



HOTEL CONVENTION AND VISITORS
COMMITTEE
UPPER-LEVEL CONFERENCE ROOM
BUTLER GOVERNMENT CENTER
1200 OAK BROOK ROAD
OAK BROOK, ILLINOIS
630-368-5000

Regular Meeting
Thursday, August 7, 2025
10:00 AM

“Please be advised that any proposed documents attached hereto are in draft form and vary from the final versions which are adopted at the meeting as set forth herein.”

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES
 - A. May 8, 2025, Meeting Minutes
4. UNFINISHED BUSINESS
 - A. Ratification of a Recommendation to Release Funds to the DuPage Convention and Visitors Bureau 2025 Second Quarter, 25% of 1% of Hotel Tax Receipts - \$36,684.51
5. PUBLIC COMMENTS
6. ACTIVE BUSINESS
 - A. Financial Report
 - B. Taste of Oak Brook Recap
 - C. Marketing Report - Susan Rose
 - D. DCVB Report - Beth Marchetti
 - E. Greater Oak Brook Chamber of Commerce Report - Dave Carlin
7. ADJOURNMENT

In accord with the provisions of the American with Disabilities Act, any individual who is in need of a reasonable accommodation in order to participate in or benefit from attendance at this public meeting should contact the Butler Government Center (Village Hall), at 630-368-5010 as soon as possible before the meeting date.



MINUTES OF THE MAY 8, 2025 MEETING OF
THE HOTEL CONVENTION AND VISITORS
COMMITTEE UNOFFICIAL UNTIL APPROVED
AS WRITTEN OR AMENDED ON MMDDYYYY

Regular Meeting
Thursday, May 8, 2025
10:00 AM

CALL TO ORDER

The May 8, 2025 meeting of the Hotel, Convention, and Visitors Committee was called to order in the Upper-Level Conference Room of the Butler Government Center at 10:05am by Chairman Dick Turner. Those present went around the table and introduced themselves.

ROLL CALL

Present: Jill Hare, The Drake; Dick Turner, LeMeridien; Adam Henrickson, Hyatt Lodge; Iftikharu Abbasy, Oak Brook Resident; Serge Khalimsky, Oakbrook Center; David Carlin, Oak Brook Chamber; Don Hill, Marriott; Erin Spian, Hyatt House; Brook Delucio, Residence Inn; David Augustine, Hyatt House

Absent: Eric Wahrman, Doubletree; Tarique Junejo, Oak Brook Resident; Cynthia Ivey, Residence Inn,

In Attendance: Marketing Manager Susan Rose, Connie Reid, Finance Director Marilyn Fumero, Village Trustee Mike Manzo, Beth Marchetti, DCVB

APPROVAL OF MINUTES

A. February 6, 2025, Meeting Minutes

Iftikharu Abbasy moved to approve the February 6, 2025, meeting minutes, seconded by Adam Hendrickson, all in favor, no one opposed. Minutes approved.

PUBLIC COMMENTS

There are no public comments

ACTIVE BUSINESS

B. Financial Report

FD Fumero explains the financial reports that have been provided to the committee, with a fund balance of just over 5 million dollars. She further explained that the entry for structural improvements was for the engineering on the underpass renovations. There was a brief conversation regarding the underpass and Jorie Blvd beautification. Chairman Turner reminded the committee that the fund balance is available if the right project came along, and he encouraged committee members to bring forth ideas. Conversation shifted to Hinsdale Magazine and what is produced for the \$54,000. MM Rose explained what is in the contract and that she gives approval on the ad placement. Each hotel should be highlighted in each issue. Jill Hare asked if the marketing plan for the year could be shared, so that there is no redundancy.

C. Marketing Report - Susan Rose

Susan Rose began her presentation by thanking the hospitality, travel, and tourism teams because it is National Travel and Tourism Week. She shared that the previous evening, she was part of a co-sponsored fam with DCVB

with Chinese Tour Operators focusing on golf, in advance of next year's President's Cup at Medinah. She then quickly did an overview of what's new on the website, which she is updating daily, and the creative that she is creating for the GPS devices on the golf carts at Oak Brook Golf Club. She continued with the B to B group business plan, and shared the digital and print content that she had been working on. She explained the process for purchasing media for the Village and continued with her other ideas for building brand recognition. She is also in the process of updating the Village profile for CVNT, which hadn't been updated in almost 20 years. Conversation continued regarding selling Oak Brook as a destination, instead of selling/marketing the individual party.

MM Rose was looking for guidance on contracting with a Public Relations firm or Social Media specialist. She listed the pros and cons and contracting with an outside firm or freelancer. She explained the process of going out for a Request for Proposals, for either option. The committee debates the strengths and weaknesses of hiring a firm versus a freelancer, and public relations versus social media. There is \$60,000 in the 2025 budget for this partnership. MM Rose asks for recommendations for PR/Social Media firms, and expectations, wants, and needs for both. It is agreed that accountability is the most important thing. Susan Rose asks for a consensus on which avenue to take. Adam Henrickson suggested finding a firm that does both. Chairman Turner said that the committee should use the money in reserve if needed. Adam Henrickson puts forth a motion to go out for RFQ for a Public Relations and Social Media firm. Dr. Abbasy seconded. All in favor, no one opposed.

D. Taste of Oak Brook/Hotel Promotion

MM Rose presented her plan to have a trolley route from the hotels to the Taste of Oak Brook, which would bring hotel guests to and from. Hopefully, it will encourage more overnight hotel stays. The guests will wear color-coded wristbands. She talked about partnering with the Sixteen Candles Band, and creating a hotel package that would be part of a promotional giveaway, either "tag a friend" for an entry, or possibly a radio contest. Another possibility would be packaging a hotel, Taste of Oak Brook, and Cubs Cubs-Cards game. She continued to throw out ideas, maybe radio ads, billboards, advertising at Mayfair Mall, wanting to build the infrastructure for future possibilities. She asked the hotels how they could get on the in-room TV channels or displays throughout the hotels. She asked the hotels to send her ideas and what they are interested in doing via email.

E. DCVB Report - Beth Marchetti

Beth Marchetti shared that DCVB shot some promotional video at the Great Big Game Show. She then gave an update on the President's Cup. Lastly, she very quickly goes through the occupancy and revenue reports. She shared that the Visas for 44 of the golf tour operators that were coming in for the fam trip did not get approved. Canadian travel is down 29%. She stressed that sports continued to be a big draw for DuPage County. Beth invited everyone to their open house.

F. Greater Oak Brook Chamber of Commerce Report - David Carlin

David Carlin passed out flyers to a couple of upcoming events, including the first annual State of The Village event with President Herman speaking. He mentions Fat Rosie's ribbon cutting. He introduced Emma, the Chamber's intern.

ADJOURNMENT

Motion to adjourn made by Iftikharu Abbasy, seconded by Adam Hendrikson. All in favor no one opposed. Meeting adjourned at 11:13 am.

ATTEST:

Connie Reid
Executive Assistant
Village of Oak Brook

Date:

