

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

**Minutes of the Special Meeting on**  
**Tuesday, November 23, 2010**

**Members Present:** Craig Chapello, Jeanie Janes, John Karstrand,  
John Karstrand, and Steve Potter

**Members Absent:** Luis Alvarez, Jan Grisemer, Molly Hughes, and  
Jan Grisemer

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

**Others Present:** Dan Grisko, Direct Advantage

**Call to Order**

At 7:03 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, November 23, 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. Mr. Potter seconded, and the motion was approved unanimously. (Agenda Item 2)

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

Staff reported that base sales taxes for November totaled \$193,764, representing an increase of 6.2%. Staff added that local use taxes for the same period had risen by 8.8% over the same period last year and that total sales tax revenue for the fiscal year-to-date had increased by \$111,690 or 8.2%.

Staff communicated that food-and-beverage tax revenue through October, or the first six months of the 2010-11 fiscal year, totaled \$142,736, noting that this exceeded budget by \$20,231 or 16.5%. (Agenda Item 3)

**Update on New Businesses**

Staff highlighted the new entrants to the community, pointing to the list by district that had been provided to members of the EDC. Staff relayed that a number of other new businesses were nearing opening and that the interest level in the community is the highest it has been in quite some time.  
(Agenda Item 4)

### **Holiday Program Update**

Staff and Mr. Grisko explained that the details concerning the main attractions for the *Distinctly Hinsdale for the Holidays* promotion, namely, the Gingerbread Man Factory and the horse-drawn carriage rides, had been wrapped up. Staff also stated that a letter informing business owners about the ability to display promotional materials in the Factory had been prepared.

Staff relayed that weekly ads would run in *The Hinsdalean* to promote the event and that these would replace the "common cents" ads that had been running and that those would resume after the conclusion of the holiday program.

Staff concluded by providing an update on the decorative lighting program for the Village, adding that President Cauley would preside over the planned tree lighting ceremony which would officially kick off the Christmas Walk. Chairman Karstrand added that a resident had stepped forward to sponsor a Salvation Army "giving tree" that would be installed in Burlington Park.  
(Agenda Item 5)

### **Sign Code Text Amendment**

Staff updated members on the proposed text amendment to the Village's sign ordinance, which would permit administrative review and approval of code-compliant signage and permit the projecting sign as a permitted type. Staff added that the actual language of the text amendment was being prepared as was an enhanced presentation for the public hearing scheduled for the Plan Commission meeting of December 8<sup>th</sup>.

Staff communicated the potential timeline of the text amendment process, noting that it could be approved by the end of January if each meeting prior resulted in affirmative votes to adopt the amendment. Members of the EDC expressed their strong ongoing support for this business-friendly initiative.  
(Agenda Item 6)

### **Budget Review**

Staff stated that the EDC had already committed to spend 63% of its budget but that the other items listed in the program brought that total to approximately 75%. Staff reviewed the areas that comprised the remaining 25% of the resources available. Members individually expressed their preferences and support for the various remaining projects that received attention in the budgeting process. Mr. Potter noted the increased usage of e-mail and social media-based marketing. Mr. Chapello cited the potential to increase print advertising regionally but that circulation data should be reviewed or re-reviewed to ensure potential reach. Mr. Chapello also expressed support for further implementation of the way-finding sign program and other related "physical" projects. Ms. Janes stated her preference for additional regional outreach, citing another print magazine such as *Chicago* as well as another outdoor advertising campaign. Staff briefly revisited the topic of a retail sales-driven promotion, which members agreed should be discussed at the next meeting of the EDC and potentially beyond. (Agenda Item 7)

#### **Next Meeting Date**

Given that the December meeting was in between the Christmas and New Year's holidays, members suggested either canceling the meeting or rescheduling it. Although pending, the tentative date selected for a rescheduled meeting was Tuesday, January 4<sup>th</sup>. (Agenda Item 8)

#### **Adjournment**


With no additional business before the Commission, Mr. Summers made a motion to adjourn. Mr. Chapello seconded, and the motion was approved unanimously. The November 23, 2010 special meeting of the EDC was declared adjourned at 8:07 p.m. (Agenda Item 9)

Respectfully submitted,

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Timothy Scott, AICP

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Director of Economic Development   
**Date:** January 4, 2011  
**RE:** Holiday Program

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A brief review of this year's holiday program follows. Discussion at the meeting should include potential ideas and considerations for next year.

*Lighting plan:* Feedback has largely been positive. Lighting of the large spruce on the south lawn of the Memorial Building and Burlington Park have been considered improvements, with the lighting of downtown street trees by and large considered on par with the recent past. Given attendance, the first-ever tree lighting ceremony should be considered a success.

The vendor was operating with an agreement solely covering this year's program. They have proven to be accommodating and responsive. Cost savings realized from this year's proposal over the one used for the prior three years are significant.

Improvement ideas could include, among others, ornaments or other decorations to provide daytime beauty of the large spruce tree on the south lawn, additional street trees downtown being lit, an increase in the number of light strings per downtown street tree with the existing canopy-style approach, or to the degree possible given budget resources, wrapping of the branches of select street trees with light strings. This approach, while very attractive, requires significantly more time and more material.

*Distinctly Hinsdale for the Holidays:* Attendance approximated past celebrations, with approximately 800 children having visited the Gingerbread Man Factory. Turnout for the Factory and the horse-drawn carriage rides should be considered a success given the inclement weather of the second Saturday of the promotion, which has always proven to be the busiest of the three days of festivities. While some of the attendance lost on that day was made up the following Saturday, overall attendance likely would have grown over last year if more than half of the 11<sup>th</sup> hadn't been lost to sleet and then rain.

Although limited requests were made, attendees who needed a gluten-free gingerbread cookie were pleased that we were able to accommodate them. Those cookies from Sweet Ali's as well as the bulk of the cookies, which were supplied by Toni, were given the stamp of approval by those in attendance.


Again, with attendance approximating that of the past, advertising in *The Hinsdalean* and including the schedule in e-Hinsdale seemed effective at getting the word out. The letter to business owners offering space to display promotional material at the Factory produced a handful of participants. The group may wish to revisit the use of "buck slips" in water bills as another cost-effective means to get the word out about the holiday program.

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

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members  
**From:** Timothy J. Scott, AICP – Director of Economic Development   
**Date:** January 4, 2011  
**RE:** Retail Sales Promotion

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At a recent meeting of the Economic Development Commission (EDC), members briefly touched on retail sales promotion, and it was suggested that it be revisited after the holidays.

One suggestion that arose related to the timing of such a promotion. Retail members present suggested that a promotion, should one be possible, would best be suited for the traditional “down time” post holidays and pre-warm months. Members should again consider the specific timing of a promotion.

Other considerations members may wish to discuss and consider include, among others, whether the audience should be local, regional, or both; the investment level, given available resources for the remainder of the fiscal year and other potential projects from our master list to perhaps fund; the perceived attractiveness of the winning prize or prizes to locals and/or visitors; the amount of cooperation required by business owners and the training by owners of their staffers to execute the promotion; the presence or not of point-of-purchase materials, their quality, and the amount of space; the use of technology in lieu of or in addition to traditional point-of-purchase, and the level of advertising required to sufficiently get the word out about the promotion.

This topic is intended to be the focus of the meeting on the 4<sup>th</sup>. Please be prepared to discuss the idea of a retail sales-driven promotion, keeping in mind some of the considerations raised in the previous paragraph and others you may arrive at prior to the meeting.

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@villagecofhinsdale.org](mailto:tscott@villagecofhinsdale.org).

Thank you.

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