

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