will be looking at updating the hotels' brochure. Member Balleza stated she has a new Holiday Inn logo. Member Rasmi also stated Super 8 no longer has banquet facilities. Ms. Marchetti will update this information when the new brochure is printed.

Ms. Marchetti scheduled a conference with the four hotels on November 2 at 10:00 a.m. The Committee will be determining how the advertising dollars will be spent and what changes will be made for next year.

10. ADJOURNMENT

The Committee adjourned the meeting at 4:28 p.m.

Minutes transcribe by Janet Kufrin