

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, September 27, 2016

Members Present: Present: Chair John Karstrand, Craig Chapello, Annette Brinkmeier, Cathleen Stoelting and Mike Goebel (Mike arrived at approximately 7:30 p.m.)

Members Missing: Jill Sunderson and Chris Schramko

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

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, September 27, 2016.

Approval of Minutes (Agenda Item 2)

Craig Chapello made a motion to approve the minutes of the meeting of the EDC from July 26, 2016. Cathleen Stoelting 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. In the receipt month of August/collection month July, the Village received \$45,355 in food and beverage tax in this fiscal year compared to \$38,323 at the same time in the previous fiscal year. In the receipt month of September/liability month of June, the Village received \$271,479 in sales tax in this fiscal year compared to \$241,439 at the same time in the previous fiscal year. Anna Devries added the food and beverage revenue collected in the receipt month may include revenue from prior months.

FY 16/17 Marketing & Capital Projects Update (Agenda Item 4)

Emily Wagner discussed FY 16/17 capital projects. Staff shared that the downtown hardscaping project has been completed with new brick pavers and sustainable landscaping. Staff gave an update on the Burlington Park electrical upgrade and shared that the work should be completed by the end of October. Staff also shared that the First Street alley concrete replacement project has been included as part of the FY 2017/18 capital plan (deferred from FY 16/17) and will take place along with the entire downtown resurfacing project. The Commission shared concerns about customer parking during the street resurfacing project. In order to keep business owners and property owners up to date on the capital projects taking place in the downtown next

year, staff will be conducting site visits to the entire Central Business District to gather contact information. Currently staff has completed site visits at about ¼ of the CBD businesses. Staff asked the Commission to start thinking about what new capital projects they want to discuss and possibly add to the five-year capital plan. Staff said that Jim Today at AMITA Health has shared the Ogden Avenue welcome sign drawing with his Board for their feedback.

a) Budget

Staff reviewed the EDC budget as well as the holiday lighting bid that came in under budget. Dan Grisko shared that his team is underway creating holiday marketing material and digital ads that will take place during the holiday season.

b) Holiday Lighting

Staff reviewed the results of the holiday lighting bids. B&B Holiday Decorating, Des Plaines, was the lowest bidder at \$26,580 (\$24,280 without the garland swag project addition). Currently the Commission has \$31,000 budgeted for the holiday lighting project. The Commission and staff discussed renting the extra holiday lighting in Burlington Park versus purchasing the lights and decided purchasing the lights would save money in future years. Staff will be calling the lowest bidder's references this week. The Commission approved the holiday lighting bid to B&B Holiday Decorating upon review of the references.

c) Light Pole Banners and Burlington Park Posters

At the last EDC meeting the Commission discussed using the funds that were saved from the Distinctly Hinsdale website migration to purchase two posters for Burlington Park and six banners to be displayed in the Central Business District on light poles as another shop local marketing tool. The posters can be displayed when there is an opening in the Burlington Park poster cases. The Commission approved the purchase of light pole banners and posters in the amount of \$510.

Other Business (Agenda Item 5)

a) New Business Discussion

Staff shared that building permits have been submitted for both the end cap of Garfield Crossing and 9 E. First St. Staff shared that both businesses are in the retail category.

b) CBD Holiday Window Decorating

Staff shared the importance of showcasing the Village as an exciting place to shop, dine and explore during the holiday season. Staff shared the idea of bringing in a professional window designer to help bring energy and excitement to vacant storefronts. Staff has already begun reaching out to property owners to see if there is interest. The Commissioners shared their ideas for the theme and overall message of the windows. Staff will continue to reach out to the property owners and determine if decorating their windows would be feasible. If the property owners are interested, staff will provide a full window decorating plan at the next EDC meeting on October 25.

c) 2016 Chamber of Commerce Events

John Karstrand shared that the Chamber is no longer coordinating the storybook village during the holiday season. In lieu of this, the Commission shared new ideas to add to the holiday celebration.

d) KLM Marketing Plan

Staff shared that Village staff and Dan Grisko have jointly been working on a marketing plan for the KLM Lodge. Staff has recommended providing two separate brochures to potential customers – one for bridal and one for corporate events – to better help the Village address each target market. Currently Dan Grisko and his team are working on the new design of the brochures while staff has been gathering content and photos.

Adjournment (Agenda Item 6)

Cathleen Stoelting made a motion to adjourn the meeting and Annette Brinkmeier seconded. The motion was approved unanimously. The September 27, 2016, meeting of the EDC was declared adjourned at 8:07 p.m.

Respectfully submitted,

Anna L. Devries