



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, October 9, 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. August 7, 2025 Hotel Convention and Visitors Committee Meeting Minutes
4. PUBLIC COMMENTS
5. ACTIVE BUSINESS
 - A. 10:00 - PR Firm Finalist Presentation
 - B. 10:30 - PR Firm Finalist Presentation
 - C. Open Forum
6. 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 AUGUST 7, 2025
MEETING OF THE HOTEL CONVENTION
AND VISITORS COMMITTEE APPROVED
AS WRITTEN ON MM/DD, 2025

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

CALL TO ORDER

The August 7, 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 10:05 am by Adam Henrickson.

Those present went around the table and introduced themselves.

ROLL CALL

Present: Jill Hare, The Drake; Cynthia Ivey, Residence Inn; Adam Henrickson, Hyatt Lodge; Iftikharu Abbasy, Oak Brook Resident; Serge Khalimsky, Oakbrook Center; David Carlin, Oak Brook Chamber; Don Hill, Marriott/Doubletree;

Absent: Tarique Junejo, Oak Brook Resident; Dick Turner, LeMeridien; Megan Romero, Hyatt House

In Attendance: Marketing Manager Susan Rose; Connie Reid; Finance Director Marilyn Fumero, Village Trustee Mike Manzo, Executive Director Beth Marchetti, DCVB; AVM Joe Mitchell; FSM Cari Mertes; Ron Ariana, Oak Brook Historical Society.

APPROVAL OF MINUTES

May 8, 2025, Meeting Minutes

Don Hill moved to approve the May 8, 2025, meeting minutes, seconded by Dave Carlin, all in favor, no one opposed. Minutes approved.

UNFINISHED BUSINESS

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

Don Hill moved to ratify the recommendation to release funds to DCVB, seconded by Iftikharu Abbasy. All in favor. No one opposed.

PUBLIC COMMENTS

Ron Ariana, chair of the Membership Committee for the Oak Brook Historical Society, shared a little bit about the OBHS's plan for marketing, memberships, and sponsorships.

ACTIVE BUSINESS

Financial Report

FD Fumero presented the June 30, 2025, Financial Report, which showed a healthy fund balance of \$5,992,786. She noted that the Taste of Oak Brook final numbers were not included, but would forward them to the committee when they became available. The committee asked for a Budget versus Cost report presentation for the Taste of Oak Brook for the next meeting. She shared a document showing the capital improvement plan, which includes the new Village branding. She said that Civiltech Engineering presented a Village-wide improvement plan at the last Board meeting, which is available to view on the Village's website.

Finance Director Fumero and Financial Services Manager Mertes left the meeting.

Susan Rose disclosed that for the first time, the Village of Oak Brook received the Tree City designation.

MM Rose began her Taste of Oak Brook recap by showing a news clip filmed at the event, highlighting the drone show, food, and live bands. She noted that the hotel shuttle service was successful; she would make a few tweaks next year. Rose then briefly reviewed the marketing efforts, which included a billboard, a radio spot, digital displays, a Facebook takeover in collaboration with DCVB, and a social media promotion with the band Sixteen Candles, which featured a hotel stay giveaway.

MM Rose stated that next year she plans to begin advertising a little earlier, but she was very pleased with the billboard and the collaboration with DCVB.

MM Rose reported on the PR/Social Media Support firm RFP, stating that 13 submissions were received and that she has begun reviewing and ranking them. Once the list is narrowed down, in-person presentations will be scheduled. She noted that the Village has begun its budget process and invited committee members to provide any requests. She also briefly reviewed current marketing efforts, including updates to the Cvent profile. A conversation ensued regarding the RFP process for Cvent. She shifted to the upcoming Holiday season and gave an Oak Brook Magazine update, then touched upon AI and the travel industry. Lastly, she passed out magnets for the OBHS's cemetery walk and gave a brief overview of what that will be.

DCVB Report: Beth Marchetti began her report by announcing that the Illinois Department of Tourism has a new Deputy Director, Catie Sheehan. She gave an update on the planning for the President's Cup at Medinah Country Club. She handed out the STR Report and gave a brief update on the new reports.

Greater Oak Brook Chamber of Commerce Report: Dave Carlin ran through a list of their upcoming events. Wonderverso hosted the Chamber's Intern event and agreed to host again next year. Wonderverso is looking to expand into a portion of their building that they are currently using for storage, possibly for a go-kart track. Lastly, he invited everyone to the Inspiring Leaders luncheon event being held at Gibson's on October 16th.

Serge Khalimsky said that SKIMS is opening one of its very few brick-and-mortar stores at Oakbrook Center. Canada Goose, Purple Pig, Tecovas, and Uncharted are also coming soon. He reiterated that the Mall was named the Fourth Best Mall in North America.

ADJOURNMENT

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

ATTEST:

Connie Reid
Executive Assistant
Village of Oak Brook

Date:

Hotel Convention and Visitors Committee Agenda

Page 1