

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

**Minutes of the Meeting on**  
**Tuesday, August 23, 2011**

**Members Present:** Luis Alvarez, Craig Chapello, Elizabeth Garvey,  
Jan Grisemer, Molly Hughes, and John Karstrand

**Members Absent:** Steve Potter

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

**Others Present:** Chris Elder, Village Trustee

**Call to Order**

At 7:02 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, August 23, 2011. (Agenda Item 1)

**Approval of Minutes**

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC that was held on June 28, 2011. Mr. Chapello 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 10.4% and 3.8% for the months of July and August, reflecting sales from the months of April and May. Staff added that total sales tax revenue through the first four months of the fiscal year had increased by \$68,668 or 8.5% in relation to last year.

Staff stated that for June and July, the second and third months of the 2011-12 Fiscal Year, the Village received \$23,584 and \$22,458 in food-and-beverage tax revenue, respectively. Staff added that through the first three months of the year, food-and-beverage slightly lagged the Village's budget projection by \$610 or 0.86%. (Agenda Item 3)

**Advertising Program**

Staff stated that new advertising campaigns for the local and regional audiences were refined based upon feedback from members of the EDC. Staff announced that the new "shop local" campaign was "Spree-cycling" and that it combines the notions

of shopping sprees and recycling, with the latter reinterpreted as the reinvestment in the Village that occurs from local spending. Staff then relayed that the EDC's regional campaign was internally referred to as "Historic Euphoric" and added that ads would again run in the bi-monthly issues of *West Suburban Living Magazine*. (Agenda Item 4)

### **Business Inventory**

Staff informed members that field work to inventory existing businesses and available spaces had been completed. Staff commented that the work would lead to an updated print map for the informational kiosk at the shopper parking plaza on Washington Street and an updated business directory on the EDC's website, *DistinctlyHinsdale.com*. (Agenda Item 5)

### **First Street Walkway Wall**

Staff stated that the design for the rehabilitation of the masonry wall of the elevated walkway on the south side of First Street east of Washington had been completed. Staff added that an informational packet had been prepared for potentially interested contractors and that bids were to be delivered to Village Hall on the afternoon of August 30<sup>th</sup>. Staff informed members that in addition to the required public announcement of the bid in *The Hinsdalean*, four packets were sent directly to contractors. Staff expressed hope that there would be formal interest in the project. (Agenda Item 6)

### **Holiday Lighting**

Staff commented that it was not too early to begin planning the appearance of the Village for the holiday season. Staff mentioned that the Village would again have to seek estimates for its holiday lighting and decorating program since last year's agreement was for one year. Members expressed satisfaction with the appearance of the illuminated street trees, illuminated Christmas tree on the south lawn of the Memorial Building, and illuminated trees around the decorated and illuminated fountain at Burlington Park given the resources that had been allocated to the project. Staff reminded members of the resources it allocated in their work program for the EDC. (Agenda Item 7)

### **Tenant Space**

Staff provided an update on new business openings in the Village's business districts, specifically, the historic downtown, the greater Grant Square area, Gateway Square, and 59<sup>th</sup> and Madison. Staff added that it had been working with private parties on three text amendments to the zoning code, and noted that if the items were approved it would result in the expansion of an established business

downtown, the addition of a new business downtown, and the addition of a new business in the greater Grant Square area. (Agenda Item 8)

**Adjournment**

With no additional business before the Commission, Mr. Alvarez made a motion to adjourn. Ms. Hughes seconded, and the motion passed unanimously. The August 23, 2011 meeting of the EDC was declared adjourned at 8:04p.m. (Agenda Item 6)

Respectfully submitted,

---

Timothy Scott, AICP, CNU-A