

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 24th 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,

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: August 18, 2011

RE: Sales Tax Review

Following is a review of sales tax revenue for the third and fourth months of the 2011-12 Fiscal Year.

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 July (April sales) amounted to \$197,489 as compared to the previous year's receipts of \$178,858. This represents an increase of \$18,631 (10.4%) for July.

Base Sales Tax receipts for the month of August (May sales) amounted to \$205,101 as compared to the previous year's receipts of \$197,508. This represents an increase of \$7,593 (3.8%) for August.

Total base sales tax receipts through August (sales through May 31, 2011) totaled \$792,963 as compared to the previous year's receipts of \$736,175. This represents an increase of \$56,788 (7.7%).

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.")

Local Use Sales Tax receipts for the month of July (April sales) amounted to \$20,281 as compared to the previous year's receipts of \$18,057. This represents an increase of \$2,224 (12.3%) for July.

Local Use Sales Tax receipts for the month of August (May sales) amounted to \$19,760 as compared to the previous year's receipts of \$17,116. This represents an increase of \$2,644 (15.4%) for August.

Total local use tax receipts for the month (sales through May 31, 2011) totaled \$82,669 as compared to the previous year's receipts of \$70,789. This represents an increase of \$11,880 (16.8%).

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

Total Sales Tax receipts for the month of July (April sales) amounted to \$217,770 as compared to the previous year's receipts of \$196,915. This represents an increase of \$20,855 (10.6%) for July.

Total Sales Tax receipts for the month of August (May sales) amounted to \$224,861 as compared to the previous year's receipts of \$214,624. This represents an increase of \$10,237 (4.8%) for August.

Total Sales Tax receipts through August (sales through May 31st) totaled \$875,632 as compared to the previous year's receipts of \$806,964. This represents an increase of \$68,668 (8.5%) for the 2011-12 Fiscal Year.

If you have any questions, please feel free 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 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	177,262	189,567	12,305	6.9%	177,262	189,567	12,305	6.9%
June	March	182,547	200,806	18,259	10.0%	359,809	390,373	30,564	8.5%
July	April	178,858	197,489	18,631	10.4%	538,667	587,862	49,195	9.1%
August	May	197,508	205,101	7,593	3.8%	736,175	792,963	56,788	7.7%
September	June	213,939				950,114			
October	July	208,307				1,158,421			
November	August	193,764				1,352,185			
December	September	211,158				1,563,343			
January	October	192,575				1,755,918			
February	November	207,846				1,963,764			
March	December	240,997				2,204,761			
April	January	168,722				2,373,483			
Total		2,373,483							

Local Use Tax

Receipt Month	Liability Month	FY 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	11,889	20,920	9,031	76.0%	11,889	20,920	9,031	76.0%
June	March	23,727	21,708	(2,019)	-8.5%	35,616	42,628	7,012	19.7%
July	April	18,057	20,281	2,224	12.3%	53,673	62,909	9,236	17.2%
August	May	17,116	19,760	2,644	15.4%	70,789	82,669	11,880	16.8%
September	June	22,084				92,873			
October	July	18,358				111,231			
November	August	17,788				129,019			
December	September	20,667				149,686			
January	October	26,001				175,687			
February	November	20,212				195,899			
March	December	31,819				227,718			
April	January	19,460				247,178			
Total		247,178							

Total Sales Tax

Receipt Month	Liability Month	FY 10-11	FY 11-12	Dollar Change	Percent Change	FY 10-11 YTD	FY 11-12 YTD	Dollar Change	Percent Change
May	February	189,151	210,487	21,336	11.3%	189,151	210,487	21,336	11.3%
June	March	206,274	222,514	16,240	7.9%	395,425	433,001	37,576	9.5%
July	April	196,915	217,770	20,855	10.6%	592,340	650,771	58,431	9.9%
August	May	214,624	224,861	10,237	4.8%	806,964	875,632	68,668	8.5%
September	June	236,023				1,042,987			
October	July	226,665				1,269,652			
November	August	211,552				1,481,204			
December	September	231,825				1,713,029			
January	October	218,576				1,931,605			
February	November	228,058				2,159,663			
March	December	272,816				2,432,479			
April	January	188,182				2,620,661			
Total		2,620,661							

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: August 18, 2011

RE: Food and Beverage Tax Revenue

The annual budget of the Economic Development Commission (EDC) is based upon 50% of the estimated revenue from the Village's 1% food-and-beverage tax. For the 2011-2012 Fiscal Year, the EDC has been assigned \$143,350 in budget resources.

For June, the second month of the 2011-12 Fiscal Year, the Village collected \$23,584 in food-and-beverage tax revenue, which is \$307 less than the budgeted amount of \$23,892, or a decrease of 1.3%.

For July, the third month of the 2011-12 Fiscal Year, the Village collected \$22,458 in food-and-beverage tax revenue, which is \$1,433 less than the budgeted amount of \$23,892, or a decrease of 6.0%.

