

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Special Meeting on
Tuesday, May 30, 2012

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

Members Absent: None

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

Others Present: Dan Grisko, Direct Advantage

Call to Order

At 7:05 p.m., Chairman Karstrand called to order the Special Meeting of the Economic Development Commission (EDC) of Tuesday, May 30, 2012. (Agenda Item 1)

Chairman Karstrand announced the presence of the EDC's newest member, Mike Goebel. Mr. Goebel introduced himself to the group and noted his role as Chief Executive Officer of Adventist Hinsdale Hospital. Members of the Commission then individually introduced themselves to Mr. Goebel.

Approval of Minutes

Mr. Potter made a motion to approve the minutes of the special meeting of the EDC that was held on March 13, 2012. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Revenues

Mr. Scott relayed that the more than two-year positive trend for sales tax revenue continued. He added that total sales tax revenue for the 2011-12 Fiscal Year totaled \$2,805,476, which revealed an increase of \$184,815 or 7.1% in relation to the prior year.

Mr. Scott reported that for the month of April, the last month of the fiscal year, food-and-beverage tax revenue totaled \$28,048, which was \$4,146 more than the monthly budgeted amount or an increase of 17.3%. Mr. Scott added that for the

fiscal year, food-and-beverage revenue totaled \$317,267, which was \$30,567 greater than the projected figure and equated to an increase of 10.7% in relation to budget. Mr. Potter inquired as to the availability of additional information, and in particular, by purchasing category. Mr. Scott replied that in the past the Illinois Department of Revenue had made limited information available to the Village and added that he would look into the prospect of attaining it again. (Agenda Item 3)

Advertising Campaigns

Mr. Scott introduced the prospect of new creative directions for advertising during the new fiscal year. He reminded members that over the last several years, the EDC has been utilizing a dual-track strategy that aims to connect with residents on the importance shopping locally and that targets potential visitors from the nearby region.

Mr. Grisko of Direct Advantage shared with members three new advertising campaign ideas: “Be Vocal, Shop Local”, “Village Values, and “H-H.” He noted that his firm had generated additional themes but decided to pare the list down internally in order to produce more fruitful exchanges with members in deciding on new campaigns.

Each member of the Commission provided their preferences and offered comments related to tag-lines, layouts, images, flexibility, copy, and the notion of calling readers to action. After a thorough discussion, members selected “Village Values” and “H-H” for the group’s local and regional advertising campaigns, respectively.

Mr. Grisko stated that the campaigns would be re-worked based upon the feedback that had been supplied. Underscored during the discussion was the importance of attaining high-quality photographs of the Village and store owners and their products. (Agenda Item 4)

Spring Retail Sales Promotion

Chairman Karstrand introduced the topic and then turned over the recap of the event to the Commission’s three retail members, Ms. Rembos, Mr. Alvarez, and Mr. Potter, since they worked cooperatively to develop its new theme, “Shop Small Business Event.”

Ms. Rembos stated that overall the event was successful. Mr. Alvarez commented that the retailers who leveraged the event had positive results. Mr. Potter remarked that he experienced a noteworthy increase in business.

Members acknowledged the importance of the date of the event and how easily its selection can affect success. A few retailers that provided feedback noted that in

their experience Friday was busier than usual but that Saturday was average. They suggested that two events that might explain Saturday's drop in traffic were First Communion and senior prom. Although thoroughly deliberated and carefully selected (citing factors such as the likelihood of decent weather and Mother's Day), members acknowledged the importance of having a community-wide perspective when choosing future promotion dates. In addition, Chairman Karstrand suggested an even earlier announcement to retailers so that they may have ample time to incorporate a Village event into their store calendar.

Noted was that free parking without enforced time limits proved to be popular with all survey respondents (42% of retailers responded to the EDC's ten-question electronic survey). If free parking were offered again, Ms. Garvey suggested that meters be bagged in order for it to be clear with consumers. (Agenda Item 5)

Budget/Initiatives for Fiscal Year 2012-13

Briefly reviewed was the EDC's assigned budget for the new fiscal year that began May 1st and a draft program scenario based upon by the group's work over the last couple of years. Members were asked to consider these items and to bring forward others so that the group can formalize its list of initiatives and keep the Village Board apprised of its intentions. (Agenda Item 6)

Tenant Updates

Mr. Scott cited new tenants for each of the Village's business districts, including School of Rock downtown, Core Power Yoga immediately west of Grant Square, and Amazing Gracie's Children's Shoppe in Gateway Square. Mr. Scott added that two other businesses, one prospective and one existing, were at various stages of the zoning approval process. (Agenda Item 7)

Adjournment

With no additional business before the Commission, Ms. Garvey made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The May 30, 2012 Special Meeting of the EDC was declared adjourned at 9:00 p.m. (Agenda Item 8)

Respectfully submitted,

Timothy Scott, AICP, CNU-A