



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, March 28, 2017
7:00 P.M.
VILLAGE BOARD ROOM – MEMORIAL BUILDING
(Tentative & Subject to Change)

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES** - Meeting of October 25, 2016
- 3. REVIEW OF SALES AND FOOD-AND-BEVERAGE TAX REVENUE**
- 4. REVIEW OF FY 16/17 BUDGET EXPENDITURES AND MARKETING PROGRAMS**
- 5. REVIEW OF FY 17/18 PROPOSED BUDGET**
- 6. OTHER BUSINESS**
 - a) Parking Deck Update
 - b) Nicor Gas Project
 - c) Central Business District Resurfacing Project Update
 - d) Welcome Sign Update
 - e) EDC Vacancy
 - f) Amling's Building Update
 - g) Land Rover Update
 - h) 2017 Chamber of Commerce

7. ADJOURNMENT

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for approval may then be referred to the Village Board of Trustees for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Darrell Langlois, ADA Coordinator, at (630) 789-7014 or by TDD at (630) 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

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VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, October 25, 2016

Members Present: Chair John Karstrand, Craig Chapello, Annette Brinkmeier, Chris Schramko and Jill Sunderson

Members Missing: Mike Goebel and Cathleen Stoelting

Staff Present: Anna Devries, Economic Development Coordinator

Others Present: Marco Bucciarelli, Public
 Gina Bucciarelli, Public

Call to Order (Agenda Item 1)

At 7:06 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, October 25, 2016.

Approval of Minutes (Agenda Item 2)

Annette Brinkmeier made a motion to approve the minutes of the meeting of the EDC from September 27, 2016. Craig Chapello 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 September/collection month August, the Village received \$31,669 in food and beverage tax in this fiscal year compared to \$38,078 at the same time in the previous fiscal year. In the receipt month of October/liability month of July, the Village received \$242,368 in sales tax in this fiscal year compared to \$272,659 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)

Anna Devries shared the four different ideas for the light pole banners and Burlington Park posters. The Commission chose their favorite design to print on six light pole banners and two posters. Anna Devries shared that bringing in a window decorator is not feasible for this holiday season. Of the two different locations that were chosen to be decorated, one will be under construction and the other property owner is not interested in having their windows decorated. Anna Devries discussed FY 16/17 capital projects. Staff shared that the Burlington Park electrical upgrade is underway and set to be completed by the end of next week. Staff also shared in anticipation of the entire Central Business District repaving project, staff has completed site visits to all CBD businesses to gather contact information. The contact information will then be used by the Village Engineers to communicate with residents and business owners during the CBD capital

improvements. Anna Devries shared that the Village has been in contact with Jim Today at AMITA Health to discuss the location of the gateway welcome sign on Ogden and I-294. Jim Today has also shared the welcome sign drawings with his Board Members for their feedback. Staff shared that the holiday lighting should be going up in the middle of November.

a) Budget

Staff reviewed the EDC budget as well as the holiday lighting bid that came in under budget. With the \$6,000 savings from the holiday lighting, the Commission discussed hiring a valet parking service for the CBD during the holiday season. Staff will determine if this is feasible. The Commission also recommended using funds for a retailer networking event.

b) Holiday Marketing

Staff reviewed the Distinctly Hinsdale for the Holiday marketing advertisement for Suburban Living Magazine. To help draw attention to the downtown and spur holiday shopping, the Commission suggested turning on the holiday lights in Burlington Park and the Central Business District as soon as possible to grab the attention of the train commuters.

c) Future Capital Projects

At the last EDC meeting the Commission was asked to start thinking of ideas they would like to discuss and possibly add to the five year capital projects plan. The Commission suggested adding Wi-Fi to the downtown and Burlington Park to help visitors and residents gather in those areas. The Commission also suggested contacting the Tollway to learn when they are looking to reconstruct the overpass and possibly apply for grants.

Other Business (Agenda Item 5)

a) 2016 Chamber of Commerce Events

Anna Devries reviewed the Chamber of Commerce Holiday Walk on December 2. Staff shared the Chamber is looking to add a few new additions to the walk this year, possibly a full size carousel and ice carvers. Anna Devries also shared the Chamber is currently accepting applications for a Director of Marketing and Events.

Adjournment (Agenda Item 6)

Jill Sunderson made a motion to adjourn the meeting and Craig Chapello seconded. The motion was approved unanimously. The October 25, 2016, meeting of the EDC was declared adjourned at 7:31 p.m.

Respectfully submitted,

Anna L. Devries

VILLAGE OF HINSDALE - SALES TAX REPORT

Sales Tax Total, with Use Tax from LGDF

510-52553

Receipt Month	Liability Month	FY 15/16	FY 16/17	Dollar Change	Percent Change	0 YTD	0 YTD	Per 2017 Approved Budget	Budget vs Actual	YTD Change	YTD % Change	Budget vs Actual %	Budget vs Actual - YTD
May	February	253,912	237,319	(16,593)	-6.5%	253,912	237,319	267,750	(30,431)	(16,593)	-6.5%	-11.37%	(30,431)
June	March	238,570	257,204	18,634	7.8%	492,482	494,523	267,750	(10,546)	2,041	0.4%	-3.9%	(40,977)
July	April	259,120	232,350	(26,770)	-10.3%	751,602	726,873	267,750	(35,400)	(24,729)	-3.3%	-13.2%	(76,377)
August	May	267,322	318,358	51,036	19.1%	1,018,924	1,045,231	267,750	50,608	26,307	2.6%	18.9%	(25,769)
September	June	241,439	271,479	30,040	12.4%	1,260,363	1,316,709	267,750	3,729	56,346	4.5%	1.4%	(22,041)
October	July	272,659	242,368	(30,291)	-11.1%	1,533,022	1,559,078	267,750	(25,382)	26,056	1.7%	-9.5%	(47,422)
November	August	272,526	255,172	(17,354)	-6.4%	1,805,548	1,814,250	267,750	(12,578)	8,702	0.5%	-4.7%	(60,000)
December	September	263,168	272,130	8,962	3.4%	2,068,716	2,086,380	267,750	4,380	17,664	0.9%	1.6%	(55,620)
January	October	270,394	257,000	(13,394)	-5.0%	2,339,110	2,343,380	267,750	(10,750)	4,270	0.2%	0.0%	(66,370)
February	November	244,737	254,990	10,253	4.2%	2,583,847	2,598,370	267,750	(12,760)	14,523	0.6%	0.0%	(79,130)
March	December	298,475	316,367	17,892	6.0%	2,882,322	2,914,737	267,750	48,617	32,415	1.1%	0.0%	(30,513)
April	January	221,687	-	(221,687)	-100.0%	3,104,009	2,914,737	-	-	(189,272)		0.0%	(30,513)
Total		3,104,009	2,914,737	(189,272)				3,213,000	(30,513)				-0.9%

VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX

510-5273

Receipt Month	Collection Month	FY 15/16	FY 16/17	Dollar Change	Percent Change	0 YTD	0 YTD	Per 2017 Approved Budget	Budget vs Actual	Dollar Change	Percent Change	Budget vs Actual %
May	April	29,397	31,165	1,768	6.0%	29,397	31,165	36,250	(5,085)	1,768	6.0%	-14.03%
June	May	32,206	46,370	14,164	44.0%	61,603	77,535	36,250	10,120	15,932	25.9%	27.92%
July	June	29,627	31,819	2,192	7.4%	91,230	109,354	36,250	(4,431)	18,124	19.9%	-12.22%
August	July	38,232	43,355	5,123	13.4%	129,462	152,709	36,250	7,105	23,247	18.0%	19.60%
September	August	38,078	31,669	(6,409)	-16.8%	167,540	184,378	36,250	(4,581)	16,838	10.1%	-12.64%
October	September	33,232	36,944	3,712	11.2%	200,772	221,322	36,250	694	20,550	10.2%	1.91%
November	October	40,768	35,250	(5,518)	-13.5%	241,540	256,572	36,250	(1,000)	15,032	6.2%	-2.76%
December	November	35,860	33,891	(1,969)	-5.5%	277,400	290,463	36,250	(2,359)	13,063	4.7%	-6.51%
January	December	28,619	38,163	9,544	33.3%	306,019	328,626	36,250	1,913	22,607	7.4%	5.28%
February	January	37,226	29,759	(7,467)	-20.1%	343,245	358,385	36,250	(6,491)	15,140	4.4%	-17.91%
March	February	27,579	(27,579)	(27,579)	-100.0%	370,824	358,385	0	0	0		0.00%
April	March	32,586	(32,586)	(32,586)	-100.0%	403,410	358,385	0	0	0		0.00%

* Revenue collected in this month may include revenue from prior months

EDC Funds Incurred and Proposed - FY 2016/2017

Date	Type of Advertising	Incurred or Proposed	Cost
Ongoing	Direct Advantage Agency Retainer	Ongoing	\$ 24,000
Sept/Nov	West Suburban Living Magazine, 2 issues	Incurred	\$ 3,724
June-July	Website Migration	Incurred	\$ 1,500
May-Jan	Website Hosting Fee	Incurred	\$ 675
Jan	West Suburban Living Magazine Dining Guide	Incurred	\$ 1,250
June-April	Hinsdalean Ads (2 ads/month, 7 months)	Incurred	\$ 2,430
December	Hinsdale for the Holidays Costs (two weeks of cookie tent, horse and carriage, etc)	Incurred	\$ 9,500
Nov-Dec	Hinsdale for the Holiday Print Ads, 2 weeks	Incurred	\$ 486
June-April	8 Months digital ads (Facebook, StyleChicago, ChicagoMag.com)	incurred	\$ 9,000
December	Holiday Lights and Decorations	incurred	\$ 26,590
TBD	(6) Light Pole Banners @ \$55ea & (2) Posters @ \$90ea	Incurred	\$ 510

Total Incurred:	\$ 79,665
Total Incurred/Proposed:	\$ 83,637
Total Budgeted:	\$ 90,000
	\$ 6,363



Hinsdale Chamber of Commerce 2017 Schedule of Events

- April 22 – AT HOME IN HINSDALE- A Boutique HOME SHOW**, Saturday, The Community House, 10:00 a.m. – 3:00 p.m. Over 50 home remodeling and building based companies. Seminars throughout the day, giveaways and more.
- June 10 - 11 HINSDALE FINE ARTS FESTIVAL**, Saturday and Sunday, in Burlington Park, 10:00 a.m. – 5:00 p.m. both days. Over 135 juried artists take to the park for this wonderful, eclectic art show. Music, children's activities, giveaways and more.
- June 15 - August 17 UNIQUELY THURSDAYS, Thursday evenings**, 6:00 – 9:00 p.m., in Burlington Park, located between Garfield and Washington Streets on Chicago Avenue. Live music by some of the Midwest's top bands. Food vendors, sponsor giveaways, family fun each Thursday night in Hinsdale.
- June 5 - October 9 FARMER'S MARKET, Mondays only**, in Burlington Park, located between, Garfield and Washington Streets on Chicago Avenue. From 7:00 a.m. to 1:00 p.m. Over 25 vendors displaying the area's finest home grown, home spun products.
- July 14 & 15 SIDEWALK SALE**, Friday and Saturday, on sidewalks in front of participating businesses, from 9:00 a.m. to 5:00 p.m, both days.
- September 16 MERCHANTS GARAGE SALE** – in the Public Works Garage- Saturday from 9:00 a.m. to 4:00 p.m. for the general public. No junk, no joke! Come early to get up to 75% off!
- October 21 HINSDALE FALL FESTIVAL** – Saturday in Burlington Park, 11:00 a.m. – 2:00 p.m. In conjunction with the Village of Hinsdale – Halloween fun in downtown Hinsdale.
- December 1 CHRISTMAS WALK** – Friday, from 4:00 p.m. to 8:00 p.m. in all business districts – downtown, Grant and Gateway Squares. Merchant's stores open to celebrate the holiday season with customers and visitors to Hinsdale. Live music, trackless train, ice carvers, costume characters, giveaways and more!

**events and/or scheduled dates subject to change upon approval of the Chamber Board of Directors.*



DISCOVER DOWNTOWN HINSDALE THIS SUMMER.

Shop! Dine! Discover!





“The Road to Success is Always Under Construction”

Hinsdale Rewards Value Card Opportunity

Dear Retailer:

The Hinsdale Chamber of Commerce is offering an exciting and limited opportunity to promote your business this summer!

A Hinsdale Rewards Value Card will be created by GOALGETTER’S Inc. and distributed throughout the business community (to customers and visitors) in order to support Hinsdale’s downtown business district during this summer’s road resurfacing construction project.

At this time, we are pleased to offer your business the opportunity to participate in the Rewards Value Card program, that will showcase (downtown) Hinsdale businesses offering a great value to their customers during road resurfacing– the values are scheduled to span a three month time period: July – September, 2017 and will be marketed through the Chamber’s and Economic Development Commission’s various media outlets beginning in May 2017.

The Hinsdale Chamber of Commerce is dedicated to supporting and promoting our business community through this challenging construction project.

We have partnered with Al Zuffrano of GoalGetters, Inc. to produce this program on our behalf. Al or a member of his team will be calling you to discuss an appealing offer that will most effectively attract new and repeat customers to your business. In the meantime, you can reach GoalGetters at 708.579.9800 or ajz@goalgettersinc.com

Thank you,

Kyle Uhler; Chairman of the Board
Hinsdale Chamber of Commerce



Jan. 30th, 2017

GOALGETTERS DELIVERABLES & SERVICES

Hinsdale Chamber Rewards Cards

Key Objectives:

To encourage residents to shop and save in central business district during construction Interruption and equally important promoting Hinsdale Chamber

To reach these objectives we will need the following from participants:

An assorted list of suggested businesses that will have broad-appeal to families in Hinsdale

In turn, we will procure high-value Offers, not minimal discounts, from local businesses with secured Contracts.

While we are procuring these offers, we will encourage businesses to consider joining chamber

- Design and print full four color Rewards Card front and back (includes electronic proof for approval and any necessary revisions)
- Add QR (quick response) bar code on card front linking to designated chamber webpage

Optional Cash Drawing: Add "Scratch-off & custom PIN Number to card and drive donors to web site,

- We will send participating Business Partners THANK YOU letters on behalf of the chamber along with live card samples. Included will be instruction on offer and how to invalidate after use.
- Any concerns from business partners or contributors throughout the year are handled by GoalGetters

Sales Support and Suggestions

- Three sets oversized card front and card back 18" x 12" oversized Single Sided foam board sales posters with easel backs to show and sell at events
- We can do press releases to all media outlets
- Consider selling cards on PayPal online with fulfillment by chamber personnel
- Have featured business partners sell at their locations. We can provide miniature posters to display.
- Promote program on cable if possible.
- Al Zuffrano additionally will reach out to some major employers in area to sell cards.

GOALGETTERS PRICE QUOTE

Card Quantity	Price Per Card
1000	\$5.50 Ea.
1500	\$4.75 Ea.
2500	\$3.75 Ea.

Shipping and Handling no charge