

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Meeting on
Tuesday, February 22, 2011

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

Members Absent: Jan Grisemer and Brad Summers

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

Others Present: Dan Grisko, Direct Advantage and Jan Anderson, Executive
Director of the Hinsdale Chamber of Commerce

Call to Order

At 7:01 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, February 22, 2011. (Agenda Item 1)

Approval of Minutes

Mr. Potter made a motion to approve the minutes of the special meeting of the EDC that was held on January 4, 2011. Mr. Chapello 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 10.1% for the month of February, adding that this reflects sales from November. Staff relayed that the local use sales tax revenue had increased 38.3% for the same period. Staff concluded by relaying to EDC members that for the first ten months of the current fiscal year, total sales tax revenue had increased \$191,233 or 9.7%.

Staff stated that through 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 group's plan for a retail sales promotion for the spring season. He noted the progress that had been made for the "Customer Appreciation Celebration" based upon the EDC's feedback.

Mr. Grisko shared a PowerPoint presentation of the elements that he and Staff had assembled based upon the feedback attained at the last meeting of the EDC. Included were: (1) letter to retailers; (2) sample full-page, full-color advertisement; (3) direct mail; (4) window clings/posters; (5) micro-website; (6) logo (including downloadable file from website); and, (7) ad shell/template. Made clear was the desire to be merchant-friendly - - the hinsdaleretail.com website was designed to make enlisting in the promotion straightforward and simple.

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

A new logo was shared, with Staff commenting that it was the synthesis of the two logo designs preferred by members. Ms. Hughes offered a suggestion to fine-tune the approach, which included moving "customer" to a more prominent location and increasing its font size. Members agreed that it would be improved as a result. Staff and Mr. Grisko commented that the alteration would be made.

Ms. Janes wondered if there might be a way to involve one or some of Hinsdale's local news celebrities, adding that their recognizable faces and stature in the community might add some additional flair.

Several members suggested that the other local papers be considered to increase exposure to the nearby region, while others remarked that other publications, such as the *Chicago Tribune*, may reach even more households in these municipalities.

Mr. Potter and Mr. Alvarez both emphasized that the single most importance element for a successful promotion will be the effort of their fellow retailers to not only get behind the promotion but to also fully leverage the exposure it will grant them. Both members commented that regardless of the fine welcome packet that they'll receive in the mail, face-to-face visits would likely be required to ensure a substantial level of participation. (Agenda Item 4)

March Meeting Date

Mr. Chapello made a motion to move the March meeting date to March 29th. Mr. Potter seconded, and the motion was approved unanimously. (Agenda Item 5)

Comments

Staff informed the group of the recent approval of a text amendment to the Village's Zoning Code that makes the projecting sign a permitted type and that streamlines process through administrative approval of code-compliant signs. Staff added that the adopted process still includes review by the Chairperson of the Plan Commission.

Chairman Karstrand offered his gratitude for the hard work and quality service provided by the Village's Public Services Department during the recent blizzard.


Adjournment

With no additional business before the Commission, Ms. Janes made a motion to adjourn. Mr. Schneider seconded, and the motion passed unanimously. The February 22, 2011 meeting of the EDC was declared adjourned at 8:03 p.m.
(Agenda Item 6)

Respectfully submitted,

Timothy Scott, AICP, CNU-A

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 
Date: March 24, 2011
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 March (December sales) amounted to \$240,997 as compared to the previous year's receipts of \$209,997. This represents an increase of \$31,411 (15%) for March.

Total base sales tax receipts for the fiscal year-to-date (sales through December 31, 2010) amount to \$2,204,761 as compared to the previous year's receipts of \$2,003,643. This represents an increase of \$201,118 (10%).

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.")

As of this writing, Local Use Sales Tax receipts for the month of March (December sales) are not yet available. In addition, the State has pulled off of their website the results they had posted for February. I have left the original figure for February in the attached spreadsheet but will adjust once the new information is available.

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

As a result of Local Use Sales Tax receipts not being available for the month of March (December sales), an updated total is not

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	211,158	26,068	14.1%	1,428,085	1,563,343	135,258	9.5%
January	October	177,271	192,575	15,304	8.6%	1,605,356	1,755,918	150,562	9.4%
February	November	188,701	207,846	19,145	10.1%	1,794,057	1,963,764	169,707	9.5%
March	December	209,586	240,997	31,411	15.0%	2,003,643	2,204,761	201,118	10.0%
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	20,667	3,788	22.4%	143,398	149,686	6,288	4.4%
January	October	16,361	26,001	9,640	58.9%	159,759	175,687	15,928	10.0%
February	November	14,614	20,212	5,598	38.3%	174,373	195,899	21,526	12.3%
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	231,825	29,856	14.8%	1,571,483	1,713,029	141,546	9.0%
January	October	193,632	218,576	24,944	12.9%	1,765,115	1,931,605	166,490	9.4%
February	November	203,315	228,058	24,743	12.2%	1,968,430	2,159,663	191,233	9.7%
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, CNU-A – Director of Economic Development 

Date: March 24, 2011

RE: Sales Tax – Fourth Quarter 2010

Attached you will find the sales tax report for the fourth quarter of 2010.

There is good news in that the ten (10) categories show increases positive changes with an overall growth of 11.4% in relation to the same period last year.

Double-digit increases occurred in the following four (4) categories: Food (12.4%); Drinking & Eating Places (17.1); Drugs & Misc. Retail (20.8%); and, Manufacturers (15.7%).

For the 2010 calendar year, sales tax revenue was up 9.7%, with double-digit increases in the following categories: Food; Lumber, Building & Hardware; Drugs & Misc. Retail; and, Manufacturers.

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

**Village of Hinsdale
Base Sales Tax Report
Fourth Quarter 2010**

Category	October - December, 2010				October - December, 2009				Increase/(Decrease) In			
	Sales Tax Liability				Sales Tax Liability				Sales Tax Liability			
	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% Change
1. General Merchandise	-	-	-	0.0%	-	-	-	0.0%	-	-	-	0.0%
2. Food	58,116	54,053	112,169	17.5%	44,412	55,364	99,776	17.3%	13,704	(1,311)	12,393	12.4%
3. Drinking & Eating Places	8,907	49,436	58,343	9.1%	8,543	41,296	49,839	8.7%	364	8,140	8,504	17.1%
4. Apparel	-	28,112	28,112	4.4%	78	26,084	26,162	4.5%	(78)	2,028	1,950	7.5%
5. Furniture, Household & Radio	-	24,681	24,681	3.8%	245	23,787	24,032	4.2%	(245)	894	649	2.7%
6. Lumber, Building & Hardware	2,460	1,929	4,389	0.7%	2,179	1,938	4,117	0.7%	281	(9)	272	6.6%
7. Automotive & Filling Stations	-	153,128	153,128	23.9%	-	141,750	141,750	24.6%	-	11,378	11,378	8.0%
8. Drugs & Misc. Retail	3,545	128,107	131,652	20.3%	1,881	107,063	108,944	18.9%	1,664	21,044	22,708	20.8%
9. Agriculture & All Other	1,476	71,728	73,204	11.4%	3,179	69,584	72,763	12.6%	(1,703)	2,144	441	0.6%
10. Manufacturers	50,306	5,234	55,740	8.7%	43,359	4,816	48,175	8.4%	7,147	418	7,565	15.7%
Total	125,010	516,408	641,418	100.0%	103,876	471,682	575,558	100.0%	21,134	44,726	65,860	11.4%

Category	October - December, 2009				October - December, 2008				Increase/(Decrease) In			
	Sales Tax Liability				Sales Tax Liability				Sales Tax Liability			
	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% of Total	Cook County	DuPage County	Total	% Change
1. General Merchandise	-	-	-	0.0%	-	-	-	0.0%	-	-	-	0.0%
2. Food	44,412	55,364	99,776	17.3%	41,568	57,565	99,133	18.2%	2,844	(2,201)	643	0.6%
3. Drinking & Eating Places	8,543	41,296	49,839	8.7%	8,883	45,500	54,383	10.0%	(340)	(4,204)	(4,544)	-8.4%
4. Apparel	78	26,084	26,162	4.5%	85	33,418	33,503	6.1%	(7)	(7,334)	(7,341)	-21.9%
5. Furniture, Household & Radio	245	23,787	24,032	4.2%	254	28,724	28,978	5.3%	(9)	(4,937)	(4,946)	-17.1%
6. Lumber, Building & Hardware	2,179	1,938	4,117	0.7%	3,733	5,553	9,286	1.7%	(1,554)	(3,615)	(5,169)	-55.7%
7. Automotive & Filling Stations	-	141,750	141,750	24.6%	-	117,727	117,727	21.6%	-	24,023	24,023	20.4%
8. Drugs & Misc. Retail	1,881	107,063	108,944	18.9%	2,465	91,130	93,595	17.2%	(584)	15,933	15,349	16.4%
9. Agriculture & All Other	3,179	69,584	72,763	12.6%	3,241	64,001	67,242	12.3%	(62)	5,583	5,521	8.2%
10. Manufacturers	43,359	4,816	48,175	8.4%	40,109	1,043	41,152	7.6%	3,250	3,773	7,023	17.1%
Total	103,876	471,682	575,558	100.0%	100,338	444,661	544,999	100.0%	3,538	27,021	30,559	5.6%

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: March 24, 2011

RE: Food and Beverage Tax

Through February 28, 2011, the Village has collected \$237,772 in food-and-beverage tax revenue, which is \$33,597 more than the budgeted amount of \$204,175, or an increase of nearly 16.5%.

