

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Regular Meeting on
Tuesday, February 23, 2016

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

Members Missing: Christopher Schramko

Staff Present: Emily Wagner, Administration Manager

Others Present: Dan Grisko, Direct Advantage

Call to Order (Agenda Item 1)

At 7:05 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, February 23, 2016.

Approval of Minutes (Agenda Item 2)

Mike Goebel made a motion to approve the minutes of the meeting of the EDC from November 10, 2015. Annette Brinkmeier 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 January/collection month December, the Village received \$28,619 in food and beverage tax in this fiscal year compared to \$27,760 at the same time in the previous fiscal year.

In the receipt month of February/liability month of November, the Village received \$244,737 in sales tax in this fiscal year compared to \$251,913 at the same time in the previous fiscal year.

Hinsdale for the Holidays Review (Agenda Item 4)

Dan Grisko provided an update regarding the Hinsdale for the Holidays event. The weather was favorable for both dates, December 12 and 19. Dan recommended continuing with the two-weekend format as opposed to the three-weekend format that was utilized in prior years.

Review of FY 15/16 Expenditures/Discussion of FY 15/16 Marketing Materials and Programs (Agenda Items 5/6)

Dan Grisko provided an overview of the program expenditures to date. In years past, the EDC held off on programming in January and February, but made a marketing push in the Spring. Dan said he has ads from previous years that he can update and utilize this year. Marketing themes include home décor, spas, dining and fashion. The EDC

has previously used print ads, digital ads and Google network ads. The Commissioners unanimously agreed to implement spring marketing programming.

Review of FY 16/17 Proposed Budget (Agenda Item 7)

Emily Wagner provided an overview of the proposed capital expenditures. The Burlington Park electrical system improvements were deferred to FY 16-17 due to the uncertainty regarding the state's fiscal climate. Some Commissioners expressed concerns regarding how the EDC's capital plans have been recommended to the Village Board in the past. As a result, no final decisions were made regarding the FY 16-17 capital plan at this time.

Review of Liquor Code (Agenda Item 8)

Emily Wagner provided an overview of the revised liquor code and liquor license application. The Village consolidated its liquor license classifications to five categories.

Review of Business License Application (Agenda Item 9)

Emily Wagner provided an overview of the Village's revised business license application. Additionally, Emily shared that the Village is no longer licensing home-based businesses.

Other Business (Agenda Item 10)

Emily shared that Starbucks located in downtown Hinsdale was in the process of applying for a liquor license. Mike Goebel provided an update regarding the Hinsdale/AMITA cancer treatment center facility at 421 E. Ogden Ave.

Adjournment (Agenda Item 11)

Craig Chapello made a motion to adjourn the meeting. Mike Goebel seconded, and the motion passed unanimously. The February 23, 2016, meeting of the EDC was declared adjourned at 7:48 p.m.

Respectfully submitted,

Emily I. Wagner