

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

**Minutes of the Meeting on**  
**Tuesday, May 24, 2011**

**Members Present:** Luis Alvarez, Craig Chapello, Jan Grisemer, Molly Hughes, John Karstrand, Steve Potter, and Brad Summers

**Members Absent:** Jeanie Janes and Alan Schneider

**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 7:00 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, May 24, 2011. (Agenda Item 1)

**Approval of Minutes**

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC that was held on March 29, 2011. Mr. Potter seconded, and the motion was approved unanimously. (Agenda Item 2)

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

Staff stated that base sales tax and local use tax revenue increased 6.2% and 30.2, respectively, for the month of April, reflecting sales from January. Staff commented that total sales tax revenue for the 2010-11 fiscal year increased by \$243,771 or 10.3%. Staff then informed members that food-and-beverage tax revenue for the 2010-2011 fiscal year exceeded the Village's budget projection by \$39,533 or 16.1%. (Agenda Item 3)

**Retail Sales Promotion**

Staff highlighted the success of the EDC's first-ever "Customer Appreciation Celebration," noting a participation level by local businesses that exceeded the norm by nearly 50% and referring to the generally positive feedback submitted through a follow-up e-mail survey (which achieved a respectable return rate of nearly 30%).

Based upon the positive reception of business owners and customers to the promotion, its theme, and specific store offers, members recommended that the event be tried again next spring. When adding a fall version of the event was raised, members recommended against the idea, suggesting that the event may have less impact given the typically busy fall calendar and an already fast-paced holiday season. Staff commented that the decision to opt for a single springtime promotion would be reflected in the group's draft work program and budget for the new fiscal year. (Agenda Item 4)

### **Budget Discussion**

Staff introduced the budget discussion by relaying the positive news of additional resources available to the EDC for the 2011-12 Fiscal Year as a result of an increased revenue projection in the Village's 1% food-and-beverage tax. Staff commented that the draft before members was meant solely to stimulate discussion and that it had been based on the work programs and budget of the recent past.

Members individually expressed their opinions and preferences. Comments and suggestions included but were not limited to: rebalancing the mix between print and online allocations; seeing quantitative information about individual outlets; opting for another springtime promotion rather than spring and fall events; potentially increasing the allocation to holiday lighting; and, accepting the physical items as listed minus the sign assembly for Burlington Park. While the concept of replacing the pole-and-banner system was supported, members believed that there were likely not enough resources to pursue the project. (Agenda Item 5)

### **New Advertising Campaigns**

Staff reminded members of the advertising strategy of the recent past, which had focused on two distinct shoppers/diners, namely, residents and visitors from the region. Mr. Grisko of Direct Advantage presented ideas for advertising campaigns that were built on the notion of reaching these distinct audiences. Members noted their preferences from the choices presented and also expressed opinions as to what elements they liked about each approach. As a result of the feedback provided, revised and new campaigns would be developed for review at the June 28<sup>th</sup> meeting of the EDC. (Agenda Item 6)

### **Adjournment**

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Chapello seconded, and the motion passed unanimously. The May 24, 2011 meeting of the EDC was declared adjourned at 8:26 p.m. (Agenda Item 7)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A