Although the food-and-beverage tax for the fiscal year has exceeded projections, for February the Village did not meet the monthly budgeted amount. Specifically, the Village collected \$17,769 in food-and-beverage tax revenue for February (the tenth month of the fiscal year), but this is \$2,649 less (-13%) than the budgeted amount of \$20,418. This is likely attributable to a timing issue, as January revealed a 39% increase in relation to budget.

As you're aware, the EDC's fiscal year budget of \$120,000 is based upon 50% of the revenue from the estimated 1% food-and-beverage tax. At this point, it would appear that the Village will exceed its estimate for food-and-beverage tax revenue projection for fiscal year 2010-11.

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, CNU-A – Director of Economic Development



Date: March 24, 2011

RE: Spring Retail Sales Promotion

Over the last few meetings of the Economic Development Commission (EDC), members committed to a springtime sales promotion for Hinsdale's retail community.

The "Customer Appreciation Celebration" event is scheduled for Friday, April 29th and Saturday, April 30th. These dates were selected since they occur after spring break, before the end of the school year, and in a slower or non-traditional shopping time.

Rather than offer a prize or experience to a "winner," the promotion relies on individual businesses to develop their own special offers. This decentralized approach better accommodates the range of businesses in the Village. As of this writing, 26 businesses have signed up through our dedicated website, hinsdaleretail.com. To increase the level of participation, field visits to the business community will need to be made. Two members of the EDC have expressed a willingness to make these visits to encourage participation.

Attached is a summary of the elements that may be used to generate awareness for the promotion. Some of the items have already been completed while others are under consideration. As noted previously, the approach is designed to reach both residents and potential visitors from the region.

Please review the list. Comments are of course welcomed, as are suggestions of any other vehicles not listed in the plan or yet discussed by the group.

If you have any questions in advance of the meeting, please feel free to contact me at (630) 789-7005 or tscott@villageofhinsdale.org.

Thank you.

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

**Multi-media Promotional Plan for
HINSDALE CUSTOMER APPRECIATION CELEBRATION**

Items completed/committed

Direct Mail

Retailer invitation letter & attachments \$1,200 - completed

Web

StyleChicago.com

Event Package, includes custom "You're Invited page", banner ad; four weeks with anchor position in newsletter & text link \$1,200 - completed

Facebook/Twitter, posting to our website N/C - committed

Development of micro-site & website updates \$1,000 - completed

Signs

Horizontal banners (6) \$480 - completed

Vertical (light post) banners (24) \$1,320 - committed

11" x 14" posters \$150 - completed

Items considered

Signs

Balloons (est.) \$1,680

Window clings \$250

Print

The Hinsdalean

Full-page, full-color, 4/20 & 4/27 @ \$520 ea. \$1,040

(double truck for one week @ \$1,040 is also an option)

Chicago Tribune

½-page, 4-color, 5-zones, 4/28 \$1,878

½-page, B & W, west zone, Sunday, 4/24

("Sunday" section, features Home design, gardening, shopping) \$1,565

Chicago Magazine

¼-page, 4-color ad, hits homes 4/14 \$2,667

Suburban Focus

Direct Mail Magazine, ½-page, 4-color hits 4/26 \$662

Suburban Life


½-page Central Cook/DuPage Life zones, 4/20 & 4/27 (\$825 ea.) \$1,650

Direct Mail

6" x 9" postcard to all Hinsdale households (more than 6k) \$5,000

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: March 24, 2011

RE: Potential for Outdoor Ad Space in Village

Following you'll find an update on the potential for outdoor advertising in the Village (as summarized by Economic Development Commission (EDC) member Craig Chapello).

Possible Outdoor Advertising Initiative

As you are aware, the EDC has been investigating the possibility of gaining advertising impressions and revenue to support economic development efforts of the Village through the potential placement of outdoor advertising sign(s) in Veeck Park (on the east edge bordering I-294).

There are many steps to the process. These steps include the following (but not necessarily in this order):

1. Exploration with vendors
2. Determination of location(s)
3. Emphasis of the context sensitive requirements for any installation
4. Obtaining approval of IDOT of an installation at Veeck Park.
5. Exploration by the EDC as a whole
6. Determination of necessary map or text amendments
7. Plan Commission submission and consideration
8. Board submission and consideration

We feel that we are at the point where we should determine if the Illinois Department of Transportation (IDOT) will approve the location before we move to begin the work on any subsequent steps.

This request for approval would require submission of an application and documentation to IDOT.

IDOT handles this approval as an administrative matter.

IDOT approval only removes the question of state approval. It does not relate to approval or disapproval by the Village.

Should IDOT approve the location and the Village decides not to pursue the sign(s), the state permit would simply expire without being used.

As noted in previous discussions, this idea would only be pursued if any potential negative visual impact could be mitigated.

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

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