

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**

**Minutes of the Special Meeting on**  
**Tuesday, March 29, 2011**

**Members Present:** Luis Alvarez, Craig Chapello, Jeanie Janes, John Karstrand, Steve Potter, Alan Schneider, and Brad Summers

**Members Absent:** Jan Grisemer and Molly Hughes

**Staff Present:** Timothy Scott, AICP, CNU-A  
Director of Economic Development

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

**Call to Order**

At 7:01 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, March 29, 2011. (Agenda Item 1)

**Approval of Minutes**

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC that was held on February 22, 2011. Mr. Potter seconded, and the motion was approved unanimously. (Agenda Item 2)

**Tax Revenue Review: Sales and Food & Beverage**

Staff reported that base sales taxes had increased 15% for the month of March, which reflected sales from the holiday shopping month of December. Staff noted that base sales tax revenue for the fiscal year-to-date had increased by \$201,118 or 10% in relation to last year. Staff added that the sales tax report for the fourth quarter of 2010 revealed increases in all categories with four of them showing double-digit increases.

Staff stated that through February 28<sup>th</sup>, food-and-beverage tax revenue had exceeded the Village's budget projection by \$33,597 or approximately 16.5%. (Agenda Item 3)

**Retail Sales Promotion**

Chairman Karstrand re-introduced the EDC's plan for a spring retail sales event and informed members that they would be finalizing items that were intended to promote it. In terms of the media plan to promote the event, members reviewed the list of potential outlets, the number of advertisements for each media, and line item costs. Members refined the plan to include, among others, ads in *The Hinsdalean*, *Chicago Tribune*, and *Chicago Magazine* and ads on websites Style Chicago and Savvy Hinsdale. Members discussed the timing of a direct mail piece that would be sent to all postal customers in the Village and agreed that it should arrive approximately ten days in advance of the event.

The Commission then reviewed the physical items that were to be used to generate awareness of the promotion, including: banners on light posts and at both ends of Burlington Park, as well as at the entrances to Grant Square and Gateway Square, on the railing of the elevated walkway on First Street, and on the wall of the train station shelter; storefront window posters and static clings; and, lastly, balloons for participating businesses and for highly-visible public areas. Members considered several options for distributing balloons to the sixty-four participating retail businesses.

Staff made members aware of the growing number of businesses that had committed to promotion and underscored the effectiveness of in-store visits (with an EDC member) in affecting the total. (Agenda Item 4)

### **Outdoor Advertising Potential**

Mr. Chapello summarized the preliminary research that had been done for a potential outdoor sign in Veeck Park where it borders I-294. He explained to his fellow EDC members that a state permit would be required as a result of a highway beautification act from decades ago. Mr. Chapello added that there would be two options for moving forward, with one being to pursue the state permit first and the second to begin with Village process. He recommended the state permit route since there would be no obligation to use it (if unused, it would simply expire) and given that approval would still need to be received from the Village before any sign project could be pursued. Mr. Chapello made a motion to authorize pursuit of a state permit through the Illinois Department of Transportation (IDOT). Mr. Summers seconded, and the motion was approved unanimously. (Agenda Item 5)

### **Adjournment**

With no additional business before the Commission, Ms. Janes made a motion to adjourn. Mr. Potter seconded, and the motion passed unanimously. The March 29, 2011 special meeting of the EDC was declared adjourned at 7:46 p.m. (Agenda Item 6)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A