

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the Special Meeting on**  
**Tuesday, November 10, 2015**

**Members Present:** Craig Chapello, Mike Goebel, Jan Grisemer, John Karstrand, and Annette Brinkmeier

**Members Missing:** Christopher Schramko

**Staff Present:** Emily Wagner, Administration Manager

**Others Present:** Dan Grisko, Direct Advantage; Jan Anderson, Chamber of Commerce

**Call to Order** (Agenda Item 1)

At 7:06 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, November 10, 2015.

**Approval of Minutes** (Agenda Item 2)

Jan Grisemer made a motion to approve the minutes of the meeting of the EDC from May 26, 2015. Craig Chapello 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 sales tax, and food and beverage tax revenue. In the receipt month of October/collection month September, the Village received \$33,232 in food and beverage tax in this fiscal year compared to \$31,252 at the same time in the previous fiscal year.

In the receipt month of November/liability month of August, the Village received \$244,245 in sales tax in this fiscal year compared to \$260,845 at the same time in the previous fiscal year.

**Discussion of the Boutiquely Thursday Program** (Agenda Item 4)

Dan Grisko provided an update regarding the Boutiquely Thursday marketing program. The premise of the program was to rally the business owners to stay open late on Thursday nights to make downtown Hinsdale a shopping destination. Marketing efforts included the Hinsdalean newspaper, postcard to each business owner, and an email blast through the Chamber of Commerce. In summary, it was a difficult project, although the Village tried to capitalize on the recent “restaurant rush.” Dan gave an overview of

the participating retailers. The marketing campaign will continue through the holiday season. Annette Brinkmeier asked Dan to remind shop owners again of this opportunity. Additionally, Annette shared it may be difficult to attract business after the holiday season.

**Review of FY 15/16 Expenditures** (Agenda Item 5)

Emily Wagner provided an overview of EDC funds incurred and proposed. To date, funds have been incurred for the Boutiquely Thursday program, holiday events and Christmas lights. In general, there is \$90,000 allocated for marketing expenses, and \$60,000 for capital expenses.

There are several capital items, like the electrical upgrades in Burlington Park and brick pavers, which will be deferred and budgeted again in FY 16/17.

**Holiday Lighting/Christmas Walk** (Agenda Item 6)

Emily Wagner provided an overview of the upcoming holiday events. All LED lights will be utilized in the downtown decorations.

Jan Anderson from the Chamber of Commerce provided an overview of the 50<sup>th</sup> anniversary of the Christmas walk. Annette Brinkmeier asked about the date of the Christmas walk being the week after Thanksgiving versus the week of Thanksgiving. Jan provided an overview of how the Chamber arrived at this date. Factors included the school district's schedule and the impact of holiday shopping the day after Thanksgiving.

Dan Grisko provided an overview of the Hinsdale for the Holidays program. The event will take place in Burlington Park and will feature cookie decorating, Santa Claus, and horse and carriage rides. This event is free to the public.

**Village Communication Mediums** (Agenda Item 7)

- a) New Logo
- b) New Website

Emily Wagner provided an overview of the Village's new logo and new website. Emily said that the new logo will be featured on future Village materials. Emily also showed the new website to the EDC members.

**Part-Time Economic Development Coordinator Position** (Agenda Item 8)

Emily Wagner provided an overview of the part-time economic development coordinator position. The Village is seeking a candidate who can assist with business recruitment and retention.

**Property Updates** (Agenda Item 9)

Mike Goebel provided an overview of the new AMITA Health Cancer Institute & Outpatient Center. The facility is scheduled to open February 8.

Emily Wagner also provided an overview of the Amlings property and the old GM training site. No new businesses are planned right now for either location.

**Other Business** (Agenda Item 10)

Emily also provided a summary of the proposed text amendment for the Office district to allow remodeling uses. The Oak Street Bridge will officially be open to the public by December 1. Staff is also working on rewrites to the liquor and sign codes.

John Karstrand thanked Jan Grisemer for her service and dedication to the EDC as this was Jan's last EDC meeting.

**Adjournment** (Agenda Item 11)

Jan Grisemer made a motion to adjourn the meeting. Craig Chapello seconded, and the motion passed unanimously. The November 10, 2015, meeting of the EDC was declared adjourned at 7:59 p.m.

Respectfully submitted,

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Emily I. Wagner