

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

**Minutes of the Special Meeting on**  
**Tuesday, August 24, 2010**

**Members Present:** Craig Chapello, Molly Hughes, Jeanie Janes,  
John Karstrand, and Alan Schneider

**Members Absent:** Luis Alvarez, Jan Grisemer, Steve Potter, and 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; 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, August 24, 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 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 base sales taxes for July and August, which reflect sales in April and  
May, as \$178,858 and \$197,508 and that these totals represented increases of 7.1%  
and 0.4%, respectively. Staff remarked that these results continued a positive  
trend, with base sales taxes having increased for eight (8) straight months over the  
prior year. Staff added that the mean increase during this period was 8.45%, while  
the median increase was nearly the same at 8.35%.

Staff stated that local use tax revenues for July and August showed improvement,  
with a decrease of \$1,534 (or -7.8%) for July and an increase of \$545 (or 3.3%) for  
August. Staff concluded by stating that total sales tax revenue for July and August  
revealed increases of \$10,307 (5.5%) and \$1,374 (0.6%).

Staff relayed that food-and-beverage tax revenue through July, the first three months of the fiscal year, totaled \$67,543. Staff added that the reported total produces a monthly average of \$22,514, which slightly exceeds the Village's budget projection of \$20,000 per month.

Staff remarked that the food-and-beverage results reveal a positive trend and reminded members that the EDC's budget of \$120,000 is based upon one half of the revenue projected for the year from the 1% food-and-beverage tax. Although a true opening date could not be cited, Staff commented that a new eatery planned for downtown should have a positive effect on the revenue total for the current fiscal year. (Agenda Item 3)

### **Advertising Program Update**

Staff reviewed ads from the EDC's two new campaigns; namely, "Distinct Possibility" for the group's targeted regional outreach and "Shopping Locally Makes Common Cents" for reaching residents. Staff noted that the Distinct Possibility ad was the second in a series that will run in *West Suburban Living* Magazine, with the next issue being for the months of September and October.

Staff stated that the Common Cents ad being shown was the first in an extended series planned for the local newspaper, *The Hinsdalean*, adding that the campaign would begin the first week of September. (Agenda Item 4)

### **Sign Code Discussion**

Staff stated that EDC's reviewing of the Village's standards for signage and the process for approving them was borne out of a desire to explore ways to be business-friendly and respond to feedback that had been provided by retailers. Staff commented that revised standards were attached for their review and noted that these had been part of a larger effort to reorganize and potentially revise the zoning ordinance. Staff emphasized that maintaining community character would remain of the utmost importance since the charming physical environment of the Village is one of its key competitive advantages.

For purposes of the discussion, Staff cited some of the examples contained in the draft version of the revised standards, which include but are not limited to: 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. EDC members provided their individual thoughts and were largely supportive given the business-friendly spirit of the proposed initiative. It was suggested that additional discussion be had on the

potential collective impact of instituting all of the proposed changes. Members embraced the idea of creating a tool kit that could distill the content of the sign code into a user-friendly document. (Agenda Item 5)

### **Catalogue of the EDC's Work**

Staff communicated that the idea of the catalogue would be to provide members, as well as others, with a convenient means to understand the accomplishments and perhaps even ongoing work of the Commission. Staff added that the summary could help clarify the group's role in supporting and promoting Hinsdale's businesses and noted that the format of the catalogue would likely rely heavily on visuals for promoting key projects such as the recruitment brochure, the "who, what, wear" advertising grant program, signage projects, the retail informational kiosk and parking plaza, and the Distinctly Hinsdale for the Holidays event-based promotion. Members supported the development of such a catalogue. (Agenda Item 6)

### **Adjournment**


With no additional business before the Commission, Mr. Schneider made a motion to adjourn. Ms. Hughes seconded, and the motion was approved unanimously. The August 24, 2010 special meeting of the EDC was declared adjourned at 8:03 p.m. (Agenda Item 5)

Respectfully submitted,

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Timothy Scott, AICP

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** September 29, 2010  
**RE:** Monthly Sales Tax Review

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Following is a review of sales taxes for the fiscal year-to-date.

### **Base Sales Tax – Distributed on a point-of-sale basis**

*(These are taxes which relate directly to sales taxes paid to merchants of the Village of Hinsdale. The Village receives 1% of the total sales taxes sent to the State of Illinois.)*

Base Sales Tax receipts for the month of September (June sales) amounted to \$213,939 as compared to the previous year's receipts of \$186,688. This represents an increase of \$27,251 (14.6%) for September.

Total base sales tax receipts for the fiscal year-to-date (sales through June 30, 2010) amounted to \$950,114 as compared to the previous year's receipts of \$874,450. This represents an increase of \$75,664 (8.7%).

These results reveal ten straight months of increases in from Base Sales Tax receipts. For the new fiscal year (five months, from May through September) the mean increase is 10.8%, while the median increase is 9.7%.

### **Local Use Sales Tax – Distributed on a per-capita basis**

*(These are taxes which are received on a per-capita basis from the State of Illinois; they are included in the Village of Hinsdale's revenue account, "Sales Tax Revenue.")*

Local Use Sales Tax receipts for the month of September (June sales) amounted to \$22,084 as compared to the previous year's receipts of \$22,033. This represents an increase of \$51 (0.2%) for September.

Total local use tax receipts for the fiscal year-to-date (sales through June 30, 2010) amounted to \$92,873 as compared to the previous year's receipts of \$93,375. This represents a decrease of \$502 (-0.5%).

**Total Sales Tax: Base Sales Tax plus Local Use Sales Tax**

Total Sales Tax receipts for the month of September (June sales) amounted to \$236,023 as compared to the previous year's receipts of \$208,721. This represents an increase of \$27,302 (13.1%) for September.

Total Sales Tax receipts for the first five months of the fiscal year (sales through June 30, 2010) amounted to \$1,042,987 as compared to the previous year's receipts of \$967,825. This represents an increase of \$75,162 (7.8%) for the fiscal year-to-date.

If you have any questions, please do not hesitate to contact me at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director

# Village of Hinsdale Sales Tax Report

## Base Sales Tax

Receipt Month	Liability Month	FY 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	150,744	177,262	26,518	17.6%	150,744	177,262	26,518	17.6%
June	March	173,322	182,547	9,225	5.3%	324,066	359,809	35,743	11.0%
July	April	167,017	178,858	11,841	7.1%	491,083	538,667	47,584	9.7%
August	May	196,679	197,508	829	0.4%	687,762	736,175	48,413	7.0%
September	June	186,688	213,939	27,251	14.6%	874,450	950,114	75,664	8.7%
October	July	186,061							
November	August	182,484							
December	September	185,090							
January	October	177,271							
February	November	188,701							
March	December	209,586							
April	January	158,804							
Total		2,162,447							


## Local Use Tax

Receipt Month	Liability Month	FY 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	15,992	11,889	(4,103)	-25.7%	15,992	11,889	(4,103)	-25.7%
June	March	19,188	23,727	4,539	23.7%	35,180	35,616	436	1.2%
July	April	19,591	18,057	(1,534)	-7.8%	54,771	53,673	(1,098)	-2.0%
August	May	16,571	17,116	545	3.3%	71,342	70,789	(553)	-0.8%
September	June	22,033	22,084	51	0.2%	93,375	92,873	(502)	-0.5%
October	July	17,506							
November	August	15,638							
December	September	16,879							
January	October	16,361							
February	November	14,614							
March	December	25,121							
April	January	14,949							
Total		214,443							

## Total Sales Tax

Receipt Month	Liability Month	FY 09-10	FY 10-11	Dollar Change	Percent Change	FY 09-10 YTD	FY 10-11 YTD	Dollar Change	Percent Change
May	February	166,736	189,151	22,415	13.4%	166,736	189,151	22,415	13.4%
June	March	192,510	206,274	13,764	7.1%	359,246	395,425	36,179	10.1%
July	April	186,608	196,915	10,307	5.5%	545,854	592,340	46,486	8.5%
August	May	213,250	214,624	1,374	0.6%	759,104	806,964	47,860	6.3%
September	June	208,721	236,023	27,302	13.1%	967,825	1,042,987	75,162	7.8%
October	July	203,567							
November	August	198,122							
December	September	201,969							
January	October	193,632							
February	November	203,315							
March	December	234,707							
April	January	173,753							
Total		2,376,890							

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** September 29, 2010  
**RE:** Food and Beverage Tax

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For May, June, July, and August, the first four months of the 2010-11 fiscal year, the Village collected \$92,442 in food-and-beverage tax revenue. This exceeds the budgeted amount for this time period by \$10,772, or 13.2%.

The total food-and-beverage tax revenue received to date produces a monthly average of \$23,111 versus the Village's budgeted amount of \$20,418.


As a reminder, the EDC's fiscal year budget of \$120,000 is roughly based upon 50% of the forecasted revenue from the 1% food-and-beverage tax.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** September 30, 2010  
**RE:** Advertising Program Update

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Following is a summary of the Economic Development Commission's advertising campaigns that have been designed to reach its two targeted audiences, namely, local residents and potential visitors from the region.

### **Who, What, Wear – Award**

Attached you will find a press release announcing that the EDC's six-month advertising campaign of last year, "Who, What, Wear," was selected as an award-winner by the International Economic Development Council (IEDC).

### **Distinct Possibility – Regional**

Two ads of the "distinct possibility" campaign have run in *West Suburban Living* Magazine's July/August and September/October issues. The next placement will run during the important shopping season of November and December. This ad will be created in the next couple of weeks.

### **Common Cents – Local**

Weekly ads of the "shopping locally makes common cents" have been running in *The Hinsdalean*. Although the whimsical creative seems to generate smiles, it is intended to reinforce the important message of shopping locally. At some point, the group may wish to work in ads based on the other creative approach developed to reach residents, "spree cycling."

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org). Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director



INTERNATIONAL  
ECONOMIC DEVELOPMENT  
COUNCIL

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## *Media Release*

For Immediate Release  
September 28, 2010

Contact: Erin Way, Media Relations  
(202) 942-9474, [cway@iedconline.org](mailto:cway@iedconline.org)

### **VILLAGE OF HINSDALE RECEIVES EXCELLENCE IN ECONOMIC DEVELOPMENT AWARD FROM THE INTERNATIONAL ECONOMIC DEVELOPMENT COUNCIL**

The Village of Hinsdale received an Excellence in Economic Development Award for their *"Who, What, Wear" Advertising Campaign* in the category of Paid Ad Campaign for communities with populations less than 25,000 from the International Economic Development Council (IEDC).

The honor was presented at an awards ceremony on Tuesday, September 28 during the IEDC Annual Conference, September 26-29 in Columbus, Ohio.

"We recognize Village of Hinsdale for providing successful strategies to promote new paradigms in economic development in this period of global recovery," said William Best, IEDC chair. "Our awards honor organizations and individuals for their efforts in creating positive change in communities. The Village of Hinsdale is showing that they are at the forefront of the economic development profession and are using innovative and effective practices that can be replicated in other communities."


Launched in time for the critical shopping season of 2009, "Who, What, Wear" was a six-month print advertising campaign created to support retailers of the historic Village of Hinsdale. Funded by the Village's 1% food-and-beverage tax, space in the ads was offered at no cost to participating retailers. More than forty of Hinsdale's unique, independent, owner-operated establishments were featured during the campaign. "Who, What, Wear" was designed to: differentiate Hinsdale's shopping experience, personalize the independent nature of the Village's retailers, reconnect with residents on the importance of shopping locally, reinforce the availability of the vast offerings available at home, and position the Village as a regional shopping and dining destination. An initiative of Hinsdale's Economic Development Commission, "Who, What, Wear" is the latest step in the Village's *Distinctly Hinsdale* brand development initiative.

The Excellence in Economic Awards Program annually recognizes the world's best economic development programs and partnerships, marketing materials, and the year's most influential leaders. The program honors organizations and individuals in 28 categories for their efforts in creating positive change in urban, suburban, and rural communities.

