



HOTEL, CONVENTION AND VISITORS COMMISSION MEETING MINUTES

Wednesday, February 25, 2015

11:45 AM

Hilton Suites - Oakbrook Terrace

- **Call to order-** Chair Don Hill called the meeting to order at 11:58 AM
- **Hotel Roll Call-** Comfort Suites—Geri Mulso; LaQuinta Inn – Terri Allen; Holiday Inn – Taryn Everett & Dana Dominguez; Courtyard by Marriott – Daphene Stout; Hilton Suites & Hilton Garden Inn – Don Hill; Staybridge Suites – Shalonda Tynes; Others present include Beth Marchetti – DCVB & Denise Mark – City of Oakbrook Terrace
- **Review Agenda** – Don Hill asked for additions or changes to the agenda. There was no response. Don Hill asked for a motion to approve as is. Geri Mulso gave motion to approve the agenda. Dana Dominguez seconded. Motion carried.
- **Review / approval of minutes** – Don Hill asked for additions or changes to the minutes. There was no response. Don Hill asked for a motion to approve as is. Geri Mulso motioned to approve the agenda. Daphene Stout seconded. Motion carried.
- **Trend Report** – Don Hill spoke about the presentation of the trend report to the City Council. He made it known that the presentations need to continue on a quarterly basis.
- **Update of DCVB Activity** – Beth Marchetti spoke about the marketing report for January 2015. Beth also spoke about AAA numbers and top search phrases for finding Oakbrook Terrace hotels. Geri Mulso asked how often the AAA reports should be sent to Beth and she confirmed the reports should be sent on a quarterly basis.
- **Shopping Packages** – Don Hill asked everyone for a response on the shopping packages. Discussion ensued on adding new packages and trading packages among the hotels. It was decided that each hotel would handle their own package purchases after determining a cap for the amount spent overall for the hotels.
- **New Hyperdisk Contact** – Don Hill reiterated that Brian Shaw is the new Hyperdisk contact person. Don requested that the City provide monitor for Brian at the next meeting at City Hall.

- **Brainstorming – Idea Sharing for 2015-2016 Budget / Marketing Plan** – Don Hill asked for some ideas for the 2015-2016 budget. Taryn Everett suggested social media as a marketing technique. Discussion ensued about marketing plan for the 2015-2016
- **Confirmation of Next Meeting** – Tuesday, March 24, 2015 at 11:45 held at City Hall.
- **Other Business**-none.
- **Meeting Adjournment**—Seeing no additional business, Geri Mulso made a motion to adjourn the meeting. Dana Dominguez seconded. Motion carried. Meeting adjourned at 1:05 p.m.