



## MEETING AGENDA

**SPECIAL MEETING OF THE  
ECONOMIC DEVELOPMENT COMMISSION  
WEDNESDAY, February 26, 2020  
8:45 A.M.  
VILLAGE BOARD ROOM – MEMORIAL BUILDING  
(Tentative & Subject to Change)**

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES** - Meeting of November 13, 2019
- 3. APPROVAL OF EDC MISSION STATEMENT**
- 4. REVIEW UPCOMING 2020 EVENTS**
- 5. PROPOSED PARKING PLAN IN CENTRAL BUSINESS DISTRICT**
- 6. UPDATE ON THE NEW PARKING DECK AND WELCOME SIGN**
- 7. FUTURE MEETING DATES**

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.

Visit the Village's website at [www.villageofhinsdale.org](http://www.villageofhinsdale.org)

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the EDC Meeting on**  
**Wednesday, November 13, 2020**

**Members Present:** Jill Sunderson, Michael Kiyosaki, Carrie Thangamani, Richard Eck, Sue Tannura, Mike Murrill, Vishnu Srinivasan (remotely)

**Members Absent:** None

**Staff Present:** Anna Martch, Economic Development Coordinator  
Emily Wagner, Assistant Village Manager  
Brad Bloom, Director of Public Safety & Assistant Village Manager

**Others Present:** Dan Grisko, Direct Advantage Marketing  
Gretchen Barnard, Chamber of Commerce

**Call to Order** (Agenda Item 1)

At 9:05 a.m., Jill Sunderson called to order the meeting of the Economic Development Commission (EDC) of Wednesday, November 13, 2019.

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

Mike Kiyosaki made a motion to approve the minutes of the meeting of the EDC from April 24, 2018 meeting. Carrie Thangamani seconded, and the motion was approved unanimously.

**EDC Mission Statement Draft Review** (Agenda Item 3)

Jill Sunderson reviewed the proposed mission statement, "The Mission of the Economic Development Commission is to recommend plans and actions that encourage the establishment, growth and longevity of a variety of businesses, resulting in a robust Village economy and increased quality of life for its residents. The Economic Development Commission is committed to strengthening the economic vitality and charm of the Village to the benefit of its residents and businesses." The Commission discussed achieving the mission through the four objectives, create, drive, engage and measure. The entire Commission supported the above mission statement.

**2020 Framework Objects Drafts Review** (Agenda Item 4)

The Commission discussed four key objectives that will help the Commission accomplish its mission and goals.

- Create and increase awareness of Hinsdale businesses
  1. Digital marketing and social media
  2. Print marketing and downtown signage
  3. Increase business attraction
- Drive local foot traffic to increase business demand
  1. Hinsdale Wine Walk
  2. Small Business Saturday

3. Hinsdale for the Holidays and Holiday Lights
4. Restaurant Week
- Engage and link local businesses, residents and organizations
  1. Quarterly educational seminars
  2. Hinsdale Chamber of Commerce events
  3. Create new relationships with community organizations
- Measure key market metrics to identify strategic opportunities
  1. Market analysis of the business mix
  2. Review occupancy trends in comparison to DuPage County
  3. Review sales tax revenue
  4. New business recruiting recommendations

In addition to the above, the Commission also discussed educating businesses on how they can make the most out of the community events by getting involved as well as continuing the positive business recruitment that the Village staff has implemented.

**2020 Marketing Budget** (Agenda Item 5)

Dan Grisko reviewed the Commissions marketing efforts over the past 10 years and how efforts have transitioned to digital marketing. The Commission can measure the marketing success over the years through the low retail vacancy rates, the increased event participation and the strengthen partnership with the Hinsdale Chamber of Commerce.

Mike Kiyosaki made a motion to approve the proposed 2020 marketing budget and Mike Murrill seconded. The motion was approved unanimously.

**Future Meeting Dates**(Agenda Item 6)

February 19, 2020  
 May 20, 2020  
 August 26, 2020  
 November 18, 2020

**Adjournment** (Agenda Item 7)

Carrie Thangamani made a motion to adjourn the meeting and Mike Murrill seconded. The motion was approved unanimously. The November 13, 2019, meeting of the EDC was declared adjourned at 10:30 a.m.

Respectfully submitted,

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Anna L. Martch

# Economic Development Commission Mission Statement

The Mission of the Economic Development Commission is *to recommend plans and actions that encourage the establishment, growth and longevity of a variety of businesses, resulting in a robust Village economy and increased quality of life for its residents. The Economic Development Commission is committed to strengthening the economic vitality and charm of the Village to the benefit of its residents and businesses.*

We can accomplish this through the following objectives:

## Objective #1: CREATE



Create and Increase  
Awareness of Hinsdale  
Businesses

## Objective #2: DRIVE



Drive Local Foot Traffic to  
Increase Business  
Demand

## Objective #3: ENGAGE



Engage and Link Local  
Businesses, Residents &  
Charities

## Objective #4: MEASURE



Measure Key Market  
Metrics to Identify  
Strategic Opportunities

# HINSDALE RESTAURANT WEEK



**March 1st – March 8th**

**Please join us for Hinsdale  
Restaurant Week 2020.**

Enjoy breakfast, lunch  
and dinner specials from  
the best restaurants in  
the culinary jewel of  
the western suburbs.



@Hinsdale\_RestaurantWeek  
#HinsdaleRestaurantWeek



**HINSDALEDINING.COM**



### LUNCH SPECIAL \$11.95/person

Meatball Panino and Escarole & Bean Soup

**DINNER SPECIAL: 10% OFF** ANY Take Home & Bake Pizza

*Opening early  
at 11:00 am for  
Restaurant Week*



### 4-COURSE PRIX FIXE DINNER FOR \$30/person

**FIRST:** Italian Wedding Soup or House Salad

**SECOND:** Charcutier Board

**THIRD:** Choice of Lasgana, Roasted Eggplant Bucatini or Salmon Dinner

**FOURTH:** Choice of Marble Cheesecake or Lemon Bar with Vanillia Ice Cream

*2-for-1 Pasta Carryout,  
Drink Specials, and  
\$9.99 Medium Pizza*



### 2-COURSE PRIX FIXE DINNER FOR \$25/person

**SMALL PLATE / SALAD:** Choice of Charred Carrots, Burrata Board, Margherita Flatbread, Giuliano's Salad or Classic Caesar Salad

**PASTA / ENTRÉE:** Choice of Asiago Stuffed Gnocchi, Harvest Bowl, Rigatoni a la Vodka Sauce or Prime Burger

*Add Dessert: \$3  
Cannoli or  
Tiramisu*



### 3-COURSE PRIX FIXE DINNER FOR \$32/person

**APPETIZER:** Choice of Grilled Octopus, Harry's Famous Beef Carpaccio or Parmesan Vegetable Frites

**SALAD:** Choice of Grilled Romaine Caesar, Burrata & Heirloom Tomato or Chickpea & Kale Salad

**ENTRÉE:** Choice of 24 Hour Short Rib, Miso Glazed Salmon or Potato Gnocchi

*Enjoy Harry & Eddie's  
Prix Fixe Lunch Menu  
for only \$19/person*



### 4-COURSE PRIX FIXE DINNER FOR \$30/person

**INSALATE:** Arugula with Lemon Vinaigrette

**PRIMI:** Spinach and Ricotta Filled Tortellini

**PESCE:** Grilled Salmon Plate

**DOLCI:** Tiramisu

*Enjoy Il Poggiolo's  
3-Course Prix Fixe  
Lunch for only  
\$15/person*



### 4-COURSE PRIX FIXE LUNCH \$19/person

**SOUP:** Miso + **SALAD:** Choice of Ika, House, or Seaweed

**ROLL:** Choice of Stanley Cup, Moshimo or California + **DESSERT:** Mocci

### 5-COURSE PRIX FIXE DINNER \$39/person

**SOUP:** Miso + **SALAD:** Choice of Ika, House, or Seaweed

**YAKATORI:** Choice of Steak, Chicken, Sea Bass, or Bok Choy

**ROLL:** Choice of Stanley Cup, Moshimo or California + **DESSERT:** Mocci



### COMFORT TO GO LUNCH SPECIAL FOR \$12/person

**ENTRÉE:** Individual Savory Chicken Pot Pie (*hot or cold*)

**SIDE:** 2 Dinner Rolls

**DESSERT:** 1 Mega Chocolate Chip Cookie

*Presented in a custom  
Sweet Ali's Insulated  
Lunch Bag!*



### LUNCH / DINNER SPECIALS

**ENTRÉE:** Fried Chicken Biscuit with Sunny Egg and House Pickle Salad **\$11**

**BEVERAGE:** House Made Root Beer Float **\$7**



### 3-COURSE PRIX FIXE DINNER FOR \$25/person

**APPETIZER:** Choice of Egg Roll, Crab Rangoon, Gyoza Dinner

**ENTRÉE:** Choice of General Tso's Chicken, Hibachi Chicken, Spicy Basil Chicken

**DESSERT:** Choice of Mochi, Fried Ice Cream, Cheesecake



### BREAKFAST / LUNCH SPECIAL FOR \$15/person

**ENTRÉE:** Chilaquiles with Two Eggs and Shredded Chicken

**SIDE:** Short Order Cinnamon Swirl French Toast

**BEVERAGE:** Choice of Small Orange Juice, Coffee, Hot Tea

*Seasonal breakfast  
and lunch specials  
all week long*



## MEMORANDUM

**DATE:** January 27, 2020

**TO:** President Cauley and Village Board of Trustees

**FROM:** Brian King, Police Chief  
Brad Bloom, Assistant Village Manager  
Darrell Langlois, Finance Director  
Kathleen A. Gargano, Village Manager

**RE:** Potential Parking Modifications in Central Business District (CBD)

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### **Background**

Recently, Village staff was asked to evaluate the parking in the CBD to determine if there were opportunities to make modifications to the existing parking administration and enforcement consisting of parking meters, merchant and employee parking permits and parking pay boxes considering the opening of the Village's new parking deck adjacent to the CBD in mid to late summer.

The primary goal of building the new parking deck and the proposals set forth in this memorandum, is to make on-street parking spaces in the CBD readily available to shoppers, by and among other things, moving parking by merchants and their employees to the new parking deck. Under the proposed plan, various parking permits, fees, and restrictions will be used in concert to direct parking users to appropriate spaces to achieve this goal.

In furtherance of the goal of making on-street parking in the CBD more accessible to shoppers, staff was directed to determine whether there would be a method wherein Hinsdale residents and possibly non-residents, could park for free for some specified period in the CBD.

### **Discussion and Recommendation**

In 2014, the Village engaged with the Chicago Metropolitan Agency for Planning (CMAP) to conduct a study to evaluate the parking situation in the Hinsdale CBD and develop recommendations aimed at increasing parking availability for shoppers. The study found that a large percentage of on-street parking is used by employees of local merchants. The CMAP study recommended increasing the cost of metered spaces to shift merchant parking to designated spaces at the periphery of the CBD and free up near-in, on-street parking for shoppers.

Subsequent to the CMAP study, the Village decided to build the parking deck, which will provide additional options for managing parking. The Village parking deck is scheduled to open in mid-summer. The parking deck will provide 189 new spaces in the CBD to be utilized by shoppers, merchants and their employees which should alleviate the pressure and demand of on-street metered spaces during the key business hours of 10am-2pm Monday through Friday.



## MEMORANDUM

The goal of the Village's parking plan is to encourage merchants and their employees to park in the parking deck (free of charge) to free up on-street parking in the CBD. Staff based on its review and factoring in certain desired outcomes, makes the following recommendations:

1. Village implement zoned parking in the CBD as follows:
  - a. 3 -hour zoned parking in the previously metered spaces (add map);
  - b. 6 -hour free parking in the lower level of parking deck (189 space capacity); the 6-hour time frame is to limit commuters from using the free parking while they travel downtown for work.
  - c. 8-hour parking would be available at the Washington and Garfield lots at \$1/hr. (add map)
2. Merchants and employees of businesses in the CBD may park in the deck after registering their license plate with the Village and receiving a parking permit. (There will be no time limit on how long merchants and their employees can park in the deck for free)
3. Violation of parking restrictions in the CBD will result in a \$25 ticket which is an increase from the current \$8.00; (principally merchants and their employees) the cost of the violation ticket is directly related to the goal of encouraging long-term parkers, (principally merchants and their employees), to make use of the free parking available in the parking deck. The Village will be utilizing license plate reader technology (LPR) as the means of enforcement. A license plate reader will be attached to one of the police vehicles and will record license plates and GPS locations as it drives past a parked vehicle. If a vehicle is parked in the CBD for greater than three hours a ticket will be issued.

