

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**

**Minutes of the Meeting on**  
**Tuesday, April 27, 2010**

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

**Members Absent:** Eileen Crane and Steve Potter

**Staff Present:** Timothy Scott, AICP,  
Community Development Strategist

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

**Call to Order**

At 7:30 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, April 27, 2010. (Agenda Item 1)

**Approval of Minutes**

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC held on February 23, 2010 as submitted. Mr. Cella seconded, and the motion was approved unanimously. (Agenda Item 2)

**Tax Revenue Review: Sales and Food & Beverage**

Staff reported that base sales taxes had increased for the fourth straight month when compared to the same period last year. Staff commented that total sales for the fiscal year ending April 30, 2010 had decreased 8% from the previous year but noted that the total for the year was \$126,890 or 5.6% over the figure used for budgeting purposes.

Staff provided the total for food-and-beverage tax revenue through March 31, 2010 of the fiscal year as \$228,923 and commented that the total for the full fiscal year would exceed its projection. Staff added that the EDC's budget for the new fiscal year would be \$120,000, noting that this reflected a projected increase in food-and-beverage tax for fiscal year 2010-11. (Agenda Item 3)

**Business Registrations/Licenses**

Staff reported that the Village had received 550 business registrations/licenses to date, translating to \$41,250 in revenue and 82% of the baseline goal for the year. Staff added that the number received had risen 9% from the last meeting of the EDC in February. (Agenda Item 4)

### **Fiscal Year 2009-10 Budget**

Staff informed members that the EDC would finish the year under budget, with spending in all but one category either at or below the placeholder amount. Staff cited examples and reminded members that the “savings” afforded the group the opportunity to complete the second sign for Village Place. (Agenda Item 5)

### **Fiscal Year 2010-11 Budget**

Staff relayed to members that the Commission’s budget for the fiscal year beginning May 1<sup>st</sup> would be \$120,000, or 50% of the 1% food-and-beverage tax revenue projected by the Village. Staff provided a comprehensive listing of potential initiatives for members to review and be prepared to discuss at the next meeting of the EDC. Direct Advantage, the Village’s marketing agency, presented background information on and ideas for the potential use of social media in event and retail sales promotion. (Agenda Item 6)

### **Hinsdale Chamber of Commerce – Uniquely Thursdays**

Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce, relayed to the EDC their request for funding of \$7,500 and in-kind services from the Village. Members elected to defer a decision on funding to a future meeting of the EDC so that the request could be considered in a larger discussion of priorities and corresponding allocations for the new fiscal year. (Agenda Item 7)

### **Outreach to Commercial Property Owners**

Members reviewed the draft letter prepared by staff that was intended to be sent to owners of commercial property in the Village. The EDC expressed their support for the use of the letter as composed. Staff explained that the letter would be sent upon completion of the database of owners, which was a work-in-progress at the time of the meeting. (Agenda Item 8)

### **Retail Tenant Update**

Staff provided members of the Commission with an update of retail tenants for the Village’s historic central business district, Grant Square/Northtown area, Gateway Square/Ogden/York area, and the strip center at 59<sup>th</sup> & Madison. Staff added that the tenant additions and changes would be included in an updating of the Village’s

retail directory kiosk at the Washington Street shopper parking lot plaza and on the EDC's website, DistinctlyHinsdale.com. (Agenda Item 9)

### **Advertising Program**

Staff informed members that 41 individual retailers participated in the Commission's "who, what, wear" advertising campaign, commenting that the grant program was well-received by those who had participated. Staff suggested that members consider whether they would like to see the campaign utilized in the new fiscal year, either on a consistent basis or on occasion. Members expressed their satisfaction with the EDC's trial outdoor ad, "Hinsdale Charm", and briefly discussed an out-of-the-box idea that a billboard structure could be placed on Village right-of-way between I-294 and Veeck Park. (Agenda Item 10)

### **Village Place Signage**

Staff shared that the second business identification sign for Village Place was completed, noting that it would be paid for by the group's budget for the current fiscal year, 2009-10. (Agenda Item 11)

### **Adjournment**

With no additional business before the Commission, Mr. Cella made a motion to adjourn. Ms. Janes seconded, and the motion was approved unanimously. The April 27, 2010 meeting of the EDC was declared adjourned at 9:15 p.m. (Agenda Item 12)

Respectfully submitted,

---

Timothy Scott, AICP