

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, July 26, 2016

Members Present: Craig Chapello, Annette Brinkmeier, Jill Sunderson, Mike Goebel and Cathleen Stoelting

Members Missing: Chair John Karstrand 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 7:00 p.m., Craig Chapello called to order the meeting of the Economic Development Commission (EDC) of Tuesday, July 26, 2016.

Approval of Minutes (Agenda Item 2)

Jill Sunderson made a motion to approve the minutes of the meeting of the EDC from May 24, 2016. Mike Goebel 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 May/collection month April, the Village received \$31,165 in food and beverage tax in this fiscal year compared to \$29,397 at the same time in the previous fiscal year. In the receipt month of June/collection month May, the Village received \$46,370 in food and beverage tax in this fiscal year compared to \$32,206 at the same time in the previous fiscal year.

In the receipt month of June/liability month of March, the Village received \$257,204 in sales tax in this fiscal year compared to \$238,570 at the same time in the previous fiscal year. In the receipt month of July/liability month of April, the Village received \$232,350 in sales tax in this fiscal year compared to \$259,120 at the same time in the previous fiscal year.

A decline in April's sales tax was briefly discussed. Anna Devries said the food and beverage revenue collected in the receipt month may include revenue from prior months. Anna Devries also added that moving forward staff would like to provide the Commission with the prior receipt month numbers for the food and beverage tax and not to include the current month's food and beverage numbers. The reason for this change is the current month has not concluded and the Village may still be receiving food and beverage tax for the current month.

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

Currently the Village is working with Revize to migrate the Distinctly Hinsdale website over to the Village of Hinsdale website. Once the website content migration is complete, digital ads will begin to direct customers to the new website. Dan Grisko shared print advertisements that are currently in circulation. All print ads highlight shopping local in Hinsdale. Dan Grisko shared that his team is beginning to work on shop local marketing for the upcoming holiday season.

a) Budget

Dan Grisko also reviewed the marketing budget with estimated expenses for FY 16/17. Village staff shared the estimated \$3,000 website migration was reduced to \$1,500 after finding there was fewer documents and website pages to migrate over than what was originally estimated.

b) Holiday Lighting

The Commission discussed the dollar amount budgeted for the 2016 holiday lighting. Emily Wagner shared the costs were reflective of labor costs for overnight installation of the lights, broken or damaged lighting that needs replacing as well as the increase of lighting for Burlington Park. (Please note the FY 16/17 capital budget includes the upgrade of electrical power at Burlington Park). The Commission would like to review future holiday lighting expenses after the current holiday season is over. The Commission approved the holiday lighting budget as it was originally proposed for \$31,000.

Emily Wagner discussed FY 16/17 capital projects. Emily Wagner shared that Village Staff has met with the Hospital to discuss the location of the welcome sign off of Ogden, between the AMITA Health sign and the forest preserve sign. Village Staff is working with a local architect to create an artist rendering of the welcome sign. Emily Wagner shared the Village has received one bid for the CBD hardscape replacement project. Village staff is currently working on next steps for the project. Wagner shared the Burlington Park electrical upgrade will begin upon the conclusion of the Uniquely Thursdays concert series.

Discussion Items (Agenda Item 5)

a) New Business Discussion

At the May 24 EDC meeting the Commission had asked to discuss as a group potential businesses they would like to see in Hinsdale. The Commission decided they would like to have a new business discussion at every other EDC meeting. Village staff encouraged the Commission to share their ideas with the Village at any time. Anna Devries shared that the Village staff would be happy to contact the potential business to set-up a meeting and plan a visit to share information about the Village of Hinsdale. Emily Wagner shared currently the Village staff is working with local brokers to learn about the spaces they are representing and to give suggestions on businesses that may be interested in the location. Anna Devries

shared the Village is also working with Direct Advantage to create a “How To Do Business Guide In Hinsdale”. This guide will include all the tools and information a potential business would need to know when opening a business a Hinsdale. Village staff will use this guide as a marketing tool to attract potential businesses.

Other Business (Agenda Item 6)

a) Shop Local Light Pole Banners

Village staff shared an old light pole banner that the Commission had previously used as a shop local marketing effort. The Commission discussed using some of the money that was saved from the website migration to design and print new light pole banners as well as posters for Burlington Park to reflect the current shop local marketing. Staff will obtain estimates for both and provide the cost at the August EDC meeting.

b) Hinsdale Shopper Parking Map

The Village updated the current shopper parking map with the updated free parking on Saturdays in lot C. Anna Devries shared the Village is working with Direct Advantage to produce one all-inclusive map for both permit parking and shopper parking. The new map will simplify any parking questions for residents, visitors and permit parkers. Once completed, the new all-inclusive map will be available on the Village website, at the Village Hall and Village staff will be delivering them to the CBD businesses along with available parking options for merchants. Businesses will be encouraged to print the map off of the Village website to share with customers and their employees.

c) 2016 Chamber of Commerce Events

Village staff encouraged the Commission to attend the Chamber of Commerce 2016 events. Emily Wagner shared the Chamber is adding a Uniquely Thursday concert on Wednesday, August 17, to make up for a cancelled concert earlier in the season

Adjournment (Agenda Item 7)

Jill Sunderson made a motion to adjourn the meeting and Cathleen Stoelting seconded. The motion was approved unanimously. The July 26, 2016, meeting of the EDC was declared adjourned at 8:01 p.m.

Respectfully submitted,

Anna L. Devries