

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, August 24, 2010

Members Present: Craig Chapello, Molly Hughes, Jeanie Janes,
John Karstrand, and Alan Schneider

Members Absent: Luis Alvarez, Jan Grisemer, Steve Potter, and Brad Summers

Staff Present: Timothy Scott, AICP,
Community Development Strategist

Others Present: Jan Anderson, Executive Director of the Hinsdale Chamber of
Commerce; Dan Grisko, Direct Advantage; and Doug Geoga,
Trustee, Village of Hinsdale

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the special meeting of the
Economic Development Commission (EDC) of Tuesday, August 24, 2010.
(Agenda Item 1)

Approval of Minutes

Mr. Chapello made a motion to approve the minutes of the special meeting of the
EDC held on August 24, 2010 as written. Ms. Janes seconded, and the motion was
approved unanimously. (Agenda Item 2)

Tax Revenue Review: Sales and Food & Beverage

Staff reported base sales taxes for July and August, which reflect sales in April and
May, as \$178,858 and \$197,508 and that these totals represented increases of 7.1%
and 0.4%, respectively. Staff remarked that these results continued a positive
trend, with base sales taxes having increased for eight (8) straight months over the
prior year. Staff added that the mean increase during this period was 8.45%, while
the median increase was nearly the same at 8.35%.

Staff stated that local use tax revenues for July and August showed improvement,
with a decrease of \$1,534 (or -7.8%) for July and an increase of \$545 (or 3.3%) for
August. Staff concluded by stating that total sales tax revenue for July and August
revealed increases of \$10,307 (5.5%) and \$1,374 (0.6%).

Staff relayed that food-and-beverage tax revenue through July, the first three months of the fiscal year, totaled \$67,543. Staff added that the reported total produces a monthly average of \$22,514, which slightly exceeds the Village's budget projection of \$20,000 per month.

Staff remarked that the food-and-beverage results reveal a positive trend and reminded members that the EDC's budget of \$120,000 is based upon one half of the revenue projected for the year from the 1% food-and-beverage tax. Although a true opening date could not be cited, Staff commented that a new eatery planned for downtown should have a positive effect on the revenue total for the current fiscal year. (Agenda Item 3)

Advertising Program Update

Staff reviewed ads from the EDC's two new campaigns; namely, "Distinct Possibility" for the group's targeted regional outreach and "Shopping Locally Makes Common Cents" for reaching residents. Staff noted that the Distinct Possibility ad was the second in a series that will run in *West Suburban Living* Magazine, with the next issue being for the months of September and October.

Staff stated that the Common Cents ad being shown was the first in an extended series planned for the local newspaper, *The Hinsdalean*, adding that the campaign would begin the first week of September. (Agenda Item 4)

Sign Code Discussion

Staff stated that EDC's reviewing of the Village's standards for signage and the process for approving them was borne out of a desire to explore ways to be business-friendly and respond to feedback that had been provided by retailers. Staff commented that revised standards were attached for their review and noted that these had been part of a larger effort to reorganize and potentially revise the zoning ordinance. Staff emphasized that maintaining community character would remain of the utmost importance since the charming physical environment of the Village is one of its key competitive advantages.

For purposes of the discussion, Staff cited some of the examples contained in the draft version of the revised standards, which include but are not limited to: administrative approval of code-compliant signs, projecting signs for retail tenants on the first floor, dedicated standards for window signs rather than being coupled with wall signs, temporary sidewalk signs as a permitted type, and signs on awnings that imprint on more than just the valance. EDC members provided their individual thoughts and were largely supportive given the business-friendly spirit of the proposed initiative. It was suggested that additional discussion be had on the

potential collective impact of instituting all of the proposed changes. Members embraced the idea of creating a tool kit that could distill the content of the sign code into a user-friendly document. (Agenda Item 5)

Catalogue of the EDC's Work

Staff communicated that the idea of the catalogue would be to provide members, as well as others, with a convenient means to understand the accomplishments and perhaps even ongoing work of the Commission. Staff added that the summary could help clarify the group's role in supporting and promoting Hinsdale's businesses and noted that the format of the catalogue would likely rely heavily on visuals for promoting key projects such as the recruitment brochure, the "who, what, wear" advertising grant program, signage projects, the retail informational kiosk and parking plaza, and the Distinctly Hinsdale for the Holidays event-based promotion. Members supported the development of such a catalogue. (Agenda Item 6)

Adjournment

With no additional business before the Commission, Mr. Schneider made a motion to adjourn. Ms. Hughes seconded, and the motion was approved unanimously. The August 24, 2010 special meeting of the EDC was declared adjourned at 8:03 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP