

AGENDA
VILLAGE OF HINSDALE
Meeting of the
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Tuesday, July 26, 2016, at 7:00 P.M.
MEMORIAL HALL – MEMORIAL BUILDING
(Tentative and Subject to Change)

1. Call to Order
2. Approval of Minutes for the Meeting of May 24, 2016
3. Review of Sales and Food-and-Beverage Tax Revenue
4. FY 16/17 Marketing & Capital Projects Update
 - a) Budget
 - b) Holiday Lighting
5. Discussion Items
 - a) New Business Discussion
6. Other Business
 - a) Shop Local Light Pole Banners
 - b) Hinsdale Shopper Parking Map
 - c) 2016 Chamber of Commerce Events
7. Adjournment

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for approval may then be referred to the Village Board of Trustees for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Darrell Langlois, ADA Coordinator, at (630) 789-7014 or by TDD at (630) 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

Visit the Village's website at www.villageofhinsdale.org

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, May 24, 2016

Members Present: John Karstrand, Craig Chapello, Christopher Schramko, Annette Brinkmeier and Jill Sunderson

Members Missing: Mike Goebel

Staff Present: Emily Wagner, Administration Manager
Anna Devries, Economic Development Coordinator

Others Present: Dan Grisko, Direct Advantage
Jim Slonoff, The Hinsdalean

Call to Order (Agenda Item 1)

At 7:04 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, May 24, 2016.

Approval of Minutes (Agenda Item 2)

Craig Chapello made a motion to approve the minutes of the meeting of the EDC from April 26, 2016. Chris Schramko seconded, and the motion was approved unanimously.

Review of Sales and Food-and-Beverage Tax Revenue (Agenda Item 3)

Emily Wagner provided an overview of the previous month's sales and food/beverage tax revenue. In the receipt month of April/collection month March, the Village received \$32,586 in food and beverage tax in this fiscal year compared to \$37,422 at the same time in the previous fiscal year.

In the receipt month of May/liability month of February, the Village received \$237,319 in sales tax in this fiscal year compared to \$253,912 at the same time in the previous fiscal year.

A decline in both sales and food/beverage tax was discussed. Emily Wagner added that the new restaurant, Casa Margarita, will add to the food and beverage tax revenue. Currently the restaurant has a certificate of occupancy.

Marketing Programming and Budget for FY 16/17 (Agenda Item 4)

Dan Grisko proposed three different marketing campaigns for the Commission to review. All three campaigns were designed to gain awareness and encourage people to shop locally in Hinsdale. The Commission unanimously agreed on campaign number one called "In Hinsdale." The Commission agreed this campaign is consistent with the overall branding of the Village's logo and website. It was agreed that "In Hinsdale" most clearly conveyed Hinsdale's shop local message with attention grabbing images and

icons. Dan Grisko informed the Commission that all of the campaigns can be advertised in print and digital marketing.

Dan Grisko and the Commission discussed the difficulties editing and updating the current Distinctly Hinsdale Website. The Commission agreed transitioning the Distinctly Hinsdale website content on to the Village's new website would help with the overall editing, maintenance and updating of the EDC website.

Dan Grisko also reviewed the marketing budget with estimated expenses for FY 16/17. The Commission approved the marketing budget with the exception of the holiday lighting upon further review. Emily Wagner and Anna Devries will provide the Commission with the past few years of lighting bids and prices to show the costs are in the same range.

Discussion Items (Agenda Item 5)

a) Hinsdale Shopper Parking Map

The Village produced a parking map for customers to utilize when shopping in Hinsdale. This map can be found on the Village's website and at Village Hall. Annette Brinkmeier mentioned there may be free parking on Saturdays in lot C. The Village will confirm and update the map if needed.

b) Welcome Sign Update

The Village consulted with our attorney to make sure we follow all zoning, permit and approval processes. The Village will work with an architect to create an artist rendering of the welcome sign. The Village will oversee the construction bidding process for this project.

c) FY 16/17 Capital Projects Update

The Village has published a bid notice for the following capital projects: CBD hardscape replacement, CBD parkway hardscape installation and Village Place decorative pavement. The Burlington Park electrical upgrade will commence upon conclusion of the Uniquely Thursday concert series.

d) Choose DuPage Attendance

Bryan Gay, Economic Development Director for Choose DuPage, will be attending the EDC's June 28 meeting to share with the Commission what amenities Choose DuPage has to offer.

e) 2016 Chamber of Commerce Events

Emily reviewed the upcoming Chamber events and encouraged the Commission to attend.

f) August 2016 ICSC Event

Emily and Anna will be attending a Chicagoland retail connection event on August 10 to meet with retailers and brokers. Chris Schramko suggested the Village also attend the ICSC event in October.

Other Business (Agenda Item 6)

Emily encouraged the group to attend the Edward-Elmhurst medical facility ribbon cutting on July 12. Emily also stated once a date is selected for Casa Margarita's grand opening she will inform the group.

Jill Sunderson suggested the Commission brainstorm what types of businesses they would like to see in Hinsdale. The group agreed to add the business discussion to the next EDC agenda.

Adjournment (Agenda Item 7)

Craig Chapello made a motion to adjourn the meeting. Chris Schramko seconded, and the motion passed unanimously. The May 24, 2016, meeting of the EDC was declared adjourned at 8:04 p.m.

Respectfully submitted,

Anna L. Devries

VILLAGE OF HINSDALE - SALES TAX REPORT
Sales Tax Total, with Use Tax from LGDF
510-5253

Receipt Month	Liability Month	2016	2017	Dollar Change	Percent Change	2016 YTD	2017 YTD	2017 Budget	YTD Change	YTD % Change	Budget vs Actual	Budget vs Actual %	Budget vs Actual - YTD	Budget vs Actual - YTD %
May	February	253,912	237,319	(16,593)	-6.5%	253,912	237,319	267,750	(16,593)	-6.5%	(30,431)	-11.37%	(30,431)	(0)
June	March	238,570	257,204	18,634	7.8%	492,482	494,523	267,750	2,041	0.4%	(10,546)	-3.9%	(40,977)	(0)
July	April	259,120	232,350	(26,770)	-10.3%	751,602	726,873	267,750	(24,729)	-3.3%	(35,400)	-13.2%	(76,377)	(0)
August	May	267,322	-	(267,322)	-100.0%	1,018,924	726,873	267,750	(292,051)	-28.7%	(267,750)	-100.0%	(344,127)	(0)
September	June	241,439	-	(241,439)	-100.0%	1,260,363	726,873	267,750	(533,490)	-42.3%	(267,750)	-100.0%	(611,877)	(1)
October	July	272,659	-	(272,659)	-100.0%	1,533,022	726,873	267,750	(806,149)	-52.6%	(267,750)	-100.0%	(879,627)	(1)
November	August	272,526	-	(272,526)	-100.0%	1,805,548	726,873	267,750	(1,078,675)	-59.7%	(267,750)	-100.0%	(1,147,377)	(2)
December	September	263,168	-	(263,168)	-100.0%	2,068,716	726,873	267,750	(1,341,843)	-64.9%	(267,750)	-100.0%	(1,415,127)	(2)
January	October	270,394	-	(270,394)	-100.0%	2,339,110	726,873	267,750	(1,612,237)	-68.9%	(267,750)	-100.0%	(1,682,877)	(2)
February	November	244,737	-	(244,737)	-100.0%	2,583,847	726,873	267,750	(1,856,974)	-71.9%	(267,750)	-100.0%	(1,950,627)	(3)
March	December	298,475	-	(298,475)	-100.0%	2,882,322	726,873	267,750	(2,155,449)	-74.8%	(267,750)	-100.0%	(2,218,377)	(3)
April	January	221,687	-	(221,687)	-100.0%	3,104,009	726,873	267,750	(2,377,136)	-76.6%	(267,750)	-100.0%	(2,486,127)	(3)
Total		3,104,009	726,873	(2,377,136)				3,213,000			(2,486,127)	-77.4%		

VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX
510-5273

Receipt Month	Collection Month	2016	2017	Dollar Change	Percent Change	2016 YTD	2017 YTD	2017 Budget	2017 Budget	Dollar Change	Percent Change	Budget vs Actual	Budget vs Actual %
May	April	29,397	31,165	1,768	6.0%	29,397	31,165	36,250	36,250	1,768	6.0%	(5,085)	-14.03%
June	May	32,206	46,370	14,164	44.0%	61,603	77,535	36,250	36,250	15,932	25.9%	10,120	27.92%
July	June	29,627	-	(29,627)	-100.0%	91,230	77,535	36,250	36,250	(13,695)	-15.0%	(36,250)	-100.00%
August	July	38,232	-	(38,232)	-100.0%	129,462	77,535	36,250	36,250	(51,927)	-40.1%	(36,250)	-100.00%
September	August	38,078	-	(38,078)	-100.0%	167,540	77,535	36,250	36,250	(90,005)	-53.7%	(36,250)	-100.00%
October	September	33,232	-	(33,232)	-100.0%	200,772	77,535	36,250	36,250	(123,237)	-61.4%	(36,250)	-100.00%
November	October	40,768	-	(40,768)	-100.0%	241,540	77,535	36,250	36,250	(164,005)	-67.9%	(36,250)	-100.00%
December	November	35,860	-	(35,860)	-100.0%	277,400	77,535	36,250	36,250	(199,865)	-72.0%	(36,250)	-100.00%
January	December	28,619	-	(28,619)	-100.0%	306,019	77,535	36,250	36,250	(228,484)	-74.7%	(36,250)	-100.00%
February	January	37,226	-	(37,226)	-100.0%	343,245	77,535	36,250	36,250	(265,710)	-77.4%	(36,250)	-100.00%
March	February	27,579	-	(27,579)	-100.0%	370,824	77,535	36,250	36,250	(293,289)	-79.1%	(36,250)	-100.00%
April	March	32,586	-	(32,586)	-100.0%	403,410	77,535	36,250	36,250	(325,875)	-80.8%	(36,250)	-100.00%
Total		403,410	77,535	(325,875)	-80.8%		435,000			(357,465)	-82.18%		

* Revenue collected in this month may include revenue from prior months



Live Well In Hinsdale.

Every time you support a local home store in Hinsdale, you improve the local economy. Every photo frame. Every philodendron. Every duvet, vase and valance you purchase in Hinsdale invigorates the Village we call home. Shopping locally helps us all keep our Village sustainable and strong.

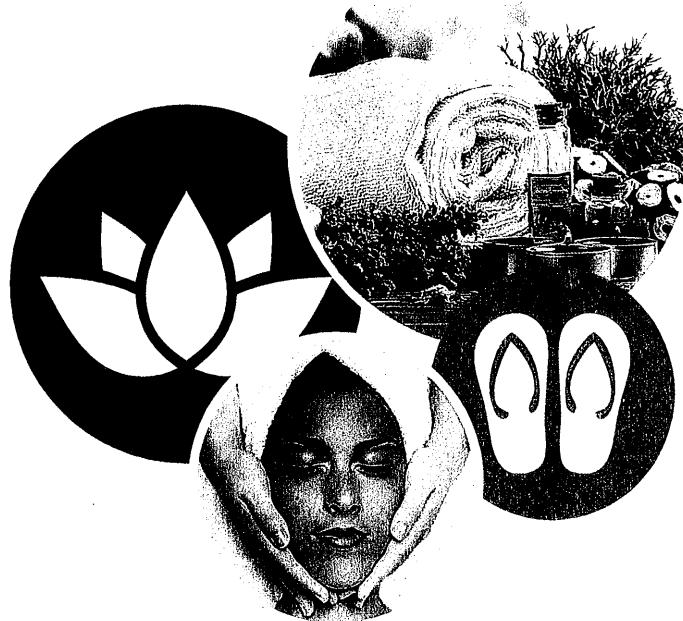


BARLEY TWIST
18 W. Hinsdale Ave.

BEDSIDE MANOR
38 S. Garfield St.

THE COURTYARD
63 Village Pl.

TRUMEAU DESIGN & DECOR
28 W. Hinsdale Ave.



Feel Well In Hinsdale.

Every time you support a local spa or salon in Hinsdale, you revitalize the local economy. Every mani. Every pedi. Every style, clip and curl helps keep our Village looking its very best. Relaxing locally helps us all keep our Village sustainable and strong.



AVANTI HAIR SALON
250 E. Ogden Ave.

i DESIGN SALON
777 N. York Rd.

HALO SALON
45 S. Washington St.

ZAZU SALON
18 E. Hinsdale Ave.



— Est. 1873 —

EDC Funds Incurred and Proposed - FY 2016/2017

Date	Type of Advertising	Incurred or Proposed	Cost
Jun-16	The Hinsdalean Print Ads	Incurred	\$ 486
June-April	Hinsdalean Ads (2 ads/month, 7 months)	Proposed	\$ 2,916
Sept/Nov	West Suburban Living Magazine, 2 issues	Proposed	\$ 3,824
Jan	West Suburban Living Magazine Dining Guide	Proposed	\$ 1,250
December	Hinsdale for the Holidays Costs (two weeks of cookie tent, horse and carriage, etc)	Proposed	\$ 11,000
Nov-Dec	Hinsdale for the Holiday Print Ads, 2 weeks	Proposed	\$ 486
June-April	8 Months digital ads (Facebook, StyleChicago, ChicagoMag.com	Proposed	\$ 12,000
June-July	Website Migration	Proposed	\$ 1,500
Ongoing	Direct Advantage Agency Retainer	Ongoing	\$ 24,000
December	Holiday Lights and Decorations	Proposed	\$ 31,000

Incurred: \$ 486
 Proposed: \$ 87,976
 Total: \$ 88,462



MEMORANDUM

DATE: June 28, 2016

TO: Economic Development Commission (EDC)

FROM: Emily Wagner, Administration Manager

CC: Anna Devries, Economic Development Coordinator/Finance Clerk

RE: Holiday Lighting

Background

At the May 24 EDC meeting, Commissioners reviewed the FY 2016-17 budget. The EDC's marketing budget has historically been used to fund holiday lights in the central business district (CBD), Burlington Park, Memorial Hall and the Brush Hill Train Station. In FY 2016-17, \$31,000 was budgeted. (As a reminder, the EDC's total marketing budget is \$90,000, and the total capital budget is \$60,000; funding for holiday lights comes from the marketing budget). The Commissioners approved a FY 2016-17 marketing budget with the exception of holiday lights due to the cost. Staff agreed to gather additional information about holiday lighting funding in preparation for the June EDC meeting.

Funding

Attached please find a 5-year summary of holiday lighting expenses. Within the last three years, lighting expenses have been consistent. In calendar years 2011 and 2012, expenses were lower because the Village rented lights, and the scope of the program was smaller than it is today. The EDC approved expansion of the holiday lighting program in 2013 and 2014, which included adding ornaments to the main Christmas tree, illumination of trunks of CBD street trees, illumination of the gutter line of the Brush Hill Train Station, and the illumination of maple trees at the south entrance of the Memorial Building. In addition to the program expansion, the Village also purchased holiday lights instead of renting lights. These factors contributed to the increased costs in 2013, 2014 and 2015.

The Village currently owns holiday lights for all of the display areas in the CBD, Burlington Park, Memorial Hall and the Brush Hill Train Station. All holiday lights are now LED, which are more sustainable than traditional lights. In reviewing previous EDC documentation and meeting minutes, it appears that holiday lighting and decorating expenses have been in the EDC's budget since FY 2007-08.

Capital Plan – Electrical Upgrade

As part of the EDC's capital plan, \$32,000 is budgeted in FY 2016-17 to upgrade the electrical power in Burlington Park. The purpose of this project is to expand the scope of electrical power so additional trees could be lit during the Christmas holiday. The impetus for holiday lighting was to create an attractive and inviting environment for residents, visitors, train passengers and the entire business community that would encourage people to shop locally.



MEMORANDUM

While the Village now owns all of the holiday lights, once the electrical upgrade is completed and more trees can have lights, the annual lighting cost will most likely increase in order to accommodate these lights.

Future Lighting Expenses

Staff also reached out to last year's lighting contractors for additional information as to potential prices for the upcoming holiday lighting season. Both contractors indicated that prices may increase due to the cost of tree growth, labor including overnight work, and replacing any damaged lights or ornaments from the previous year.

Village of Hinsdale - Holiday Lighting

Vendor	Calendar Year	Amount	Total
Bright Ideas	2011	\$ 18,985	
			\$ 18,985
Bright Ideas	2012	\$ 19,588	
			\$ 19,588
Wingren	2013	\$ 8,749	
Temple Display	2013	\$ 21,250	
			\$ 29,999
Wingren	2014	\$ 27,388	
			\$ 27,388
Wingren	2015	\$ 8,722	
Holiday Creations	2015	\$ 21,854	
			\$ 30,576

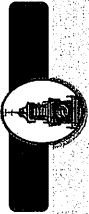
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SHOPPER PARKING MAP MAY 2016



Est. 1873

MEMORIAL BUILDING & LIBRARY



BURLINGTON PARK

BURLINGTON DRIVE

E. CHICAGO AVENUE

HINSDALE METRA

E. HINSDALE AVENUE

W. HINSDALE AVENUE

S. LINCOLN STREET

S. GRANT STREET

HARRISON PLACE

VILLAGE PLACE

S. GARFIELD STREET

E. FIRST STREET

S. WASHINGTON STREET

W. SECOND STREET

W. THIRD STREET

E. THIRD STREET

VILLAGE LOT



GARFIELD LOT



WASHINGTON LOT



HINSDALE MIDDLE SCHOOL CAMPUS



Meters enforced
Monday through
Saturday, 9 AM
to 5 PM.

2-HOUR METER

4-HOUR METER

PERMIT LOT

Free parking on Saturdays

PUBLIC PAY BOX LOT

6-hour maximum stay





60

Hinsdale Chamber of Commerce 2016 Schedule of Events

- June 11 - 12** **HINSDALE FINE ARTS FESTIVAL**, Saturday and Sunday, in Burlington Park, 10:00 a.m. – 5:00 p.m. both days. Over 135 juried artists take to the park for this wonderful, eclectic art show. Music, children's activities, giveaways and more.
- June 9 - August 11** **UNIQUELY THURSDAYS**, Thursday evenings, 6:00 – 9:00 p.m., in Burlington Park, located between Garfield and Washington Streets on Chicago Avenue. Live music by some of the Midwest's top bands. Food vendors, sponsor giveaways, family fun each Thursday night in Hinsdale.
- June 6 - October 10** **FARMER'S MARKET**, Mondays only, in Burlington Park, located between, Garfield and Washington Streets on Chicago Avenue. From 7:00 a.m. to 1:00 p.m. Over 25 vendors displaying the area's finest home grown, home spun products.
- July 8 & 9** **SIDEWALK SALE**, Friday and Saturday, on sidewalks in front of participating businesses, from 9:00 a.m. to 5:00 p.m, both days.
- September 17** **MERCHANTS GARAGE SALE** – in the Public Works Garage- Saturday from 9:00 a.m. to 4:00 p.m. for the general public. No junk, no joke! Come early to get up to 75% off!
- October 22** **HINSDALE FALL FESTIVAL** – Saturday in Burlington Park, 11:00 a.m. – 2:00 p.m. In conjunction with the Village of Hinsdale – Halloween fun in downtown Hinsdale.
- December 2** **CHRISTMAS WALK** – Friday, from 4:00 p.m. to 8:00 p.m. in all business districts – downtown, Grant and Gateway Squares. Merchant's stores open to celebrate the holiday season with customers and visitors to Hinsdale. Live music, trackless train, ice carvers, costume characters, giveaways and more!

**events and/or scheduled dates subject to change upon approval of the Chamber Board of Directors.*