Village of Oak Brook
Hotel Motel Tax Fund

Accounts Payable

For the Period Ending June 30, 2025

Expense Class	Date	Vendor	Amount
Electric	2/18/2025	ComEd	46.20
Electric	3/12/2025	ComEd	45.05
Electric	4/10/2025	ComEd	44.98
Electric	5/13/2025	ComEd	42.87
Electric	6/12/2025	ComEd	44.16
Advertising/Promotion	2/6/2025	Icon Enterprises - Website	1,052.00
Advertising/Promotion	2/14/2025	Dupage Conventi - DoubleTree	387.00
Advertising/Promotion	2/14/2025	Dupage Conventi - DoubleTree	939.42
Advertising/Promotion	2/14/2025	Dupage Conventi - Hyatt House	131.35
Advertising/Promotion	3/25/2025	Hinsdale Magazine	9,000.00
Advertising/Promotion	2/6/2025	Hinsdale Magazine	9,000.00
Advertising/Promotion	3/30/2025	Mailchimp	20.00
Advertising/Promotion	3/30/2025	Mailchimp	20.00
Advertising/Promotion	4/25/2025	DuPage Convention & Vistors Bureau	24,707.49
Advertising/Promotion	4/30/2025	Mailchimp	20.00
Advertising/Promotion	5/1/2025	Hinsdale Magazine	9,000.00
Advertising/Promotion	6/2/2025	DuPage Convention & Vistors Bureau	1,195.95
Advertising/Promotion	6/2/2025	DuPage Convention & Vistors Bureau	315.90
Advertising/Promotion	6/2/2025	DuPage Convention & Vistors Bureau	106.43
Advertising/Promotion	6/16/2025	Naylor LLC	1,600.00
Advertising/Promotion	6/16/2025	Ateema Media & Marketing LLC	5,000.00
Advertising/Promotion	6/16/2025	Image Media Advertising Inc.	3,850.00
Advertising/Promotion	6/16/2025	DuPage Convention & Vistors Bureau	2,600.00
Advertising/Promotion	6/20/2025	Hinsdale Magazine	9,000.00
Taste of Oak Brook	2/21/2025	Duff Entertainment Inc	10,000.00
Taste of Oak Brook	3/18/2025	Patinos Music LLC	2,250.00
Taste of Oak Brook	3/18/2025	JK Rentals II LLC	21,058.59
Taste of Oak Brook	3/18/2025	BCI Entertainment LLC Drone Show	8,250.00
Taste of Oak Brook	3/18/2025	House of Rental	2,893.71
Taste of Oak Brook	4/25/2025	Delson Properties Ltd.	575.34
Taste of Oak Brook	4/25/2025	Greenacre Branding LLC	4,501.38
Taste of Oak Brook	5/30/2025	Aries Charter Transportation Inc.	1,707.65
Taste of Oak Brook	6/2/2025	Double D Booking Inc.	29,775.00
Taste of Oak Brook	6/2/2025	Liquor Control Commission	100.00
Taste of Oak Brook	6/12/2025	Greenacre Branding LLC	1,620.00
Taste of Oak Brook	6/12/2025	Greenacre Branding LLC	463.78
Taste of Oak Brook	6/20/2025	Greenacre Branding LLC	632.75
Taste of Oak Brook	6/20/2025	Greenacre Branding LLC	651.68
Taste of Oak Brook	6/26/2025	CPP Events Inc.	8,902.65
Taste of Oak Brook	6/27/2025	MRN Enterprises	7,566.00
Taste of Oak Brook	6/27/2025	Inner Valor Inc.	6,615.35
Taste of Oak Brook	6/27/2025	Backstage Networks Inc.	6,480.00
Reimbursement To Other Funds	1/31/2025	Administrative Exp - General Fund	17,149.00
Reimbursement To Other Funds	2/29/2025	Administrative Exp - General Fund	17,149.00
Reimbursement To Other Funds	3/31/2025	Administrative Exp - General Fund	17,149.00
Reimbursement To Other Funds	4/30/2025	Administrative Exp - General Fund	17,149.00
Reimbursement To Other Funds	5/31/2025	Administrative Exp - General Fund	17,149.00
Reimbursement To Other Funds	6/30/2025	Administrative Exp - General Fund	17,149.00
Structural Improvements	2/18/2025	Civiltech Engineering Inc	18,552.71
Structural Improvements	3/21/2025	Civiltech Engineering Inc	689.64
Structural Improvements	3/21/2025	Civiltech Engineering Inc	875.99
Structural Improvements	3/21/2025	Civiltech Engineering Inc	13,508.09
Structural Improvements	4/10/2025	Civiltech Engineering Inc	4,748.71
Structural Improvements	4/10/2025	Civiltech Engineering Inc	517.23
Structural Improvements	5/13/2025	Civiltech Engineering Inc	176.21
Structural Improvements	6/12/2025	Civiltech Engineering Inc	10,831.73
Structural Improvements	6/12/2025	Civiltech Engineering Inc	352.42
Structural Improvements	6/23/2025	Bollinger, Lach & Associates Inc.	8,182.81
Total Payables			353,542

Comparative Income Statement

For the Period Ending June 30, 2025, 2024, 2023

Revenue		2025	2024	2023
	Hotel/Motel Tax Revenue	736,704	707,934	641,285
	Interest Revenue	87,578	90,402	36,119
	Independence Day/Taste of Oak Brook	108,264	-	-
	Miscellaneous	-	-	-
	Loan Interest - Park District	-	1,000	2,000
Total Revenues		932,546	799,336	679,404
Expenses				
	Full Time Salaries	57,869	4,276	-
	I.M.R.F.	5,550	368	-
	F.I.C.A.	4,427	326	-
	Health Insurance	66	6	-
	Electric	223	196	153
	Adv Promotional	77,946	40,644	52,892
	2% Beautification & Projects	-	-	-
	Transfers Out/In	-	-	-
	Independence Day/Taste of Oak Brook	114,044	-	-
	Reimbursements to Other Funds*	102,894	121,956	174,743
	Structural Improvements	58,436	3,683	-
	Other	-	-	-
Total Expenses		421,455	171,455	227,788
Net Income		511,092	627,880	451,616

Village of Oak Brook
Hotel Motel Tax Fund

Balance Sheet

For the Period Ending June 30, 2025

Assets		2025
Cash		3,439,082
Investments		2,266,713
Investments - Market Adj		(17,951)
Accrued Interest		14,901
Hotel/Motel Tax Receivable		123,323
Total Assets		5,826,068
Liabilities		
Accounts Payable		(39,129)
Accrued Payroll		(3,666)
Total Liabilities		(42,795)
Fund Balance		
Expenditure Control		421,455
Revenue Control		(1,099,264)
Encumbrance Control		261,761
Fund Balance		(5,284,032)
Budgetary Fund Balance Res Encumbrance		(249,910)
Total Fund Balance		(5,949,991)
Total Liabilities + Fund Balance		(5,992,786)