

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, May 25, 2010

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

Members Absent: Marc Cella, Eileen Crane, and Brad Summers

Staff Present: Timothy Scott, AICP,
Community Development Strategist

Others Present: Jan Anderson, Executive Director of the Hinsdale Chamber
of Commerce; Luis Alvarez, Razny Jewelers; and Dan Grisko,
Direct Advantage

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the special meeting of the
Economic Development Commission (EDC) of Tuesday, May 25, 2010.
(Agenda Item 1)

Approval of Minutes

Mr. Potter made a motion to approve the minutes of the meeting of the EDC held on
April 27, 2010 as submitted. Ms. Janes seconded, and the motion was approved
unanimously. (Agenda Item 2)

Tax Revenue Review: Sales and Food & Beverage

Staff reported base sales taxes for May, the first month of the 2010-11 fiscal year,
were \$177,262 and that this represented an increase of \$26,518 or 17.6% over the
same month last year. Staff emphasized that these results continued a positive
trend, with base sales taxes having increased for the fifth straight month in relation
to the same period the previous year.

Staff provided the total for food-and-beverage tax revenue through April 30, 2010 of
the fiscal year as \$263,903. Staff noted that the total included catch-up payments
from a few vendors who had not complied with the Village's ordinance. Staff
reminded members of the EDC that their budget for the new fiscal year would be
\$120,000, adding that this was an increase of \$5,000 from the previous year and
that it resulted from the projected increase in food-and-beverage tax for fiscal year
2010-11. (Agenda Item 3)

Advertising Program

Staff informed members that four creative themes were developed for their consideration, with two options for local advertising and two options for regional advertising. Dan Grisko of Direct Advantage presented these campaigns themes, which were: “When You Shop in Town, It Comes Back Around” (a.k.a., “spree-cycling) and “Shopping Locally Makes Common Cents” for the local audience; and “Distinct Possibilities” and “Distinctive Dialogue” for regional outreach. Members individually expressed their opinions, with the preferred campaigns being “Shopping Locally Makes Common Sense” and “Distinct Possibilities”.

(Agenda Item 4)

Hinsdale Gift Card

Chairman Karstrand commented that the Hinsdale Gift Card could be a competitive offering similar to those offered at other shopping destinations and municipalities if wider acceptance could be achieved. He cited the 40 participating businesses in the program and drew a comparison of that figure to the 41 participants in the EDC’s “who, what, wear” advertising campaign. Ms. Anderson explained to members that the Chamber intended to absorb both start-up and processing fees in order to increase the attractiveness of the card to Hinsdale’s retailers. Mr. Karstrand noted the ease with which retailers could amend their existing systems to accept the card. With discussion concluded, Mr. Potter made a motion to incorporate the Hinsdale Gift Card into the advertising of the EDC. Mr. Chapello seconded, and the motion passed unanimously. (Agenda Item 5)

Outdoor Advertising

Staff revisited the Commission’s decision to fund six weeks worth of outdoor advertising at the conclusion of the previous fiscal year, noting the group’s interest in the medium. Mr. Chapello reported the preliminary progress that had been made in determining if a suitable location within Hinsdale’s corporate limits could be found. He stated that the effort was solely exploratory and that potential next steps would include contact with outdoor advertising companies, the Illinois Toll Highway Authority, IDOT, BNSF, and utility companies. (Agenda Item 6)

Potential Initiatives Fiscal Year 2010-11

Staff suggested that members individually relay the initiatives they would like to see included in the EDC’s work program for the new fiscal year. In order, Ms. Grisemer, Mr. Chapello, Ms. Janes, Mr. Schneider, Mr. Potter, and Chairman Karstrand provided this feedback. Staff commented that a draft program would be assembled based upon the items that received the most support, with other or secondary items included on the list for consideration at the next meeting of the EDC. (Agenda Item 7)

Adjournment

With no additional business before the Commission, Ms. Griseimer made a motion to adjourn. Ms. Janes seconded, and the motion was approved unanimously. The May 25, 2010 special meeting of the EDC was declared adjourned at 9:02 p.m.
(Agenda Item 8)

Respectfully submitted,

Timothy Scott, AICP