

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, November 16, 2011

Members Present: Craig Chapello, Elizabeth Garvey, Jan Grisemer, John Karstrand, Molly Hughes, Steve Potter, and Elyce Rembos

Members Absent: Luis Alvarez

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

Others Present: Dan Grisko, Direct Advantage

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, November 16, 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 September 27, 2011. Ms. Garvey 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 15.5% for November, the seventh month of the fiscal year, and that this period reflected sales from the month of August. Staff noted that local use tax revenue was not yet available from the Illinois Department of Revenue. As a result, Staff summarized by stating that total sales tax revenue through October, or the first half of the fiscal year, had increased by \$69,828 or 5.5% in relation to last year. (Agenda Item 3)

Staff stated that for October, the sixth month of the 2011-12 Fiscal Year, the Village received \$29,197 in food-and-beverage tax revenue and added that for the fiscal year-to-date, this revenue source was up \$15,582 or 10.9% in relation to the Village's budget projection. (Agenda Item 4)

Holiday Program

Staff relayed the scope of the holiday lighting and decorating program, which includes illumination of 84 street trees downtown, illumination of eight trees in Burlington Park and decoration and illumination of the central fountain there, and illumination and decoration of the large spruce on the south lawn of the Memorial Building. Staff commented that the Village received three estimates, with the lowest-cost provider having been selected. Staff added that this would be the same vendor as last year and that even with modest additions to the program, the contract came in slightly more than one thousand dollars under the EDC's budgeted amount.

Staff and Mr. Grisko informed the Commission that arrangements had been made for the traditional elements of the Distinctly Hinsdale for the Holidays event-based promotion, namely, horse-and-carriage rides and the heated tent for the "gingerbread man factory." Added was that the Chamber of Commerce would organize visits with Santa Claus on the same three December Saturdays leading up to the holiday and that the Village's official tree lighting would be held on Friday, December 2nd, corresponding with the new date for the Chamber's Annual Christmas Walk. (Agenda Item 5)

Advertising Program

Staff stated that the EDC's advertising campaigns, "Spree-cycling" and "Historic Hinsdale," were firmly in place, with weekly print advertisements in *The Hinsdalean* to reach the local audience and advertisements in the bi-monthly editions of *West Suburban Living Magazine* to reach the targeted regional audience.

Staff and Mr. Grisko explained that the regional advertising campaign was being adapted for placement on select sites on the Internet. Sample banners advertisements were shared, as were the micro-websites that had been developed for the campaign. Mr. Grisko demonstrated that viewers of the banner ads who elected to click on them would be directed to the EDC's websites. Highlighted was that the banner advertisements and their corresponding websites were developed to work together, and the specific categories were cited as home, dining, fashion, and salon/spas and that each had a dedicated website address. (Agenda Item 6)

First Street Walkway Wall

Staff provided an update to members of the EDC, noting that construction began on November 9th and that completion of the work was targeted for the end of November in time for the Christmas Walk and to beat the harsh weather. Staff reminded members of their decision to slightly postpone their springtime sales promotion until the beginning of the 2012-2013 Fiscal Year so that resources were available for the rehabilitation of the wall. Staff emphasized that measures were being taken

to minimize disruption and thwart any potential physical damage to the businesses closest to the work. (Agenda Item 7)

Work Program to Date

Staff reviewed with members of the Commission status of the EDC's budget in relation to their work program for the 2011-12 Fiscal Year. Pointed out was that approximately 32% of the group's resources had been spent through the first half of the fiscal year but that the total would jump to about two-thirds with the completion of the rehabilitation of the masonry wall on First Street at the end of November. Staff added that the planned holiday-related items of festivities in the park and the lighting and decorating program, as well as ongoing commitments such as advertising, would have the group on track to utilize their resources for the fiscal year. (Agenda Item 8)

Tenant Update

Staff provided a brief update to members of the Commission on businesses that had recently opened, that were soon to open, and that were potentially interested in locating in the Village. Staff also noted the progress of three text amendments to the Zoning Code that, if successful, would permit the expansion of an existing business downtown, the addition of a new business to the second floor of a building downtown, and the entrance of a new business to the greater Grant Square area. (Agenda Item 9)

Adjournment

With no additional business before the Commission, Mr. Chapello made a motion to adjourn. Ms. Garvey seconded, and the motion passed unanimously. The November 16, 2011 Special Meeting of the EDC was declared adjourned at 8:10 p.m. (Agenda Item 10)

Respectfully submitted,

Timothy Scott, AICP, CNU-A