The International Economic Development Council (IEDC) is the premier membership organization dedicated to helping economic development professionals create high-quality jobs, develop vibrant communities and improve the quality of life in their regions. Serving more than 4,500 members, IEDC represents the largest network of economic development professionals in the world. IEDC provides a diverse range of services, including conferences, certification, professional development, publications, research, advisory services and legislative tracking.

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## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** September 30, 2010  
**RE:** Holiday Program

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The following is meant to serve as reference for a discussion by EDC members about this year's holiday promotion, keeping in mind those of the recent past.

### **Distinctly Hinsdale for the Holidays**

During the last budgeting exercise of the Economic Development Commission (EDC), members included an amount that essentially duplicated that of last year. This should provide enough resources to continue the now-established traditions of the gingerbread man factory (cookie decorating) and horse-and-carriage rides.

In terms of the gingerbread man factory, last year local shop "Toni" provided the gingerbread. With the supplier being local, freshness was ensured as product was baked for each Saturday. We may wish to perhaps add a small supply of cookies from new business "Sweet Ali's" to accommodate those with gluten allergies. With respect to horse-and-carriage rides, the vendor will likely remain the same.

Members of the EDC may again wish to promote the event through a series of weekly ads in *The Hinsdalean* to ensure awareness of the festivities among residents during the three weeks leading to the holiday. The event was held on consecutive Saturdays from 11 a.m. to 3 p.m., and those hours seemed to serve the majority of those visiting the greater downtown area.

The EDC assigned \$25,000 for holiday lighting and decorations for downtown street trees, the center of Burlington Park, and the large spruce on the south lawn of the Memorial Building. As of this writing, we have received one written proposal for the holiday lights. It meets the basic criteria of the plan and would do so for slightly less than the aforementioned budget figure. We will continue to look for other potential vendors. Members may wish to consider having a ceremony on the evening of the Christmas Walk to light the tree as a way to officially start the holiday season.

## **Hinsdale Chamber of Commerce**


Jan Anderson, Executive Director of the Chamber of Commerce, will share the progress of the Chamber's Christmas Walk Committee.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** October 1, 2010  
**RE:** Signage

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As discussed at the last meeting of the Economic Development Commission (EDC), one potential way for the Village to become more business-friendly is to revisit the code requirements of the sign ordinance.

At the meeting, members considered: (1) administrative (i.e., internal) approval of signs that meet all code criteria; (2) projecting signs for first floor tenants; (3) dedicated standards for window signage (rather than being coupled with requirements for wall signs, including number); (4) temporary sidewalk advertising signage as a permitted type (restaurants often rely on these); (5) flexibility for awning signage that would permit partially imprinting on the slope of the awning's surface (rather than just the valance); and (6) development of a sign tool kit to explain the Village's standards and approval process in clear language with visual support.

Review of the sign code is the result of having received feedback from those who have gone through the Village's process or who are considering going the Village's current process. As noted at the EDC's last meeting, maintaining physical character of Hinsdale's commercial districts remains a top priority, as it is a genuine competitive advantage that distinguishes the Village.


We have begun to take reference photographs and outline the tool kit. This is a project that is expected to take some time and consideration by members should take place in the coming months.

If you have any questions or comments, please do not hesitate to contact me at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
David C. Cook, Village Manager  
Robb McGinnis, Building Commissioner/Comm. Dev. Director

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Community Development Strategist   
**Date:** October 1, 2010  
**RE:** EDC Catalogue

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At its last meeting, members of the Economic Development Commission (EDC) expressed support for development of a catalogue of the group's work-to-date.

As noted, such a summary would relay the EDC's key projects and present its accomplishments, and it could also clarify and perhaps even distinguish the group's role in supporting Hinsdale's local economy.

As a next step, a presentation of visuals representing much of the group's work has been compiled and will be presented at the October 5<sup>th</sup> meeting of the EDC.

If you have any questions or comments, please do not hesitate to contact me at (630) 789-7005 or at [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

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