

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, January 25, 2011

Members Present: Luis Alvarez, Craig Chapello, Jan Grisemer,
Jeanie Janes, John Karstrand, and Steve Potter

Members Absent: Molly Hughes, Alan Schneider, and Brad Summers

Staff Present: Timothy Scott, AICP, CNU-A
Director of Economic Development

Others Present: Dan Grisko, Direct Advantage; Jan Anderson, Executive
Director of the Hinsdale Chamber of Commerce; and,
Doug Geoga, Village Trustee

Call to Order

At 7:02 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, January 25, 2011. (Agenda Item 1)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC that was held on January 4, 2011. 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 had increased 14.1% and 8.6% for the months of December and January, respectively, and adding that these reporting periods reflected sales from September and October. Staff relayed that local sales taxes had increased 22.4% and 58.9% for the same periods. Staff concluded by informing members that for the first nine months of the current fiscal year, total sales tax revenue had increased \$166,490 or 9.4% in relation to last fiscal year.

Staff stated for the first eight months of the fiscal year, which concluded on December 31, 2010, food-and-beverage tax revenue had exceeded budget by \$28,253 or more than 17%. (Agenda Item 3)

Retail Sales Promotion

Staff re-introduced the idea of a retail sales promotion for the spring season and noted the progress that had been made since the Commission's special meeting a couple of weeks ago. Two unique creative concepts for the promotion were presented to the EDC, namely, "Customer Appreciation Celebration" and "Keys to the Village." Members individually provided their preferences and shared their comments.

Feedback from individual members included but was not limited to the following:

Ms. Janes stated her preference for a promotion built on the concept of customer appreciation. She suggested that the idea of the event be shared with prospective businesses, too, as a way to show them the proactive efforts of the Village. Ms. Janes noted the success of the Wedding Walk as a traffic generator and suggested that lessons could be learned from that promotion. Ms. Grisemer commented that she liked the "post mark" design of the one concept and the photo-based style of the other. She further suggested that the promotion could become a semi-annual event. Mr. Potter remarked that he liked both concepts to such a degree that he recommended that the "Customer Appreciation Celebration" be implemented for the spring and then perhaps "Keys to the Village" for the fall. He added that business owners may want to have their own special offers at various times over the two days to accommodate a wide variety of customers. Mr. Alvarez expressed his preference for the creative that featured photos since the images show and compel action. He added that he very much liked the "crown" element of the Distinctly Hinsdale logo and recommended that the size of it be increased.

Members agreed that a spring season promotion could be beneficial to retailers since it can be considered a somewhat slower time of the business year. In addition, members believe that having it at the end of April would allow the promotion to occur before the end of both the Village's fiscal year and the school system's academic year.

As a means to supplement the work-in-progress media plan of the EDC for the promotion, Mr. Grisko informed the group that he had secured a special rate from *The Hinsdalean* so that individual businesses might be more inclined to do their own advertising leading up to the two-day event. He added that an ad "shell" could be developed which would allow business owners to create an ad with minimal effort.

Members considered other potential items to support the promotion, including but not limited to: posters or static clings for participating businesses, temporary shelters at store entrances given the possibility for inclement weather at the end of April, signage in the Village's landscape street corners and at individual store entrances, light-post and/or Burlington Park banners, flowers, balloons, and/or

baskets at participating store entrances, and in-store entertainment or refreshments.

Ms. Anderson informed the Commission that there would be an opportunity to inform the business community of the EDC's promotion at the Chamber's upcoming quarterly meeting on the evening of February 28th. Mr. Karstrand suggested that the group may wish to request of the Board special parking considerations for at least the Saturday of the promotion if not Friday also.

Staff commented that based upon the feedback received at the meeting, a hybrid of the two creative concepts would be developed. He added that it would begin with the postmark design, add the two rows of photos of the other alternative, feature a larger Distinctly Hinsdale crown, and then pare down the text for an easier read. Staff suggested that to ensure a good level of participation, members of the Commission might want to visit the Village's retailers. Staff reminded members of the success achieved by Ms. Grisemer in enlisting participation this way in the past. (Agenda Item 4)

Outdoor Update

Mr. Chapello informed fellow members that he and staff had visited with two companies that provide outdoor advertising space to explore further the potential to locate a sign on land owned by the Village. He commented that the only area that appeared to lend itself to the concept would be the eastern edge of Veeck Park where it meets I-294. Mr. Chapello reminded members that the purpose of an outdoor presence in the Village would be two-fold, citing the potential for a new revenue stream for the Village as well as display space for the EDC's marketing efforts to bolster the local economy. Staff reiterated that he and Mr. Chapello had made clear to both companies the importance of mitigating any potential negative visual impact to its surroundings.

Adjournment

With no additional business before the Commission, Ms. Janes made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The January 25, 2011 meeting of the EDC was declared adjourned at 8:07 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP, CNU-A