

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, October 5, 2010

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

Members Absent: Brad Summers

Staff Present: Timothy Scott, AICP,
Community Development Strategist

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

Call to Order

At 7:00 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, October 5, 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 August 24, 2010 as written. Ms. Janes seconded, and the motion was approved unanimously. (Agenda Item 2)

Tax Revenue Review: Sales and Food & Beverage

Staff reported that base sales taxes for September totaled \$213,939, representing an increase of 14.6%. Staff added that local use taxes for the same period had risen by 0.2% over the same period last year and that total sales tax revenue for the fiscal year-to-date had improved by \$75,162 or 7.8%.

Staff communicated that food-and-beverage tax revenue through August, or the first four the 2010-11 fiscal year, totaled \$92,442, noting that this exceeded budget by \$10,772 or 13.2%. (Agenda Item 3)

Advertising Program Update

Staff provided an overview of ads for the EDC's current campaigns, "Distinct Possibility" and "Shopping Locally Makes Common Cents," with the former for reaching potential visitors about Hinsdale as a destination and the latter for re-connecting with residents. Members expressed their ongoing support for the campaigns, including featuring "Common Cents" in a one-night special event of The Wellness House. (Agenda Item 4)

Holiday Program Update

Staff noted that work had just begun with Direct Advantage on making arrangements to put on the newly-established traditions of "Distinctly Hinsdale for the Holidays." Jan Anderson, Executive Director of the Chamber of Commerce, provided an update on the plans for the second year of Hinsdale as "Story Book Village." (Agenda Item 5)

Sign Code Discussion

Staff stated that the underlying premise of revisiting the Village's sign standards had been borne out of a desire to become more business-friendly while maintaining the physical character of the Village's districts, given that the charm of Hinsdale is arguably its greatest competitive advantage.

Staff relayed the potential areas that could be reviewed, including: administrative approval of code-compliant signs, projecting signs for retail tenants on the first floor, dedicated standards for window signs rather than being coupled with wall signs, temporary sidewalk signs as a permitted type, and signs on awnings that imprint on more than just the valance.

With discussion completed, EDC members expressed support for the endeavor, with administrative review and projecting signs for first floor businesses given priority status. Members also reiterated their support for the development of a tool kit that would distill the content of the sign code into a user-friendly document. (Agenda Item 6)

Catalogue of the EDC's Work

Staff noted that progress was being made with respect to assembling representative work of the Commission and that a draft outline was being composed. Staff added that the catalogue would be worked on as time permitted. Members expressed their support for the catalogue as a means to communicate the role and accomplishments of the EDC. (Agenda Item 7)

Adjournment

With no additional business before the Commission, Mr. Chapello made a motion to adjourn. Ms. Hughes seconded, and the motion was approved unanimously. The October 5, 2010 special meeting of the EDC was declared adjourned at 8:26 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP