

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the Meeting on**  
**Tuesday, May July 24, 2012**

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

**Members Absent:** Mike Goebel, Molly Hughes, Steve Potter, and Elyce Rembos

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

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

**Call to Order**

At 7:05 p.m., Chairman Karstrand called to order the Meeting of the Economic Development Commission (EDC) of Tuesday, July 24, 2012. (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 May 30, 2012. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

**Review of Revenues**

Mr. Scott relayed that the positive trend for sales tax revenue continued. He stated that base sales taxes for the month of June, the second month of the fiscal year, totaled \$229,428, which showed an increase of \$28,622 or 14.3% over the total for the same month last fiscal year. Mr. Scott added that total sales tax revenue through June (reflecting sales through March 31<sup>st</sup>) was \$462,834, which revealed an increase of \$29,833 or 6.9% in relation to last fiscal year.

Mr. Scott added that for May, the first month of the fiscal year, food-and-beverage revenue totaled \$24,197, which was \$1,761 less or -6.8% than the projected monthly figure of \$25,958. (Agenda Item 3)

**Business Registrations**

Staff reported that the Village had received 625 business registrations/licenses for the 2012 calendar year and that this represented \$46,875 in revenue. Mr. Scott informed members that it had taken steps to understand the current state of the program, including the complete inventorying in the field of business- and office-zoned districts and the addition of zoning district to the Village's internal database. Although a work-in-process, Mr. Scott noted that compliance in business-zoned districts was high, while office-zoned districts lagged. Staff commented on potential ways to increase compliance, with ideas including, among others, the creation of a professional services directory that would afford office-based businesses exposure similar to retail businesses. (Agenda Item 4)

### **Advertising Campaigns**

Mr. Scott introduced the prospect of the EDC's new creative directions for advertising this year, citing "Village Values" for reaching residents and "H-H" for targeting prospective visitors from the nearby region. Mr. Grisko then explained the themes and shared sample ads with members. He added that the campaigns would again be formatted for print and online and that the same outlets would be used for distribution with other opportunities explored and evaluated as needed.

Mr. Scott shared that the EDC's campaigns from last fiscal year, "When You spend In Town, It Comes Back Around" and "Historic Hinsdale" had received gold and silver medal awards from the International Economic Development Council (IEDC). (Agenda Item 5)

### **Tenant Updates**

Mr. Scott cited new tenants and prospective businesses for each of the Village's business districts. For downtown, Mr. Scott cited the recent opening of The Salon by William and David. He added that Cine, a Latin restaurant, was slated for the Hinsdale Theater building and that an artisanal coffee roaster was planned for Village Place. Mr. Scott informed members that a conceptual level development plan was being developed for the southwest corner of First and Garfield.

Mr. Scott relayed that a men's salon concept, Zazu Men, would be assuming the tenant space formerly occupied by the Jeffrey Charles Salon. Mr. Scott noted he was working with a prospective dance studio on pursuing space on West Chestnut Street and the zoning approval that would be required to operate there. Mr. Scott added that interest had again been expressed for Ogden Avenue between York road and I-294.

Mr. Scott encouraged members of the EDC to share their ideas about potential tenants that could complement the Village's existing business mix. Members also

briefly discussed whether soliciting residents' opinions would be feasible or effective. (Agenda Item 6)

### **Budget/Initiatives for Fiscal Year 2012-13**

Chairman Karstrand relayed that a new policy for the EDC's budget had been established. He explained that the group would be given \$150,000 for the fiscal year and added that no more than 60% of the budget could be assigned to promotional activities and that the other 40% could be used for non-infrastructure capital. Chairman Karstrand added that the EDC can request of the Village Board alterations to the allocations and additional resources.

Mr. Chapello asked about the term non-infrastructure capital, and Mr. Scott replied that the EDC's projects typically do not involve traditional infrastructure such as streets and sewers. Ms. Garvey inquired about the ability to measure the effectiveness of the group's advertising efforts. Mr. Grisko replied that the online banner campaign that the EDC launched last year afforded some quantitative reporting. (Agenda Item 7)

### **Grant Application**

Mr. Scott relayed to members of the EDC the Village Board-approved effort to pursue a grant through the Local Technical Assistance Program of the Chicago Metropolitan Agency for Planning. Mr. Scott noted the Village's application sought staff assistance to perform an analysis of the downtown parking system and conduct a civic-engagement process to ensure buy-in from stakeholders, which includes perhaps the most important group, the downtown business community.  
(Agenda Item 8)

### **Adjournment**

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Ms. Garvey seconded, and the motion passed unanimously. The July 24, 2012 Meeting of the EDC was declared adjourned at 8:16 p.m. (Agenda Item 9)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A