

**COMMITTEE OF THE WHOLE
MINUTES
October 17, 2023**

Mayor Sanoica called the Committee of the Whole meeting to order at 7:30 p.m.

ROLL CALL:

Physically Present: Mayor Sanoica, Alderpersons McHale, Budmats, Boucher, Reyez, Koehler

Remotely Present: Alderperson O'Brien

Absent: Alderperson Vinezeano

Mayor Sanoica declared that a quorum was physically present.

Mayor Sanoica stated that Alderperson O'Brien is unable to physically attend tonight's meeting due to employment purposes and has requested to attend the meeting remotely pursuant to Section 2-114 of the City Code. Mayor Sanoica asked for a motion to permit Alderperson O'Brien to attend the meeting remotely. Alderperson Reyez made the motion and was seconded by Alderperson McHale.

ROLL CALL:

AYES: Boucher, Reyez, Koehler, McHale, Budmats

NAYS: 0

With 6 in favor and 0 opposed. Alderperson O'Brien was permitted to attend the meeting remotely.

STAFF IN ATTENDANCE: City Manager Rob Sabo, Assistant City Manager/Community Development Director Glen Cole, Finance Director Molly Talkington, Deputy City Clerk Judy Brose, Police Chief John Nowacki, Fire Chief Pete Sutter, Director Public Works Aaron Grosskopf, IT System Administrator Kelly Vlieger, Business Development Manager Martha Corner and City Attorney Melissa Wolf

Mayor Sanoica announced that the floor will be open to the audience for 20 minutes to address the City Council on matters that are on the agenda after the City Council discusses with Staff. Persons wishing to address the City Council keep their comments to 5 minutes in length. Comments must be addressed to the Council as a whole through the Mayor, and profanity may not be used in any form.

1) Meet Chicago Northwest Program and Activity Overview

Heather Larson, President of Meet Chicago Northwest stated that Meet Chicago Northwest is the official destination marketing organization for eight vibrant communities on the northwest edge of O'Hare International Airport. The communities include Arlington Heights, Elk Grove Village, Itasca, Rolling Meadows, Roselle, Schaumburg, Streamwood and Wood Dale. Conveniently located next to one of the world's leading cities, Chicago Northwest offers destination amenities including 61 hotels with 9,100 guest rooms, as well as nearly 700 restaurants and dozens of major attractions. The organization's mission is to make a positive economic impact by marketing and selling the region to meeting, event and sports tournament planners as well as individual travelers. Incorporated in 1983, they are celebrating their 40th anniversary this year and Rolling Meadows have been members since the beginning!

Meet Chicago Northwest employs eight full time and one part-time team members. The director of marketing and marketing content manager plan and execute ad campaigns across the Midwest and US drawing visitors to the area. The four-person sales team proactively solicits meetings and event producers from across the country to bring meetings and events to hotels, restaurants and attractions. Attending dozens of national trade shows and customer events annually, they follow up with direct solicitations, inviting planners to visit this destination and to be their tour guide while they're here. Additionally, the team includes a partnership & service manager who attends to the groups' needs after they have contracted a hotel as well as assisting with ancillary event planning and promotion. There is also a president and part-time accountant.

The City of Rolling Meadows contributes 10% of the first 4% of the City's hotel occupancy tax collection to Meet Chicago Northwest in support of their services. This matches what the seven other MCNW communities also pay and is scalable based on how much hotel tax revenue is produced. In the FY2023, this amounted to a \$13,540 contribution. All 4 hotels, 58 restaurants, multiple attractions, banquet facilities and the park district enjoy free services through this City partnership. And, *none of the residents pay for the services*. The services are fully funded by the hotel guests' room occupancy tax and the *community contribution is doubled by a state grant* through the Illinois Office of Tourism. The hospitality industry employs 21,000 people in the northwest suburbs and regionally paid \$13 million in state hotel occupancy tax in FY2023. As a national average, the hospitality industry saves the average household \$1,300 in taxes.

The marketing team purchases over \$600,000 worth of business-to-business ads in industry publications and on-line as well as leisure ads and on social media influencers each year. Rolling Meadows has been featured in content stories on the website and through social media featuring restaurants and attractions. Meet Chicago Northwest produces a Visitors Guide for all eight communities that has a distribution of 60,000. This popular publication is distributed across the Midwest in hotel racks, oases, visitor centers and more. Additionally, Meet Chicago Northwest produces a community-specific map for the hotel front desk staff that drives guests from Rolling Meadows' hotels to Rolling Meadows restaurants, attractions, shops and related events. Rolling Meadow's special events, concerts, festivals and attractions are also advertised at no cost on the Meet Chicago Northwest website. The website receives approximately 10,000 visits each month and the Calendar of Events is a popular go-to resource for things to do. The Expedia campaign alone, brought in a proven 803 room nights for a proven gross hotel room revenue of \$57,640 to the four Rolling Meadows hotels.

2) FY 2024 Library Budget

Lucia Khipple, Interim Library Director presented the Library's FY 2024 Library Budget. The Library's FY2024 Budget is focused on capital improvements, addressing staffing costs to promote retention and recruitment, and enhancing our library program offerings to provide the community with extraordinary library experiences. The Library asked that City Council approve its FY2023 Revised Budget, FY2024 Proposed Budget, and FY2024 Levy in the amount of \$4,295,780.

Aldersperson Koehler requested more documentation regarding their capital improvements projects and Aldersperson Boucher stated that she can report back to Council after she attends the walk thru on October 25, 2023 regarding their projects.

ADJOURNMENT

Mayor Sanoica asked for a motion to adjourn. Aldersperson Budmats made the motion and it has been seconded by Aldersperson Boucher.

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ROLL CALL:

AYES: Reyez, Koehler, McHale, Budmats, O'Brien, Boucher

NAYS: 0

ABSENT: Vinezeano

With 6 in favor and 0 opposed, the meeting was adjourned.

There being no further business, by unanimous consent the Committee of the Whole meeting was adjourned at 7:52 p.m.

Respectfully submitted: Judy Brose, Deputy City Clerk

October 17, 2023 Committee of the Whole Minutes Approved by Council on November 14, 2023.

Judy Brose

Judy Brose, Deputy City Clerk