

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Special Meeting on
June 22, 2010

Members Present: Luis Alvarez, Craig Chapello, Jan Grisemer,
Molly Hughes, Jeanie Janes, John Karstrand,
Steve Potter, and Brad Summers

Members Absent: Alan Schneider

Staff Present: Timothy Scott, AICP,
Community Development Strategist

Others Present: Jan Anderson, Executive Director of the Hinsdale Chamber of
Commerce; Dan Grisko, Direct Advantage; and Doug Geoga,
Trustee, Village of Hinsdale

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the special meeting of the
Economic Development Commission (EDC) of Tuesday, June 22, 2010.
(Agenda Item 1)

Approval of Minutes

Mr. Chapello made a motion to approve the minutes of the special meeting of the
EDC held on May 25, 2010 as written. Ms. Grisemer seconded, and the motion was
approved unanimously. (Agenda Item 2)

Chairman Karstrand introduced the two new members of the EDC, Ms. Molly
Hughes, resident, and Mr. Luis Alvarez, retailer.

Tax Revenue Review: Sales and Food & Beverage

Staff reported base sales taxes for May and June, the first two months of the 2010-
11 fiscal year, as \$177,262 and \$173,322 and that these totals represented increases
of 17.6% and 5.3%, respectively. Staff remarked that these positive results
continued the trend, with base sales taxes having increased for six straight months
over the prior year. Staff added that the mean increase during this period was
7.5%, while the median increase was 5.2%.

Staff stated that local use tax was only available for May, and that it decreased by
\$4,103 or 25.7% versus the same period last year. With base and local use tax

results available for May, staff commented that total sales tax revenue for the period, which reflected February sales, revealed an increase of \$22,415 or 13.4% for May.

Staff added that food-and-beverage tax for May, the first month of the fiscal year, was \$20,266, and that this nearly approximated the Village's budget projection. Staff tied this result to the EDC's budget, reminding members that it was based on one half of the revenue projected for the year from the 1% food-and-beverage tax, or \$120,000. (Agenda Item 3)

Potential Initiatives Fiscal Year 2010-11

Chairman Karstrand introduced the agenda item, stating that Staff compiled the preferences expressed by members at the May special meeting of the EDC. He added that there appeared to be consensus on the six categories listed on the upper portion of the one-page summary provided for the meeting and noted that these initiatives totaled approximately \$95,000. Mr. Karstrand asked members individually to provide their opinions on these items, as well offer their opinions on potential uses of the remaining \$25,000 of the EDC's budget as listed on the lower half of the summary or even items potentially not contained therein.

In terms of the upper portion of the list of initiatives, summarized comments from members (other than Chairman Karstrand) in order were: Ms. Janes agreed with the basics contained on the list; Mr. Chapello supported the items with clarification provided by Staff on the proposed use of *The Hinsdalean* vis-à-vis last the costs for fiscal year's "who, what, wear" campaign; Ms. Grisemer expressed her support for the items and then relayed thoughts for the holiday lighting program; Mr. Summers offered his support for the items as presented; Mr. Potter stated his support for the items and commented that the plan represented a tighter, more focused vision that built upon the progress made during the previous fiscal year; Ms. Hughes emphasized the need to work on the mix of offerings in the community in order to generate foot traffic and develop loyalty from residents, and in accord with that effort, promotional marketing to the local audience rather than regional; and, Mr. Alvarez deferred comment on the overall list of items but noted the importance of reaching the regional audience for the success of his business, an opinion that was echoed by Ms. Janes and Mr. Potter, the group's other retail members.

Chairman Karstrand commented that the list of initiatives and their respective allocations would serve as a framework for a work plan for the Commission and that it could be considered a "living document" that would allow for adjustments as the year went on. He added that it would be presented to the Administration and Community Affairs Committee for their consideration.

After discussion concluded, Ms. Grisemer made a motion to approve the upper portion of the draft budget and initiatives as written, with items totaling

approximately \$95,000, plus additional allocations of \$7,000 for a physical project (one of three listed), \$3,000 related to the Hinsdale Gift Card, \$5,000 for direct mail, and \$10,000 as a contingency. Ms. Janes seconded, and the motion was approved 7 (Alvarez, Chapello, Grisemer, Hughes, Janes, Karstrand, and Potter) to 1 (Summers). (Agenda Item 4)

Mr. Chapello provided members of the EDC with a summary of the research done to date on the potential for an outdoor advertising structure on land within the Village, noting review of standards from the Illinois Department of Transportation (IDOT), a visit to land parallel to I-294 east of Veeck Park, review of a survey of that area, and an informal discussion with a company that manages outdoor advertising structures. Staff added that this out-of-the-box idea would only receive further consideration if and only if it could be planned in such a manner as to mitigate any potential negative visual impact to neighbors and the Village.

Adjournment

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Ms. Hughes seconded, and the motion was approved unanimously. The June 22, 2010 special meeting of the EDC was declared adjourned at 8:44 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP