

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the EDC Meeting on**  
**Tuesday, April 25, 2017**

**Members Present:** Chair John Karstrand, Annette Brinkmeier, Cathleen Stoelting and Jill Sunderson

**Members Absent:** Chris Schramko and Mike Goebel

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

**Others Present:** Dan Grisko, Direct Advantage Marketing  
Jan Anderson, Hinsdale Chamber of Commerce  
Jim Slonoff, The Hinsdalean  
Michael Ripani, Resident

**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, April 25, 2017.

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

Cathleen Stoelting made a motion to approve the minutes of the meeting of the EDC from March 28, 2017. Jill Sunderson seconded, and the motion was approved unanimously.

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

Anna Devries provided an overview of the previous month's sales and food/beverage tax revenue. The Commission discussed the overall increases and decreases of both the sales and food/beverage tax over the past twelve months. The Commission was able to do a full comparison of revenue collected in FY 15/16 compared to FY 16/17 from sales and use tax. The Commission discussed the decrease in revenue in liability months July and August in FY 16/17, and staff said this can be the result of many variables, such as a drop in gasoline prices.

**Review of FY 17/18 Proposed Budget**(Agenda Item 4)

Jim Slonoff proposed a marketing concept called "Open for Business" to the Commission to discuss as part of their FY 17/18 budget. After hearing the EDC's concerns on businesses being impacted by the upcoming resurfacing project, the Hinsdalean proposed designing and running a two full page spread each week from July 6 to August 31 to promote the Central Business District (CBD) as being "Open for Business." The eighteen full pages over the course of the campaign will drive home the message that the CBD is open during construction. Of the two page spread each week one page would feature artwork and a list of businesses in the CBD organized by type and the other page would feature eight ads for CBD businesses. These ads will be at no

charge to the businesses, and each business in the CBD will have the opportunity to have one ad during the campaign as well as the weekly listing. The Hinsdalean staff would handle the design and scheduling of the ads. The Village of Hinsdale/Economic Development Commission will be featured as the sponsor of this campaign. The two page weekly promotion would be offered at half price to the Economic Development Commission for a total of \$6,120.

Anna Devries explained that the proposed budget included in the EDC packet does not include the Hinsdalean proposal. Anna Devries explained the two biggest changes to the budget include the addition of the valet parking on Saturdays in July and August and the increase to the digital marketing budget. Anna Devries suggested utilizing part of the \$17,064 budget for digital advertising to have short attention grabbing videos created by the EDC's marketing agency, Direct Advantage. The videos will be filmed in Hinsdale's shopping districts to reinforce Hinsdale as a shopping destination. Dan Grisko suggested that the videos be created with the four main business categories in mind – fashion, dining, home and spa – and then strategically placed in those digital markets. Jill Sunderson suggested sharing the videos with local relators so they can show their clients what Hinsdale has to offer. John Karstrand suggested highlighting the local events like Uniquely Thursdays and the farmers market in the videos to give a sense of the community.

**Other Business** (Agenda Item 5)

**a) Hinsdalean Open For Business Proposal**

Jim Slonoff of the Hinsdalean proposed a marketing concept called “Open for Business” to be discussed as part of the EDC's FY 17/18 budget. The campaign would run from July 6 to August 31 as a two page spread each week.

**b) Central Business District Resurfacing Project Update**

**c) EDC Vacancy**

**d) 2017 Chamber of Commerce**

**Adjournment** (Agenda Item 7)

The Economic Development Commission meeting of April 25, 2017 adjourned at 7:49p.m. due to lack of quorum as a Commissioner had to leave early.

Respectfully submitted,

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Anna L. Devries