

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Special Meeting on
Tuesday, January 4, 2011

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

Members Absent: None

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

Others Present: Dan Grisko, Direct Advantage
Jan Anderson, Hinsdale Chamber of Commerce

Call to Order

At 7:02 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, January 4, 2011.
(Agenda Item 1)

Approval of Minutes

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC held on November 23, 2010, as written. Several small edits were suggested with respect to listed attendees. With those edits, Ms. Grisemer seconded the motion to approve the minutes, which was done so unanimously by members of the Commission. (Agenda Item 2)

Holiday Program Update

Staff summarized the lighting program for the season, highlighting the success of inaugural tree lighting ceremony on the early evening of the Christmas Walk. Staff then informed members that this year's plan resulted in substantial savings over the contract that had been in place the previous three years.

Members provided their opinions on the appearance of the street trees downtown, the decorations in Burlington Park, and the large spruce on the south lawn on the Memorial building. Several ideas were offered for next

year's program, including Ms. Grisemer's suggestion that tasteful ornaments or other appropriate decoration be added to the spruce to provide day-time appeal. Mr. Alvarez expressed support for adding another structure in the Park, noting that it could complement the Santa House and the North Pole Post Office. If an entirely new free-standing structure could not be achieved, one option offered was to adorn the gingerbread man factory with a formal entrance.

Staff reported that attendance for the festivities in Burlington Park was basically on par with that of the last few years, with approximately 800 children having visited the gingerbread man factory and with a fairly steady stream of riders for the horse-drawn carriage. Staff pointed out that the attendance total was particularly encouraging given that more than half of the second Saturday of the three-day event (which is always the day with the highest attendance) was hampered by severe weather, which came in the forms of sleet and then heavy rain. (Agenda Item 3)

Retail Sales Promotion

Staff introduced the topic of a retail sales promotion for the Village, pointing out a number of potential factors for members to consider. These included but were not limited to: the potential audience, the level of investment, a prize or offers and their respective attractiveness to shoppers, the amount of cooperation from retail business owners that may be required, creative execution for advertising and point-of-purchase or other identifier, the level of media spending necessary to get the word out, and the possible use of technology to encourage business owners and inform customers.

Members of the Commission expressed their thoughts and opinions. These included but were not limited to: Mr. Potter, who suggested that a truly personal tone should be employed; Ms. Grisemer, who noted the appeal of the Village to groups of shopping women and the potential for that targeted audience to generate foot traffic; Ms. Janes, who commented that a more festive or party-like atmosphere has typically generated the necessary buzz to achieve some level of success and who agreed that "customer appreciation" would make for a suitable theme; and Ms. Hughes, who agreed with the idea of thanking customers and who then added that a potential tie-in of the event to a local charity could broaden the appeal of the promotion. Members agreed to further explore the idea of a retail sales promotion at the next regularly scheduled meeting of the Commission, which was scheduled for January 25th. (Agenda item 4)

Adjournment

With no additional business before the Commission, Mr. Potter made a motion to adjourn. Mr. Summers seconded, and the motion was approved unanimously. The January 4, 2011 special meeting of the EDC was declared adjourned at 8:37 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP