



## HOTEL, CONVENTION AND VISITORS COMMISSION MEETING MINUTES

Wednesday, June 24, 2015

11:45 AM

### **Holiday Inn**

- **Call to Order-** Chair Don Hill called the meeting to order at 12:03 PM
- **Hotel Roll Call** - Comfort Suites — Geri Mulso & Angie Sangs; Hilton Suites & Hilton Garden Inn – Don Hill; Holiday Inn – Dana Dominguez & Vincent Ziga; Others present include Beth Marchetti & Kari Roberg – 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. Dana Dominguez seconded. Motion carried.
- **Update of DCVB Activity** – Advertising inquiries started arriving for the Illinois Spring-Summer Getaway Guide. May inquiries totaled 1,755 information requested. Beth requested that the Hotels let Beth know who many shopping and zoo packages you have at each Hotel. July 1<sup>st</sup> we will be able to purchase additional packages. Top search phrases were Oak Brook, Oakbrook, Oakbrook Hotels, Oak Brook Hotels, Oakbrook Shopping Center with top search engines finding OBT Hotels: Google, Facebook and vacationfun.com. The Budget was approved by the City for \$100,000 and DuPage CVB will match that with an additional \$5,000.00 for a total of \$105,000. The contract between the hotels and the city was signed and submitted for approval. AAA contracts were renewed. Terry is the new AAA representative and will be following up with each hotel to see if you would like new art for the upcoming years advertising program. AAA will work with us on the expenditures. Don ask if everyone could get your AAA numbers to Beth as soon as possible from this year and last year. Don and Beth would like to present to the City Council on either July 28<sup>th</sup> or

August 11<sup>th</sup>. Beth has an end of year expenditure to give to finance and Beth commented that we are right on target.

- **New Business** – Kari created a Social Media Recommendations Presentation that Beth sent out. Keri recommends the OBT Hotels have a Facebook page and possibly each individual hotel as well. Kari recommends two hours a week to pay someone to take care of this for the Hotels. Instagram and Twitter is more of a time commitment on the Hotels end to get someone the information and there would be more content needed and more of a time commitment needed. At this time Kari recommends Facebook to get started with. Luci suggest that we start out with the Hotels and everyone can branch off and do their own.

Conference call with Michael Mustafa VP of Sales from Hyperdisk for a presentation. What can we do with our sight that is cost effective with our budget? Michael thinks the website needs to be updated. Beth thinks that there is too much going on, on the website. Beth suggested that we need to focus on Hotels, Restaurants, Shopping and the Brookfield Zoo. We already invest with Hyperdisk with web maintenance, search and the reporting. Visual enhancement is what Hyperdisk recommends at this time. Beth suggests that the commission either spend money on the enhancement of the website or the search. Hyperdisk agrees that Facebook is the first thing that the hotels should start with and then move on later to other sources. Michael can have Debbie (Hyperdisk Social Director) look at the 7 properties and give a bid on managing the Facebook page for the Hotels and give us a list of expatiation's of what the Hotels need to provide.

- **Confirmation of Next Meeting** - Wednesday, July 29, 2015 at 11:45
- **Other Business** – Don requested that Cheryl send him the agenda two weeks prior to the meeting Don can get it out to the committee to add topics that they would like to discuss at the next meeting. We will try to get it back to her 7 days in advance so that we can get everyone's input.
- **Meeting Adjournment**—Seeing no additional business, meeting adjourned at 1:22 p.m.