The scenario of the additional spaces from the parking deck and zoned parking was not considered by the CMAP study. Therefore, we need to determine whether additional spaces and zoned parking will be sufficient to achieve the goal of readily available on-street parking within the CBD or if charging for on-street spaces and using price will still be a valuable tool.

One difference in the Trustees' approach to a parking solution concerns non-resident parking. Some Trustees believe free 3-hour parking should be limited to residents with non-residents continuing to pay for parking meters. This issue will be discussed at the next Board meeting.

### **Budget Impact**

Annually, the Village generates \$196,000 from the on-street parking meters in the CBD.

To supplant meter revenue should the Village convert the meters to a free 3-hour zoned parking, as suggested by certain elected officials, Village staff proposes the following:



## MEMORANDUM

<b>Revenue generated through the meters</b>		<b>196,000</b>
<b>Potential Revenue Offsets</b>	<b>Est. revenue</b>	
Increase vehicle sticker \$8 from current of \$40 to \$48		67,000
Increase cost of commuter permits from \$620/yr. to \$750/yr.		44,850
Increase generated by converting red (merchant) permit spaces (\$360/yr.) along Burlington Avenue (parallel to train station on north side) and Hinsdale Avenue to blue (commuter) spaces at proposed new blue (commuter) rate of \$750/yr.		15,210
Convert 35 existing red (merchant) parking spaces along Hinsdale Avenue west of Grant to blue (commuter) and offer these to wait list participants		26,250
Increase in pay box from .25 to 1.00 at Washington (adjacent to school) and maintain 1.00 at Garfield Lot (by Fullers)		50,000
Increase ticket from \$8 to \$25		10,000
<b>Total Potential Revenue Offsets</b>	<b>213,310</b>	

### Direction requested from Village Board

As noted above, certain elected officials are interested in a staged approach to making free parking available and initially limiting free 3-hour zoned parking to Hinsdale residents only (estimated users of under 20% of spaces currently) to ensure that having a fee for merchants/employees and non-residents (estimated users of 80%+ of spaces currently) will not be required as a tool to achieve the goal of making on-street parking readily available to shoppers throughout the day. If the results from opening the garage and implementing zoned parking provides confidence that maintaining metered spaces for non-residents is not necessary, making spaces free for all users can then be considered.

Other elected officials are less concerned about preserving price as a tool and are confident opening zone parking to residents and non-residents is the best option. The Trustees are confident that the loss of revenue from parking meters will be offset by the changes outlined above, and are concerned that different rules for residents and nonresidents will lead to

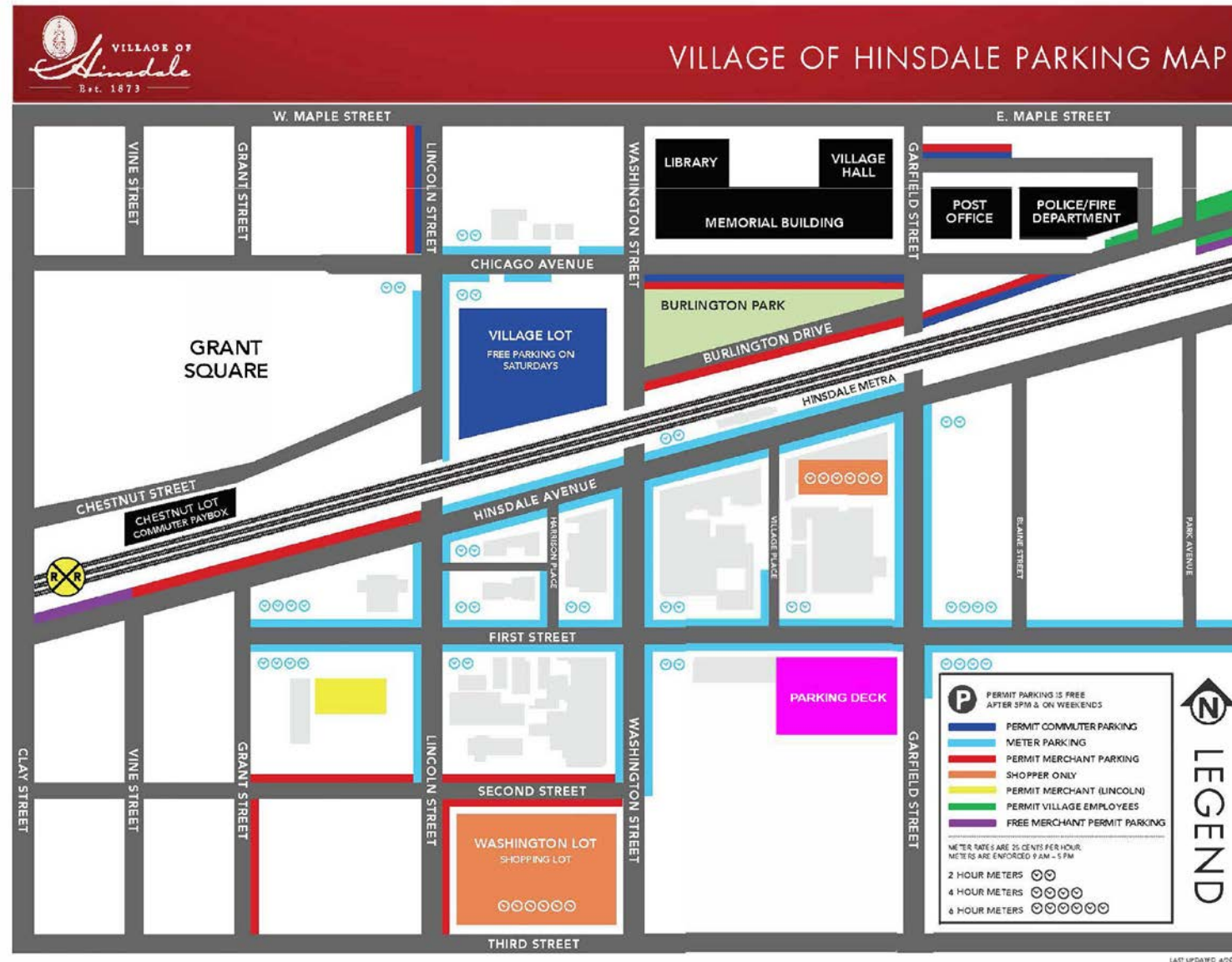


## MEMORANDUM

confusion and proliferation of signage in the CBD that would be needed to explain the resident/nonresidents parking rules.

The Village President has individually polled most of the Trustees, and it appears that there is support for the plan proposed by staff but are divided on whether or non-residents should be required to pay the meters.

# Current Central Business District Parking




# Proposed Central Business District Parking



 3 HOUR ZONED PARKING

 6 HOUR PARKING DECK

 8 HOUR PAYBOX PARKING/  
COMMUTER LOT



# Central Business District Parking Communication Plan

To better assist Hinsdale residents and the community with upcoming changes to the downtown parking, staff suggests the following communication plan to disperse the information.

## **Print Communication**

- The Hinsdalean
- Flyers at Village Hall
- Flyers at the train station
- Flyers at the Public Library
- Flyers to all downtown businesses
- Information attached to water bills
- Information attached to parking permit renewal letters
- Information sent out through the school districts

# Central Business District Parking Communication Plan Continued

To better assist Hinsdale residents and the community with upcoming changes to the downtown parking, staff suggests the following communication plan to disperse the information.

## **Digital Communication**

- Village website
- Village social media platforms
- Electric newsletter
- Hinsdale Outreach Email
- Chamber of Commerce website and email list
- Ask the local School Districts to include the parking information in the student virtual backpacks

## **In-Person Communication**

- Chamber of Commerce Board meetings
- Chamber of Commerce events, (i.e. Uniquely Thursdays, Farmers Market)
- In person visits to all downtown businesses
- A-Frame notification on the corners in the CBD

## Parking Deck Renderings





# Future Meeting Dates

The Economic Development Commission meets on the third Wednesday of the second month of each quarter at 8:45 a.m.

## **2020 Meeting Dates**

- May 20, 2020
- August 26, 2020
- November 18, 2020