

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Director of Economic Development 
Date: October 20, 2010
RE: Monthly Sales Tax Review

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 October (July sales) amounted to \$208,307 as compared to the previous year's receipts of \$786,061. This represents an increase of \$22,246 (12.0%) for October.

Total base sales tax receipts for the fiscal year-to-date (sales through July 31, 2010) amounted to \$1,158,421 as compared to the previous year's receipts of \$1,060,511. This represents an increase of \$97,910 (9.2%).

These results reveal eleven straight months of increases in from Base Sales Tax receipts. For the new fiscal year (six months, from May through October) the mean increase is 10.5%, while the median increase is 9.4%.

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 October (July sales) amounted to \$18,358 as compared to the previous year's receipts of \$17,506. This represents an increase of \$852 (4.9%) for October.

Total local use tax receipts for the fiscal year-to-date (sales through July 31, 2010) amounted to \$111,231 as compared to the previous year's receipts of \$110,881. This represents a increase of \$350 (0.3%).

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

Total Sales Tax receipts for the month of October (July sales) amounted to \$226,665 as compared to the previous year's receipts of \$203,567. This represents an increase of \$23,098 (11.3%) for October.

Total Sales Tax receipts for the first six months of the fiscal year (sales through July 31, 2010) amounted to \$1,369,514 as compared to the previous year's receipts of \$1,171,392. This represents an increase of \$198,122 (16.9%) 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.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

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	208,307	22,246	12.0%	1,060,511	1,158,421	97,910	9.2%
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	18,358	852	4.9%	110,881	111,231	350	0.3%
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	226,665	23,098	11.3%	1,171,392	1,369,514	198,122	16.9%
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 – Director of Economic Development 
Date: October 20, 2010
RE: Food and Beverage Tax

For September, the fifth month of the 2010-11 fiscal year, the Village collected \$23,859 in food-and-beverage tax revenue. This exceeds the budgeted amount of \$20,418 by \$3,441 or 16.9%.

Through September 30th, the Village has collected \$116,301, which is \$14,211 more than the budgeted amount of \$102,090 or an increase of 13.9%.


As a reminder, the EDC's fiscal year budget of \$120,000 is essentially 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.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Director of Economic Development 
Date: October 22, 2010
RE: Advertising Program Update

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.

Regional

The next ad to run in *West Suburban Living* Magazine will be for the holidays in their November/December issue, which is attached. Given the due date, this ad has already been sent to publisher. As discussed at the last EDC meeting, the ad highlights the events of "Distinctly Hinsdale for the Holidays."

Common Cents – Local

Weekly ads of the "shopping locally makes common cents" continue to run in *The Hinsdalean*, the newest of which is attached. I've received several comments about the whimsical creative, including that folks look forward to seeing "where they'll show up next."

To this end, given our limited photo supply, arrangements are being made to have costumed actors photographed around town to further the longevity of the campaign.

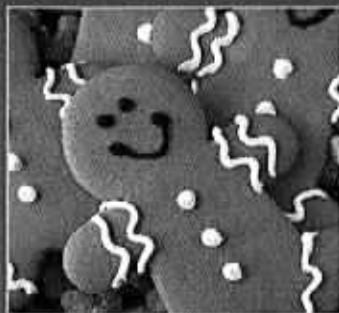
Also, as supported by members, ads with the Common Cents creative were developed for an electronic medium, namely, display onscreen at The Wellness House's upcoming anniversary event. It is hoped that the catchy approach will resonate with the captive audience, generating community pride and reinforcing the importance of shopping locally, particularly for the holidays.

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. Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

Distinctly Hinsdale For The Holidays

Please join us for these **FREE** family events and then explore the charming boutiques and historic holiday setting that only Hinsdale can offer.



Gingerbread Man Decorating • Horse Drawn Carriage Rides
Meet Santa Claus • Boutique Holiday Shopping and More!

Events take place from 11:00 a.m. to 3:00 p.m.
Saturdays, December 4th, 11th and 18th

All events take place in Burlington Park in the heart of historic downtown Hinsdale (located at the southwest corner of Garfield and Chicago, just north of the railroad tracks).

distinctly
Hinsdale
Since 1873

DistinctlyHinsdale.com

Shopping Locally Makes Common Cents



Help keep Hinsdale healthy and running smoothly.

Smart spending starts with shopping locally, where a greater portion of your dollars will remain in Hinsdale, which results in additional resources for our parks, streets, and public safety. Studies show that as much as 68%* of money spent locally stays within our community.

*Estimated from a Civic Economics study. Andersonvillestudy.com

distinctly
Hinsdale
Since 1875



distinctlyhinsdale.com

You Pay in Hinsdale... We'll Stay in Hinsdale!

Shopping Locally Makes Common Cents



68% of money spent locally
stays within the community

* Estimated from a Civic Economics study
Andersonvillestudy.com

distinctive
Hinsdale
Since 1877
distinctlyhinsdale.com

Shopping Locally Makes Common Cents



Whether you're talking
watermelons or wealth,
homegrown always tastes better.

distinctly
Hinsdale
Since 1875
distinctlyhinsdale.com

Shopping Locally Makes Common Cents



There's a certain poetry
to shopping & dining
here at home.

distinctly
Hinsdale
Since 1875
distinctlyhinsdale.com

The Village of Hinsdale congratulates The Wellness House
on their 20th Anniversary!

Shopping Locally Makes Common Cents



Spirits are high when the Village
economy stays bubbly.

distinctly
Hinsdale
Since 1875
distinctlyhinsdale.com

The Village of Hinsdale congratulates The Wellness House
on their 20th Anniversary!

Shopping Locally Makes Common Cents



You truly dress to impress
when it's from a local address.

distinctly
Hinsdale
Since 1937
distinctlyhinsdale.com

The Village of Hinsdale congratulates The Wellness House
on their 20th Anniversary!


Shopping Locally Makes Common Cents



A toast to those who support
Village businesses.

distinctly
Hinsdale
Since 1870
distinctlyhinsdale.com

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Director of Economic Development 
Date: October 22, 2010
RE: Holiday Program

Distinctly Hinsdale for the Holidays

As confirmed at the last meeting of the Economic Development Commission, members allocated resources in this year's fiscal year budget to continue the established traditions of the gingerbread man factory (cookie decorating) and horse-and-carriage rides.

It is hoped that Hinsdale's "Toni" will again be the source of the gingerbread men since it is our charge to support local businesses and to inspire others to do so as well. We have reached out to Hinsdale's newest bakery, "Sweet Ali's", to see if she can develop a gingerbread man to accommodate those with an allergy to gluten. The horse-and-carriage rides will again be provided by the vendor of the past few seasons.


As discussed at the last meeting, members confirmed their interest in promoting the event through weekly ads in *The Hinsdalean* to ensure awareness of the festivities among residents during the three weeks leading to the holiday, as well in the November/December edition of *West Suburban Living Magazine*, to reach those potential shoppers from nearby communities. Also, members agreed that this year's events will be held on consecutive Saturdays from 11 a.m. to 3 p.m. (December 4th, 11th, and 18th).

As of this writing, we have received one written proposal for the holiday lights, with another to be received likely by the time of the EDC's meeting. A third potential vendor has been found, and a proposal is expected from them as well. As noted at the last meeting, members liked the idea of a tree lighting ceremony on the evening of the Christmas Walk to light the large spruce on the south lawn of the Memorial Building as a way to officially start the holiday season.

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. Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Director of Economic Development 
Date: October 21, 2010
RE: Signage – Type & Process

At the last two meetings of the Economic Development Commission (EDC), members have discussed potential changes to the code requirements of the Village's sign ordinance as a means of becoming more business-friendly while also protecting and even enhancing the character of the business districts, particularly our historic downtown.

What's Been Discussed

During the last two meetings, 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.

What's Received Support

The ideas that appeared to garner the most support and that were deemed to have the most potential impact were: (1) permitting projecting signs for first floor businesses in the Central Business District (B-2 Zoning District); (2) having administrative approval of signs that meet code requirements; and, (3) developing a sign "tool kit".

These ideas were also mentioned by staff at a recent meeting of the Administration and Community Affairs (ACA) Committee. Given the underlying goal of providing additional support for Hinsdale's retailers, members of the ACA appeared generally supportive. One key suggestion was offered, and that was to include the Chair of the Plan Commission as a part of the administrative review process. For example, staff would begin by verifying

whether code requirements have been met. Presuming they have been, the proposal would then be shared with the Chair of the Plan Commission, who could either agree with granting permission of the sign as proposed or could recommend that the proposal be reviewed by members of the Plan Commission at one of their regularly scheduled meetings. A straightforward example of administrative review where both new tenant and the Village would benefit would be changing text on an existing awning valance.

Moving Forward – Tool Kit, Process, and Standards

The notion of the tool kit has been embraced by members of the EDC. Preliminary work has begun on this piece, which is designed to communicate in clear, concise language the requirements of the sign code and the approvals process. The written standards of the code will be supplemented by photos and/or illustrations. The tool kit is an ongoing effort that will be worked on as time permits.

In terms of administrative approval of signs and projecting signs as an approved type for first floor businesses in the CBD, these items could be enabled through text amendments to the zoning code. If the Village were to pursue this effort for either or both of these potential amendments beginning in November, and should these receive support at each step of the established process, adoption would likely occur between mid-February and Mid-March.

With respect to standards for projecting signs, currently signs for second floor tenants, which are installed at street level (with an 8' height clearance), are permitted to be three (3) square feet. While that standard works well for a single tenant and for the Village's typically narrow building fronts, owners with multiple tenants and/or wider building fronts may demonstrate the need to provide a small incremental increase in sign size or a secondary projecting sign, with separation between the two large enough for it to potentially mimic the feeling of separate signs on narrower buildings next to each other. Staff will continue to examine the proposed standard(s) prior to advancing the text amendment.

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

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager