

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,

Timothy Scott, AICP

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP – Director of Economic Development

Date: November 16, 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 November (August sales) amounted to \$193,764 as compared to the previous year's receipts of \$182,484. This represents an increase of \$11,280 (6.2%) for November.

Total base sales tax receipts for the fiscal year-to-date (sales through August 31, 2010) amount to \$1,352,185 as compared to the previous year's receipts of \$1,242,995. This represents an increase of \$109,190 (8.8%).

These results reveal eleven straight months of increases in Base Sales Tax receipts. For these eleven months, the mean increase is 7.8%, and the median increase is 6.2%. For the current fiscal year (the seven months from May through November), the mean increase is 9.0%, while the median increase is 7.1%.

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 November (August sales) amounted to \$17,788 as compared to the previous year's receipts of \$15,638. This represents an increase of \$2,150 (13.7%) for November.

Total local use tax receipts for the fiscal year-to-date (sales through August 31, 2010) amount to \$129,019 as compared to the previous year's receipts of \$126,519. This represents an increase of \$2,500 (2.0%).

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

Total Sales Tax receipts for the month of November (August sales) amounted to \$211,552 as compared to the previous year's receipts of \$198,122. This represents an increase of \$13,430 (6.8%) for November.

Total Sales Tax receipts for the first six months of the fiscal year (sales through August 31, 2010) amount to \$1,481,204 as compared to the previous year's receipts of \$1,369,514. This represents an increase of \$111,690 (8.2%) 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	193,764	11,280	6.2%	1,242,995	1,352,185	109,190	8.8%
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	17,788	2,150	13.7%	126,519	129,019	2,500	2.0%
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	1,269,652	98,260	8.4%
November	August	198,122	211,552	13,430	6.8%	1,369,514	1,481,204	111,690	8.2%
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: November 17, 2010

RE: Food and Beverage Tax

In October, the sixth month of the 2010-11 fiscal year, the Village collected \$26,435 in food-and-beverage tax revenue. This exceeds the budgeted amount of \$20,418 by \$6,017 or 29.5%.

Through October 31st, the Village has collected \$142,736, which is \$20,231 more than the budgeted amount of \$122,505 or an increase of 16.5%.


As a reminder, the EDC's fiscal year budget of \$120,000 is based upon 50% of the 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: November 16, 2010
RE: Tenant Update

While the larger economy continues to mend, there is some good news to report locally, with a number of new businesses having opened recently and in the recent past. A brief recap by district follows.

Downtown: The Green Goddess, La Cuisine Catering, Learning Express (seasonal), Nabuki, The Face Loft, and The Lashe Spot

Grant Square/Northtown: Dentistry by Design and Fodeo

Gateway Square: Bien Assorti and Kumon Learning Center

A new nail salon is on the verge of opening in the strip center at 59th and Madison. In addition, other businesses pending for town are: a fitness retail store, a youth-oriented retail/party hosting store, and a clothing store for downtown and new ownership for the wine store in Northtown.


Generally speaking, there is more interest in the Village's commercial districts than there has been in quite some time. We are all obviously hopeful that this trend continues and remain committed to further establishing our office as a "one-stop shop" for prospective and existing tenants as well as a resource for building owners and real estate professionals.

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: November 17, 2010
RE: Signage – Type & Process

Over previous meetings of the Economic Development Commission (EDC), members discussed and considered potential changes to the code requirements of the Village's sign ordinance. This subject arose from feedback that had been received regarding potential ways for the Village to become more business-friendly. As noted, the potential for limited streamlining of process and the addition of a new permitted sign type are not intended to come at the expense of the character of business districts, particularly the Village's historic downtown.

Considered to Date

To recap previous discussions, members considered: (1) administrative approval of signs that meet 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 total number per business); (4) temporary sidewalk advertising signage as a permitted type (restaurants make use of these); (5) flexibility for awning signage that would permit imprinting on the slope of the awning's surface (rather than just valance as code currently dictates); and, (6) development of a sign tool kit to explain the Village's standards and approval process in clear language with visual support.

Items Supported

Permitting projecting signs as an allowable type for first floor businesses and permitting administrative approval of signs that meet code requirements were the items that the group wished to refer to the Plan Commission and Board of Trustees for their consideration.

As previously noted, it was suggested at the ACA meeting that the Chair of the Plan Commission be included in the proposed administrative review process. To illustrate, staff would begin by verifying whether code requirements of a proposed sign have been met. Presuming that 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. An example of administrative review that

comes to mind where both new tenant and the Village could benefit from a streamlined review process would be changing text on an existing awning valance.

Process to Date and Going Forward

As you are aware, the idea for a proposed text amendment to the sign code that would permit projecting signs and that would allow administrative approval of certain code-compliant signs has been discussed and considered at EDC. Since EDC's review and recommendation, the idea subsequently went to the ACA Committee, which referred the item to the Board of Trustees. The Board of Trustees then referred the item to the Plan Commission, which scheduled a public hearing for December 8th.

Village staff also made a presentation to the Historic Preservation Commission on November 9th, and the item was received positively by all of the members present that evening. The supporting slides from that evening's presentation have been included for reference. If members of the EDC wish to discuss at the meeting of the 23rd, I would be more than happy to go through the visuals and provide context for their use.

Should discussion of the item go favorably and conclude on the evening of December 8th, it would then go before the Zoning and Public Safety Committee on December 27th. Should it receive a positive reception and conclude on that evening, the next step would be approval of the findings and recommendations of Plan Commission at their meeting of January 12, 2011. Final approval could then be granted by the Board of Trustees at their meeting on January 18, 2011. It should be noted that this timeline presumes no meeting continuations or cancellations, and most critically, approval at each step.

Prior to December 8th, much work needs to be done. The actual language for the proposed text amendment to the zoning code will need to be prepared, as will an enhanced presentation. This could include an analysis of Hinsdale's existing buildings to determine which could accommodate projecting signs and research of other communities for standards regulating projecting signs and potentially administrative review procedures.

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

Village of Hinsdale
Historic Preservation Commission
November 9, 2010

Timothy Scott, AICP
Director of Economic Development

Once upon a time



Lights, camera, action — Hinsdale Avenue in 1957 had the look of a Hollywood set with its vintage cars and classic signs along the street. Village officials are looking into bringing back some of that classic look with a review of the sign ordinance for first-floor stores in the central business district. (Hinsdale Historical Society photo)




















MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Director of Economic Development 
Date: November 18, 2010
RE: Holiday Program

Distinctly Hinsdale for the Holidays

As noted at the last meeting of the Economic Development Commission (EDC), this year's holiday program will continue the established traditions of horse-and-carriage rides and the gingerbread man factory (cookie decorating tent). Events will be held on consecutive Saturdays from 11 a.m. to 3 p.m. on December 4th, 11th, and 18th.

For the gingerbread man factory, two of Hinsdale's local businesses will supply the cookies, namely, "Toni" (which will supply the majority of the supply) and "Sweet Ali's" (which will provide a small supply of gluten-free cookies). The same vendor as has been used for past seasons will provide horse-and-carriage rides.

A letter has been prepared that would offer Hinsdale's businesses the opportunity to display informational material at a table in the gingerbread man factory. The letter is attached to this memo.

To ensure awareness among residents during the run of the promotion, festivities will be advertised weekly in *The Hinsdalean*. Although attendees are predominantly from Hinsdale, the promotion was the featured content of the regularly scheduled full-page advertisement for the November/December issue of West Suburban Living Magazine in order to reach visitors from the region.

Lighting

A new vendor won the contract to provide lighting of: (1) 84 street trees downtown (a map of which Staff prepared since the last meeting of the EDC); (2) the fountain, surrounding shrubs, and the two trees of Burling Park that frame the view to the Memorial Building; and, (3) the mature spruce on the south lawn of the Memorial Building.

To begin the Annual Christmas Walk and officially start the holiday season, the large spruce will be the site of a tree lighting ceremony. President Cauley has accepted an invitation to preside.

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



ECONOMIC DEVELOPMENT
COMMISSION (EDC)

CHAIRMAN
John F. Karstrand

COMMISSIONERS
Luis Alvarez
Craig Chapello
Janet Griseiner
Molly Hughes
Jeanie James
Steve Pottler
Alan Schneider
Brad Summers

VILLAGE OF HINSDALE

FOUNDED IN 1873

19 EAST CHICAGO AVENUE
HINSDALE, ILLINOIS 60521-3489 • (630) 789-7000
Village Website: <http://www.villageofhinsdale.org>

VILLAGE PRESIDENT
Thomas K. Cauley, Jr.

TRUSTEES
J. Kimberley Angelo
Doug George
Laura LaPlaca
Bob Saigh
Bobi Schultz
Cindy Williams

Dear Valued Business Owner,

As we're in the season most crucial to retailers, I wanted to take a moment to remind you of the Village's upcoming holiday events designed to attract area shoppers and inform you of a new way your business can capitalize on the excitement.

This season marks the Fourth Annual "Hinsdale for the Holidays" promotion, and all the favorite festivities are back, including free horse-and-carriage rides, the gingerbread man factory where children decorate their own cookie, and visits with Santa. Festivities occur in Burlington Park from 11 a.m. to 3 p.m. the first three Saturdays of December (the 4th, 11th, and 18th). Many display windows will again feature the Chamber of Commerce's popular and festive "storybooks."

This year, a new way for your business to receive additional exposure is the "Santa's Little Helpers" area inside the gingerbread man factory (cookie decorating tent) in Burlington Park. In this space you can display coupons, flyers, or brochures to promote your business. In order to make sure there is room for others, we do ask that you limit your promotional materials to a quantity of around 100.

This area of the tent will be unattended during the event, and the tent itself is unattended during the week. We suggest dropping off any materials Friday evenings or Saturday mornings before the events begin. You're welcome to return weekly to grab extras, or you can wait until the end of the event on December 18th. All materials remaining at 3:30 p.m. on December 18th will be disposed of or recycled.

Hundreds of children visit the cookie tent every season and each has adult supervision. With potential customers in the tent, we hope you'll consider taking advantage of this additional visibility.

Please do not hesitate to contact me with any questions at jfkarstrand@msn.com or (630) 989-1000; or, contact Timothy Scott, the Village's Director of Economic Development, at (630) 789-7005 or tscott@villageofhinsdale.org.


Wishing you an enjoyable and successful holiday season.

Sincerely,

John F. Karstrand
Chairman, Economic Development Commission

distinctly
Hinsdale
Since 1873

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP – Director of Economic Development 
Date: November 18, 2010
RE: Initiatives / Budget Update

To refresh your memory, attached you will find the working list of initiatives proposed by members of the Economic Development Commission (EDC) for the current fiscal year, which ends April 30, 2011.

Reviewing the list, at this point the EDC has spent and is formally committed to spending more than 63% of its \$120,000 budget (i.e., work-in-process and scheduled items).

However, this excludes certain categories of items that the EDC expressed interest in pursuing, such as enhancements to the website (i.e., adding new content and re-working existing material) and a potential physical improvement (e.g., construction drawings and then fabrication and installation). Including these items, the committed total rises to 75%.

The remaining quarter of budget resources may then be found in the communications category (e.g., direct mail) and the contingency figure, plus the "savings" from the holiday promotion, which is due to a lower than expected cost for outdoor lighting. Also, it may also be possible for the Commission to receive some additional resources as a result of better-than-expected food-and-beverage tax revenue.

Members may wish to bring forward ideas for the resources that remain available to the Commission, including but not necessarily limited to those that may have been removed from the larger list of potential initiatives supplied during the budgeting discussion.

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

EDC DRAFT BUDGET ITEMS FY 2010-11

Print: \$18,400

Regional (*West Suburban Living* – 5 issues): \$8,400

Local (*The Hinsdalean* – 40 weeks): \$10,000

Web: \$7,500

Retail directory re-working, misc. edits, and hosting: \$3,000

Social media and/or advertising on other select sites: \$4,500

Promotion: \$21,500

Event-based: Distinctly Hinsdale for the Holidays: \$11,000 (Village)

Uniquely Thursdays: \$7,500 (Chamber of Commerce)

Sales-oriented: Hinsdale Gift Card (e.g., “mystery shopper”): \$3,000 (Village)

Other Downtown Support: \$25,000

Holiday lighting and decorations of downtown, Burlington Park, and Memorial
Building tree and grounds

Communications/Outreach: \$5,000

Direct mail campaign(s)

Managerial: \$25,000

Agency retainer: \$24,000

Professional organizations: \$1,000

Physical: \$7,600

Reprints of inserts for shopper kiosk: \$600

One of the following projects (in order of preference): \$7,000

Burlington Park “poster” structure, first of two (to replace poles and vinyl)

Gateway, primary or secondary

Way-finding (one sign)

Contingency: \$10,000

New item(s) as year develops; additional investment in existing initiative(s)

Total: \$120,000

Budget: \$120,000
