

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, February 23, 2010

Members Present: Marc Cella, Craig Chapello, Jan Grisemer, Jeanie Janes, John Karstrand, Steve Potter, Alan Schneider, and Brad Summers

Members Absent: Eileen Crane

Staff Present: Timothy Scott, AICP,
Community Development Strategist

Others Present: Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, February 23, 2010. (Agenda Item 1)

Approval of Minutes

Mr. Cella made a motion to approve the minutes of the special meeting of the EDC that was held on January 26, 2010. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

The following agenda item was reviewed out of order.

Hinsdale Chamber of Commerce

Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce, addressed the Commission, providing members with an update on their efforts to generate resident awareness in “The ‘3/50’ Project”. Ms. Anderson expressed appreciation for the financial support that the Village was providing and provided details of the project’s execution, with a promotional flyer inserted into local newspaper, *The Hinsdalean*, the primary means of getting the word out. Ms. Anderson also informed the group that other ideas would be considered at meetings of the marketing committee of the Chamber. Members of the Commission expressed their preference for a shopping-focused, action-oriented approach along the lines of the Secret Santa program, where shoppers were rewarded with Hinsdale gift cards. (Agenda Item 8)

Tax Revenue Review: Sales and Food & Beverage

Staff reported that base sales taxes increased 10.3% for the month of February (November sales) versus the prior year and noted that this was the second consecutive month to see an increase. Staff relayed that this improvement reduced the percentage decline to single digits for total sales taxes for the fiscal year-to-date (-9.9%) and commented that the next reporting month would convey the results of the holiday shopping month of December.

Staff stated that for the first nine months of the fiscal year, the Village received \$185,299 in food-and-beverage tax, representing a monthly average of \$20,589. Staff added that if a range of \$17,000 to \$21,000 were applied to the remaining three months of the fiscal year, food-and-beverage revenue would be between \$236,299 and \$248,299. Staff remarked that that this could result in additional resources for the EDC as its budget is based upon 50% of the 1% food and beverage tax and that the original forecast and budget for the year were \$230,000 and \$115,000, respectively.

Staff commented that new entrants to the Village should produce a positive impact on food-and-beverage tax revenue, with Fuller's Dips 'n' Dogs relatively new and with New York New York opening soon, Sweet Ali's Gluten-Free Bakery opening in mid-April, and a planned sushi/Japanese restaurant. Staff added that these new entrants could help stem the leakage of resident dollars to other communities while simultaneously increasing the appeal of the Village as a dining destination. (Agenda Item 3)

Business Registrations/Licenses

Staff reported that the Village had received 486 business registrations/licenses to date, translating to \$36,450 in revenue and 73% of the baseline goal for the year. Staff added that the number received had risen 4% from the last month as a result of an effort to secure registrations/licenses from business in Hinsdale with IL Business Tax Numbers. Staff commented that many of the businesses with IBTNs that hadn't already secured registrations/licenses were reportedly no longer active, adding that staff requested that representatives of those entities send the Village a brief written statement explaining the inactive or expired state of their businesses.

Staff stated that a preliminary review of the Village's retailers revealed that approximately 72% were in compliance with the Village's requirement to secure a registration/license and that it would be conducting a more thorough review in order to report compliance by district. (Agenda Item 4)

Advertising Program

Staff provided a brief review of the EDC's "who, what, wear" advertising campaign, noting that the grant program was well-received by those who had participated to date. Staff added that regular communication of the availability of this free advertising had been required to secure participation.

Members revisited the line item in their budget for advertising beyond those the Village had already committed to, discussing options such as other print publications, website banners, and outdoor. Members expressed their preference for the use of outdoor, as it represented both a new approach for the group and a potentially cost-effective means to achieve many impressions. Cited was the outdoor campaign of Elmhurst City Centre, as well as ads for high-end local retailers. (Agenda Item 5)

Village Place Signage

Staff stated that the second business identification sign for Village Place was being pursued based upon: the support for the item during the budget prioritization exercise; available resources due to the Commission spending under what had been assigned for several line items; and, the positive feedback of the group toward the first sign of the two-sign project.

Staff informed members that orders had been placed for the pole from the foundry and the sign assembly from the fabricator. Staff commented that installation of the assembly would be completed before the end of the fiscal year, April 30th. (Agenda Item 6)

Survey of Local Retailers

Staff informed the Commission that a summary of the retailer survey was being prepared that would concisely present: the issues that were frequently cited by business owners; what and how identified issues had been or are being addressed; and what items and work remained.

Members considered the prospect of re-surveying business owners based upon whether the summary is ultimately sent to retailers, and if so, what their reaction may be to the information and the idea of responding to another survey. Another potential reason cited for re-surveying was the presence of new retailers since the original survey that was administered.

Chairman Karstrand suggested that based upon the results of the survey, additional outreach could potentially include an educational piece for property owners. Mr. Cella commented that the piece may be helpful as long as it was designed simply to provide information and insight for the Village's commercial property owners. Information that could potentially be addressed in the piece

included a sense of the general environment and market conditions and a listing of Hinsdale residents who are real estate brokers, with a citing of local projects a possible, helpful addition. (Agenda Item 7)

Adjournment

With no additional business before the Commission, Mr. Cella made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The February 23, 2010 special meeting of the EDC was declared adjourned at 8:50 p.m. (Agenda Item 9)

Respectfully submitted,

Timothy Scott, AICP