

Oakbrook Terrace Hotels Hotel Commission Meeting

Date: Wednesday, January 11, 2023

Time: 11:45a to 1p

Meeting Venue: Holiday Inn

Attendees:

Hotels not Present:

NOTES:

- Budget - \$80,000 marketing budget for term June 1, 2022, through May 31, 2023
- Quarterly in-person meetings to include restaurants/attractions
 - City of Oakbrook Terrace provided list of restaurants
 - DCVB may assist with connecting to DCVB member restaurants/attractions
 - Committee responsible for sending out invite to additional restaurants/attractions (non DCVB members)
- Committee Chair – Vince to continue as chair
- Discussed having Oakbrook Terrace table/presence at tradeshow. Use sales initiatives budget to do this.
- Discussed getting Drury Lane involved in future meetings
- Discussed new logo for Oakbrook Terrace hotels
 - DCVB to get quotes on cost from graphic designer
- **Marketing Discussion**
 - New Website – L.E.T. Group
 - Contract signed
 - Vincent to be main contact with L.E.T. Group
 - Need to include \$\$ for PPC & SEO
 - 12.14 – Vincent presented website mockups to committee
 - Committee discussed and brainstormed website
 - Moving forward with design
 - Expedia – campaign live 12/12
 - AAA Preferred Listing – Must be signed and returned by 1/31/23.
 - DCVB Visitors Guide Ad – full page ad due 2/15/23
 - \$4,800 – budgeted for in OBT Hotels budget
 - Reminder from DCVB – Facebook Takeovers
- **DCVB Sales Update**
 - Tourism Economics Data
 - Upcoming Tradeshow*

- Holiday Showcase was on 12/1 at the Hilton Chicago Downtown (AT, Angie, Noonie attended)
 - Nice show with 1,000 attendees
 - Puttshack and Westin Lombard joined our Booth
 - Next year, hoping to have an IL aisle/section
- RCMA is 1/24-1/26/2023 in Chattanooga, TN (AT attending)
- ABA is 2/4-2/7/2023 in Detroit, MI (AT attending)
- Circle Wisconsin 3/19-3/21/2023 in Wisconsin Dells, WI (AT attending)

*Full List on the Extranet

*All are welcome to join us at any tradeshow/conference that we attend; reach out to Noonie if interested

- DCVB Hotel Partner Meetings 2023 (subject to change)
 - February 23, 2023 @ 3pm
 - May 18, 2023 @ 3pm
 - August 17, 2023 @11:30am

- **Hotel Updates**

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2023 Meeting Schedule:

All meetings 11:45am-1pm

- January 11 | In-Person | Holiday Inn
- February 8 | Zoom – City of Oakbrook Terrace to set up zoom meeting
- March 8 | Zoom
- April 12 | In-Person – Who wants to host?
- May 10 | Zoom
- June 14 | Zoom
- July 12 | In-Person – Sleep Inn/Mainstay
- August 9 | Zoom
- September 13 | Zoom
- October 11 | In-Person – Courtyard
- November 8 | Zoom
- December 13 | Zoom