

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, January 30, 2018

Members Present: Jill Sunderson, Cathleen Stoelting, Michael Kiyosaki and Chris Schramko.

Members Absent: Annette Brinkmeier

Staff Present: Anna Martch, Economic Development Coordinator
Jean Bueche, Management Analyst

Others Present: Dan Grisko, Direct Advantage Marketing

Call to Order (Agenda Item 1)

At 7:07 p.m., Chris Schramko called to order the meeting of the Economic Development Commission (EDC) of Tuesday, January 30, 2018.

Approval of Minutes (Agenda Item 2)

Jill Sunderson made a motion to approve the minutes of the meeting of the EDC from October 24, 2017. Cathleen Stoelting seconded, and the motion was approved unanimously.

Review of Sales Tax Revenue (Agenda Item 3)

Anna Martch provided an overview of the previous month's sale tax revenue. Anna Martch pointed out that the sales tax revenue chart now reflects the FY 17/18 budget by month rather than a lump sum. Anna Martch reviewed that in receipt month of November, liability month August sales tax revenue was up about \$12,000 compared to the prior year. In the receipt month of December, liability month September sales tax revenue was down about \$8,000 compared to the prior year and in the receipt month of January, liability month October sales tax was down about \$1,500 compared to the prior year. Anna Martch reviewed that current sales revenue is 3% below the year to date budgeted amount. The Commission discussed once the numbers for the liability months of November and December are available we can do a full comparison of the year over all and see if the increase in digital marketing had a direct effect on sales revenue.

Review of FY 17/18 Marketing Campaigns (Agenda Item 4)

Dan Grisko reviewed the marketing efforts for the In Hinsdale for the Holidays event and the digital videos that the Commission had created to boost shopping and dining locally. Dan Grisko shared that 800 children decorated gingerbread cookies and 500 people enjoyed carriage rides throughout the downtown. Dan Grisko shared that overall the event was a huge success and the community spirit was in abundance. Dan Grisko shared that with the increase in digital marketing over the holiday season we were able to expand our impression reach to more localities that aligned with the target market. Overall the videos received 144,712 impressions, 45,222 views and a 31.25% view rate. The Commission asked if there were ways we could increase the visibility of our

marketing efforts and the following ideas were shared; create merchant spotlights on social media, add Facebook Live video streaming to our social media and introduce new businesses in town on social media.

The Commission also brainstormed other ideas that would increase awareness of shopping in Hinsdale and that would further the individual businesses marketing strategies. Ideas that were shared included hosting a Hinsdale restaurant week to showcase our unique restaurants and to host quarterly business meetings to provide free seminars to our businesses to provide support and training opportunities. It was suggested that the seminars could be put on by local experts and businesses who are professionals in areas of social media, website, digital marketing and ecommerce. The Commission also shared the idea of creating a photo library that local businesses could use for their marketing efforts.

Other Business (Agenda Item 5)

a) New Business

Anna Martch shared the following updates.

- Kaehler Luggage opened at 38 E. First Street in November
- Jimmy Johns opened in Gateway Square in January
- Impact Physical Therapy opened in Gateway Square in January
- The SMaRT Institute (Sports Medicine and Regenerative Therapeutics Institute) opened in December at 12 Salt Creek Lane #300
- Plate28 opened at 5819 S. Madison Street. Plate28 uses whole body vibration training in a quick, efficient 28-minute workout and is owned by two Hinsdale residents
- Altamura Pizza opened at 9 W. First Street. Altamura is a take-home-and-make authentic Italian pizza business and the crusts are imported from a region in southern Italy
- Freeze Fix is a cryotherapy business which opened at 24 W. Chicago Avenue.
- Elysian Nail Spa opened at 24 W. Chicago Avenue in December
- County Line Home Design will be opening at 110 S. Washington Street and is a one stop shop for interior decorating, flooring and custom cabinetry
- A.B. Edward is an interior remodeling business and will be opening in Gateway Square
- Marcus will be opening at 101 S. Washington Street and is projected to open in the spring
- Fueled is interested in hosting three Coffee & Classics events in Burlington Park. The events take place Sunday mornings from 9AM-11AM. The dates they are interested in are June 17, August 12 and October 7

Share staff that many of these businesses have been highlighted in the newest addition of The Hinsdalean. The Commission suggested introducing the new businesses to the community through social media.

b) 2018 Chamber of Commerce

Anna Martch shared that opening day of the Chamber of Commerce Farmers Market is June 4th and the Uniquely Thursdays concert series kicks off June 14.

Adjournment (Agenda Item 6)

Mike Kiyosaki made a motion to adjourn the meeting and Cathleen Stoelting seconded. The motion was approved unanimously. The January 30, 2018, meeting of the EDC was declared adjourned at 7:59 p.m.

Respectfully submitted,

Anna L. Martch