

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

**Minutes of the Meeting on**  
**Tuesday, June 28, 2011**

**Members Present:** Luis Alvarez, Craig Chapello, Jeanie Janes, John Karstrand, Steve Potter, Alan Schneider, and Brad Summers

**Members Absent:** Jan Grisemer and Molly Hughes

**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, June 28, 2011. (Agenda Item 1)

**Introduction of New Member**

Chairman Karstrand informed the Commission that its newest member, Ms. Elizabeth Garvey, was present. Ms. Garvey introduced herself to fellow members, providing both personal and professional background information. Since Ms. Garvey had not yet been sworn in to serve, it was stated that she would be unable to vote on any agenda items.

**Approval of Minutes**

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC that was held on May 24, 2011. Ms. Grisemer 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 6.9% and 10% for the months of May and June, reflecting sales from the months of March and April. Staff added that total sales tax revenue through the first two months of the fiscal year had increased by \$37,576 or 9.5% in relation to last year.

Staff stated that for the first completed month of the 2011-12 Fiscal Year, the Village received \$25,021 in food-and-beverage tax revenue, exceeding the Village's budget projection by \$1,129 or approximately 4.7%. (Agenda Item 3)

### **Budget and Work Program**

Staff introduced the topic of the EDC's use of their budget resources and noted that the draft plan before members was shaped by their discussion at the May 24<sup>th</sup> meeting of the group. Staff added that the allocation of resources in the draft budget by category were: 20.2% advertising; 2.25% website enhancements; 25.8% retail sales promotion and events; 15% holiday lighting/other downtown support; 18.9% managerial/professional; 17.4% urban design/physical; and, 0.45% miscellaneous production.

Members provided feedback on the spending allocations as well as preferences for certain individual vehicles within each category. Recommended by members was a review of the budget six months into the fiscal year so that if there were a positive variance at that point, members would be prepared to direct those available resources to projects that require longer lead times but that could still be completed before the end of the fiscal year.

Mr. Chapello recommended that the contingency of \$9,775 shown in the draft budget be moved to the "physical/urban design" category. He then made a motion to approve the EDC's budget and work program, reflecting a revised total for the "physical/urban design" category and the other categories as presented. Ms. Grisemer seconded, and the motion passed unanimously. (Agenda Item 4)

### **Advertising Campaigns**

Staff commented that as in recent years, campaign ideas had been prepared to reach both local and regional audiences. Mr. Grisko of Direct Advantage then formally presented these ideas and the potential local and regional print and internet vehicles that could be used for their placement. Members provided their preferences with respect to campaigns and vehicles/channels and also offered feedback as to how the execution of the ideas could potentially be refined.

(Agenda Item 5)

### **Adjournment**

With no additional business before the Commission, Ms. Janes made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The June 28, 2011 meeting of the EDC was declared adjourned at 8:49 p.m. (Agenda Item 6)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A