

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

**Minutes of the Special Meeting on**  
**Tuesday, October 26, 2010**

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

**Members Absent:** Luis Alvarez, Molly Hughes, and Brad Summers

**Staff Present:** Timothy Scott, AICP,  
Director of Economic Development

**Others Present:** Jan Anderson, Executive Director of the Hinsdale  
Chamber of Commerce; Dan Grisko, Direct Advantage;  
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, October 26, 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. Mr. Schneider seconded, and the motion was approved unanimously. (Agenda Item 2)

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

Staff reported that base sales taxes for October totaled \$208,307, representing an increase of 12%. Staff added that local use taxes for the same period had risen by 0.3% over the same period last year and that total sales tax revenue for the fiscal year-to-date had improved by \$98,260 or 8.4%.

Staff communicated that food-and-beverage tax revenue through September, or the first five months of the 2010-11 fiscal year, totaled \$116,301, noting that this exceeded budget by \$14,211 or 13.9%. (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. Mr. Grisko commented that the regional ad shown for the holidays would be adapted for use locally and then added that a photo shoot was scheduled to increase the number of images available as a way to keep the "Common Cents" campaign fresh-looking. Mr. Schneider informed fellow members that the "Common Cents" ads translated well to the large video screens used at the special event of The Wellness House. (Agenda Item 4)

### **Holiday Program Update**

Staff and Mr. Grisko informed members that arrangements were being made to put on this year's "Distinctly Hinsdale for the Holidays" and that a table would be added to the gingerbread man factory (tent) for retailers to display information about their offerings, special promotions, etc. Ms. Anderson, Executive Director of the Chamber of Commerce, provided an update on the story book program, noting that poetry would be this year's format. Staff relayed that a vendor to provide holiday lighting of downtown, Burlington Park, and the spruce tree of the Memorial Building was in the works, with a decision expected soon. (Agenda Item 5)

### **Sign Code Discussion**

Staff commented that revisiting the sign code was a function of feedback received and a desire to become more business-friendly and then reiterated that maintaining physical character of the Village's commercial districts was of the utmost importance, given that the environment is a keen competitive advantage.

Staff stated that as a result of prior discussion by members, the two items that garnered the most support were administrative approval of code-compliant signs and projecting signs as a permitted type for first floor tenants. Ms. Janes offered her opinion that projecting signs are shopper- and business-friendly and that their potential addition would enhance the physical appearance of downtown.

After discussion by members concluded, Ms. Janes made a motion to recommend that the two items be considered by the Administration and Community Affairs (ACA) Committee. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 6)

### **Adjournment**

With no additional business before the Commission, Mr. Potter made a motion to adjourn. Mr. Schneider seconded, and the motion was approved unanimously. The October 26, 2010 special meeting of the EDC was declared adjourned at 7:56 p.m. (Agenda Item 7)

Respectfully submitted,

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Timothy Scott, AICP