

## APPROVED Minutes

Reinventing Government Committee  
Thursday, July 17, 2014  
7:00 pm

### I. Call to Order

The meeting was called to order at 7:06 p.m. in room 130. Present: President Abu-Taleb, Trustee Tucker and Trustee Ott. Trustee Brewer joined the meeting at 7:51 p.m.

Also in attendance: Village Manager Cara Pavlicek, Paul Stephanides, Village Attorney and Tammie Grossman, Director of Development Customer Services.

Also present: Visit Oak Park staff Tom Lynch (President), Emily Sjostrom (Marketing Manager), Visit Oak Park Board Members, Laura Thompson (President), Brad Bartels (Board member), and, Gail Moran (Board member).

### II. Approval of Minutes

Trustee Tucker made a motion to approve the minutes of May 29, 2014. Seconded by Trustee Ott. Ayes: all. Nays: none. Motion carried.

### III. Public Comment

There were no public comments.

### IV. Old Business:

Representatives from Visit Oak Park gave a brief overview of their organization. It was created by the Village in 1993 and the group is currently comprised of 21 communities with a total population of 460,000 people. Currently there are only 3,000 hotel rooms which is considered low. The state formula is based on rooms and population and the OP Area is low on rooms. Based upon zip codes of those coming to the visitor center, 1/3 are international visitors (Canada is 20% of the international visitors) and 2/3 are domestic visitors. This is a flat number since the Bureau opened.

Marketing initiatives were reviewed and it was explained that revenue comes from state grants and administrative costs are 15% of expenditures.

Trustee Tucker requested line item detail for the Visitor Center expenses of \$266,000. President Abu-Taleb asked for how many hotels rooms are in Oak Park and he asked for detail about how Oak Park makes \$191 million in tourism revenue. Mr. Lynch advised the daily population in Oak Park is very attractive to Oak Park. Trustee Tucker asked for detail on how the numbers are developed.

President Abu-Taleb likes the mission statement and would like to see going forward how we can integrate the processes between EDC and Visit Oak Park (e.g. Administrative Staff, secretary, directors) and how can we merge and integrate, cooperate, synergies.

Ms. Moran said discussions have begun and Mr. Bartels noted that there are alignment of strategy and there are new opportunities.

President Abu-Taleb stated that he envisions one roof with different departments in that structure as divisions/departments.

Mr. Lynch acknowledged that they could leverage resources. Ms. Moran said that government relations group is to reach out to other government partners.

Social media strategies were reviewed with the goal of attracting new visitors to the community. It was noted that Visit Oak Park has 3,000 followers on Facebook and 2,300 on twitter. There is a need identified for Visitor Information kiosks at locations such as the Carleton Hotel and the Brookfield Zoo.

President Abu-Taleb asked about bus banners and what communities are doing a good job and who are the benchmarks that we look at.

Trustee Ott made a motion to adjourn followed by Trustee Tucker at 8:00 p.m. Ayes: All. Nays: None. Meeting was adjourned.