



**MEETING MINUTES
OAKBROOK TERRACE HOTEL COMMISSION**

**Minutes of the Meeting of Wednesday, January 29, 2014
City Hall Council Chambers**

Call to Order: Chairperson Don Hill called the meeting to order at 12:10

Attendance: Don Hill, Hilton Properties; Rosita Ried-Korpa, LaQuinta Inn; Anne Hagerty, Staybridge Suites; and Luci Krych & Laura Borowec, Courtyard by Marriott.

Non Attendance: Holiday Inn and Comfort Suites

Additional Attendees: Beth Marchetti, DuPage Convention and Visitors Bureau, Lori Dvorak, City of Oakbrook Terrace

Review of Agenda: Additions/Deletions: Approved
Motioned by Rosita Ried-Korpa, LaQuinta; and Seconded by Luci Krych, Courtyard by Marriott.

Review/Approval of Meeting Minutes: Minutes Approved
Motioned by Rosita Ried-Korpa, LaQuinta; and Seconded by Luci Krych, Courtyard by Marriott.

Banners:

We may need to purchase some more banners, because we lost a couple the first week they were up.

Marketing and Website:

Search key words Oak Brook, Oakbrook, Oakbrook Hotels, Oak Brook Hotels, Oakbrook Shopping Center, Oak Brook Shopping Center and Vacation.com (we just had an ad on vacation.com).

December advertising inquires is down slightly we only had 383 people requesting information from ad response. Year to date numbers are 7,029 which is down. Website activity is up. The two ads that were placed at that time Travelguidesfree.com (pay per click) & the Illinois Holiday guide, we received 200 responses from that. That ran in November and during that time we received 1800 responses. It trickled down in December because people had already gotten their information in November.

We received 12, 899 website hits for the month of December. Hits is not really a number that means anything to us, it is more the sessions and unique visitors which are both up 4 & 7 percent respectfully.

December web activity numbers have been the highest since July.

We partnered with Oak Brook Center and we received 10,000 names off of an ad that was placed in Midwest living who were interested in shopping. We did a direct mail on a 3x5 post card.

Our opt ins on our e-mail distribution is going down. How do we generate more interest on our e blasts or do we even want to do this anymore. If we do want to do this do we send out another mailing using that same mailing list saying to opt in you will be entered into a prize drawing would be one way to generate more interest. These are 10,000 new fresh names from the Midwest that are interested in the Oak Brook Shopping Center.

Each hotel will be receiving 10 more shopping packages; Beth will let everyone know when they are ready.

DCVB has updated the Oakbrook Terrace Video and as soon as it has been approved it will be on the DCVB website along with the city's website. Beth will send out the link to all of the hotels to put on the individual websites if they can post it.

Hyper Disc contract is up June 30th. Don would like to do a conference call with Steven to see if there is anything new that we could do. We are getting a lot of mobile activity. Beth would like to get someone to freshen up the website. Beth will schedule a webinar. Beth would like to see what we can do to get people to opt in.

Laura ask Beth about opt in with texting. Beth said that it would cost about \$700 per month. Beth will check into this. It was brought up that there are way too many e-mails now and people seem to ignore them where as soon as someone gets a text they look at it right away.

Shopping Packages:

Oak Brook Center Shopping packages. If you have sold out great if you still have some left please let Beth know. Don mentioned that it has always been a year round thing for them, but has gained a lot of traction in the last 5 months. The hotels mentioned that they do not want to try the Aurora Outlet mall but would like to try the new Outlet Mall in Rosemont. Guests have been inquiring about this one. It was mentioned that maybe we should do a 2 day shopping package and have a gift card for Oak Brook Center one day and have a Fashion Outlet Mall (Rosemont) gift card for the second day. Rosemont actually has a bag check service (they will check your bags and take them to the Airport for you). Just an FYI Chicago Premium Outlet is expecting 100 new stores; they are doubling their square footage. Don would like to do something new quarterly to draw people to the website. We have done this in the past and it does seem to help.

Don would like to have a motion to use budgeted money to purchase hotel packages. 10 packages per hotel each package will contain a \$50 gift card in each plus the cost of the bags, and any expenses to make the Shopping packages. Motioned by Rosita Ried-Korpa, LaQuinta; and Seconded by Luci Krych, Courtyard by Marriott. Each hotel will be receiving 10 more shopping packages; Beth will let everyone know when they are ready. Golf packages were brought up and it was explained how difficult it was in the past. Shopping gift cards can be used any time and anything else can on be used at certain times of the year. We can use it as a marketing ploy with sending the men to a golf course, brewery, etc.

Zoo Packages:

Rosita has yet to hear back from the Zoo. Beth will contact Carolyn.

Salvation Army:

The Check presentation is on DCVB website along with the City's website. Don questioned the members if they would like to do this again next year. If so then we need to get going on it sooner than we did last year. Don would like to do it this year on Wednesday, December 17, 2014. We would like to keep art work and everything looking the same so that it is recognized from year to year. We would like to possibly to get some restaurants involved this time. Hopefully this year we can get more Hotels involved this year if we do it again. Design and advertising is all we paid for out of the budget.

Other:

Don mentioned that the week after Labor Day weekend will be the hotels busiest week of the year. This is the Labels Expo at Rosemont and IMTS (International Manufacturing Technology Show 2014). All of the hotels normally get overflow from these two events.

Beth requested any new photography that each hotel has.

Betty's opened in December next door to Pete's Fresh Market.

Fiore Cupcake shop closed

Hokkaido Sushi Hibachi Steakhouse has reopened.

The hotels have scheduled a brainstorming meeting on February 19th @ 11:45 at the Hilton Suites and will supply lunch as well.

Adjourn: Meeting adjourned 1:05 p.m.

Motioned by Rosita Ried-Korpa, LaQuinta; and Seconded by Luci Krych, Courtyard by Marriott.

Next Meeting: February 26, 2014