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**AGENDA**  
**VILLAGE OF HINSDALE**  
**Meeting of the**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Tuesday, October 25, 2016, at 7:00 P.M.**  
**MEMORIAL HALL – MEMORIAL BUILDING**  
*(Tentative and Subject to Change)*

1. Call to Order
2. Approval of Minutes for the Meeting of September 27, 2016
3. Review of Sales and Food-and-Beverage Tax Revenue
4. FY 16/17 Marketing & Capital Projects Update
  - a) Budget
  - b) Holiday Marketing
  - c) Future Capital Projects
5. Other Business
  - a) 2016 Chamber of Commerce Update
6. 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, 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,

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Anna L. Devries

VILLAGE OF HINSDALE - SALES TAX REPORT  
 Sales Tax Total, with Use Tax from LGDF  
 510-5253

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	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)	(0)
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)	(0)
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)	(0)
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)	(0)
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)	(0)
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)	(0)
November	August	272,526	-	(272,526)	-100.0%	1,805,548	1,559,078	-	-	(246,470)		0.0%	(47,422)	(0)
December	September	263,168	-	(263,168)	-100.0%	2,068,716	1,559,078	-	-	(509,638)		0.0%	(47,422)	(0)
January	October	270,394	-	(270,394)	-100.0%	2,339,110	1,559,078	-	-	(780,032)		0.0%	(47,422)	(0)
February	November	244,737	-	(244,737)	-100.0%	2,583,847	1,559,078	-	-	(1,024,769)		0.0%	(47,422)	(0)
March	December	298,475	-	(298,475)	-100.0%	2,882,322	1,559,078	-	-	(1,323,244)		0.0%	(47,422)	(0)
April	January	221,687	-	(221,687)	-100.0%	3,104,009	1,559,078	-	-	(1,544,931)		0.0%	(47,422)	(0)
Total		3,104,009	1,559,078	(1,544,931)				3,213,000	(47,422)			-1.5%		

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		(33,232)	-100.0%	200,772	184,378	0	0	0	0.00%	0.00%
November	October	40,768		(40,768)	-100.0%	241,540	184,378	0	0	0	0.00%	0.00%
December	November	35,860		(35,860)	-100.0%	277,400	184,378	0	0	0	0.00%	0.00%
January	December	28,619		(28,619)	-100.0%	306,019	184,378	0	0	0	0.00%	0.00%
February	January	37,226		(37,226)	-100.0%	343,245	184,378	0	0	0	0.00%	0.00%
March	February	27,579		(27,579)	-100.0%	370,824	184,378	0	0	0	0.00%	0.00%
April	March	32,586		(32,586)	-100.0%	403,410	184,378	0	0	0	0.00%	0.00%
Total		403,410	184,378	(219,032)	-54.3%			435,000	3,128			0.72%

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



Eat Well



Shop Well



Feel Well



Live Well

In Hinsdale



# SHOP LOCAL



THANK YOU FOR  
SUPPORTING YOUR LOCAL  
HINSDALE MERCHANTS



SHOP



LOCAL





When you...

SHOP IN  
HINSDALE

You..

INVEST IN  
HINSDALE



EDC Funds Incurred and Proposed - FY 2016/2017			
Date	Type of Advertising	Incurred or Proposed	Cost
June - Oct	The Hinsdalean Print Ads	Incurred	\$ 1,458
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 - Oct	Website Hosting Fee	Incurred	\$ 450
Jan	West Suburban Living Magazine Dining Guide	Incurred	\$ 1,250
June-April	Hinsdalean Ads (2 ads/month, 7 months)	Proposed	\$ 1,944
December	Hinsdale for the Holidays Costs (two weeks of cookie tent, horse and carriage, etc)	Proposed	\$ 11,000
Nov-Dec	Hinsdale for the Holiday Print Ads, 2 weeks	Proposed	\$ 486
June-April	8 Months digital ads (Facebook, StyleChicago, ChicagoMag.com)	Proposed	\$ 12,000
December	Holiday Lights and Decorations	Proposed	\$ 24,280
TBD	(6) Light Pole Banners @ \$55ea & (2) Posters @ \$90ea	Proposed	\$ 510

Incurred: \$ 32,382

Proposed: \$ 50,220

Total: \$ 82,602

# Distinctly HINSDALE



FOR THE HOLIDAYS

## Saturdays

DECEMBER 10TH & 17TH  
11:00 A.M. TO 3:00 P.M.

GINGERBREAD COOKIE DECORATING  
MEET SANTA CLAUS • HORSE DRAWN CARRIAGE RIDES  
BOUTIQUE & HOLIDAY SHOPPING

Join us for these FREE, joy-filled family events and then explore the unique boutiques and delicious dining that Hinsdale offers with pride. All events take place in Burlington Park, located at 30 E. Chicago Avenue. (Located at the southeast corner of Washington and Chicago, just north of the railroad tracks.)





**Hinsdale Chamber of Commerce  
 2016 Schedule of Events**

- June 11 - 12**    **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 9 - August 11**    **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 6 - October 10**    **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 8 & 9**    **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 17**    **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 22**    **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 2**    **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.*