

Minutes
TOURISM COMMITTEE
January 10, 2013 – 7:00 p.m.
Hampton Inn
1660 West Lake Cook Road
Deer Park, Illinois

Roll call and quorum determination

A meeting of the Tourism Committee of the Village of Deer Park was held on Thursday, January 10, 2013 at the Hampton Inn, 1660 West Lake Cook Road, in the Village of Deer Park, in the counties of Lake and Cook, Illinois. Trustee Finley called the meeting to order at 7:10 p.m.

Upon Roll Call all of the current Tourism Committee members were present: Trustee Finley, Jan Koe, and Roger Hankin. Lisa Landwer of Hampton Inn and Regina Verdico of DDR were also present. Chairperson Olson was absent.

Approval of Agenda

Motion to approve the agenda with: Member Koe moved, seconded by Member Hankin

Upon Roll Call - 3 Ayes/0 Nays – Motion Carried 3/0

Approval of Prior Minutes

Motion to approve the prior minutes from December 6, 2012: Member Koe moved, seconded by Member Hankin.

Upon Roll Call - 3 Ayes/0 Nays – Motion Carried 3/0

DDR

Ms. Verdico covered a variety of topics:

1. Lulu Lemon is moving into the space previously occupied by Pacific Sun, a new tenant will be replacing Harry and David.
2. Sales were strong in December although traffic was not as high, reflecting greater sales per vehicle. Some stores with active direct mail campaigns achieved 100% increases vs. prior year.
3. Coupon Book. Ms. Verdico and Ms. Landwer reached concurrence on a vendor and design for a coupon book/mailer. The vendor will solicit offers from all B to C merchants in the Village, set design for Committee approval, print approximately 50,000 pieces, mail approximately 40,000 pieces to specified targeted regional demographics, and provide an electronic version for web access. The remainder of the run will be used by the Hampton Inn for distribution to tour groups and overnight guests. Offers would be valid May-August, 2013 with the intent to do a second mailing later in the year if successful. The Committee requested Trustee Finley to obtain Board approval for up to \$25,000 for this previously budgeted line item.
4. Market Research Directions. Ms. Verdico will arrange for Ms. Landwer to speak directly with a representative of Alexander Babbage regarding regional data on corporate contacts and other hotel research requirements. Members Koe and Hankin will endeavor to contact additional potential vendors. The Committee will phone interview Alexander Babbage at the February meeting and subsequently issue an RFP covering the comprehensive research requirements for the business community at large.

5. 4Q Activities. DDR has initiated a variety of marketing events for the balance of the fiscal year, all at their own expense. These include a repeat of both the Fittest Loser program and Egg Hunt event, and a new program, "What would you give?" inspired by the book 29 Gifts. The program promotes the spiritual, physical, and social benefits of random acts of kindness through a pay it forward approach. The Committee embraced this program and requested Trustee Finley to obtain Board approval for at least 58 copies of the book (approx. \$600) so that both DDR and the Hampton Inn could randomly distribute a copy of the book each day of the program. Ms. Landwer agreed that the Hampton Inn would participate in their own way throughout the 29 days (February 1- March 1). Media opportunities to promote Deer Park as a community of kindness were also discussed.
6. A 5K run will be held in March with the same promoter as last year. Trustee Thomason met with the promoter and is interested in arranging a half marathon in the Village and surrounding area.

Hampton Inn

Ms. Landwer shared that January occupancy is "unbelievably" strong. Van usage also remains strong with groups frequently going to Deer Park restaurants.

2014 Plans

The Committee will review the proposed calendar of events and associated needs at the February meeting in order to prepare for the Village budgeting cycle.

SSA Refinancing

Members Koe and Hankin explained that the Village had receive a commitment letter for the refinancing of SSA bonds which will result in over \$2 million of direct savings to the merchants and homeowners in the Triangle. The possibility of a celebration event was discussed utilizing Deer Park restaurants. Ms. Verdico indicated that weeknights would be most likely to garner the greatest attendance.

Adjournment took place at 9:35 PM

The next meeting is planned for Thursday, February 7, 2012 at 7:00 at the Hampton Inn.

Roger Hankin, recording secretary



Keith Olson, chairman