For the first three months of the 2011-12 Fiscal Year, food-and-beverage tax revenue totaled \$71,062 while \$71,672 was the budgeted total for these months. This reveals a slight shortfall of \$610 or less than 1% (0.86%).

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: August 18, 2011

RE: Ad Campaigns

As you will recall, the Economic Development Commission (EDC) is committed to its dual-track advertising strategy which is designed to reach two distinct audiences, residents and targeted, potential visitors from the surrounding area. The EDC recently agreed to new local and regional advertising campaigns.

Local Audience

For reaching residents, the campaign is known as “Spree-cycling,” which borrows on and then combines the notions of shopping sprees and recycling. The campaign slogan, “When you spend it town, it comes back around!” emphasizes that revenue derived from consumer purchases in local businesses is a critical element in efforts to investment in projects, services, and amenities in the Village. These ads are being placed in *The Hinsdalean*. As of this writing, two have run so far.

Regional Audience

This year’s regional campaign is internally-named, “Historic Euphoric.” Its aim is to celebrate and then marry the Village’s charm and historic character with the attributes of our vast collection of business offerings (shopping, dining, spas/relaxation, etc.). This results in two-word characterizations for each ad, and some examples include “fine-dine”, “unique-boutique”, “quaint-paint”, etc. This campaign will run in four bi-monthly issues of *West Suburban Living Magazine*. These will also underpin the EDC’s first concerted effort with internet-based advertising.

Award/Recognition

I’m pleased to report that last year’s “shop local” campaign, “Spending Locally Makes Common Cents” has been recognized as a first-place award winner by the International Economic Development Council (IEDC). This award follows up on last year’s win for the “Who, What, Wear” campaign and the multi-media marketing brochure of a few years ago.

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: August 18, 2011

RE: Business Inventory and Website

Field work to update listings and available space for our retail business districts has been completed. Edits have been made to the existing directory and properties database. The next level of work is beginning; it will include a re-configured map, new numbering system, and expanded listings. This work will lead to an updated static print map (in the kiosk at the plaza of the Washington Shopper Parking Lot) and interactive map and directory on the EDC's dedicated website, DistinctlyHinsdale.com. Other improvements to the website are being planned as well and updates will be provided to members of the EDC in coming meetings.

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: August 18, 2011

RE: First Street Wall

As you may recall, rehabilitation of the elevated walkway wall on the south side of First Street between Il Poggiolo on the west and the Hinsdale Chamber of Commerce to the east is an initiative of the Economic Development Commission (EDC) this year.

The bid was announced in *The Hinsdalean* on Thursday, April 18th. Proposals will be received until the afternoon of Tuesday, August 30th. The winning bid will be forwarded to the Administration and Community Affairs Committee for approval.

Completion of the work is roughly estimated at two weeks, and the coming moderate temperatures will aid both the masonry repair and painting of the steel. For reference, a drawing summarizing the project's scope has been attached.

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

FIRST STREET ELEVATED WALKWAY WALL-REHABILITATION

BID NO. 1501

ATTACHMENT B

BREAK UP AND REMOVE ENTIRE EXISTING CONCRETE CAP

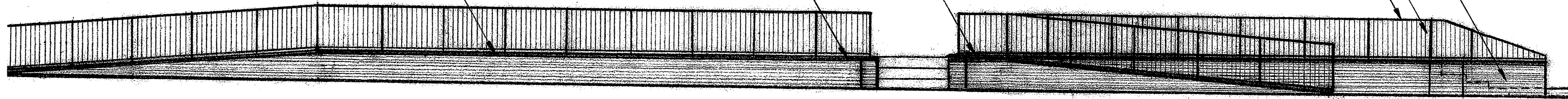
FORM NEW CAP; UTILIZE A PAIR OF NO. 5 REINFORCING BARS ENTIRE LENGTH

POUR ENTIRELY NEW CAP (6-BAG MIX CONCRETE)

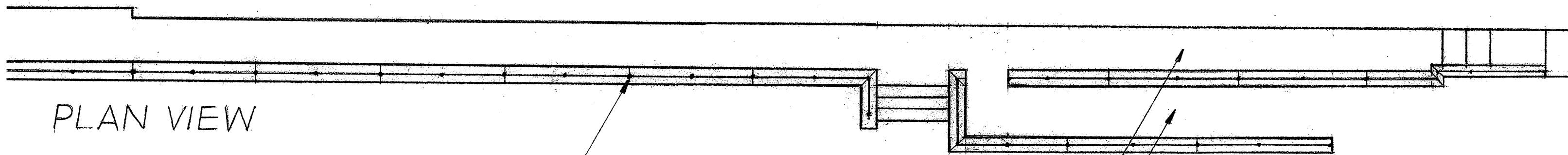
GRIND OUT ALL MORTAR; RE-POINT ALL AND REPLACE BRICKS AS NEEDED

REFINISH STEEL RAILING AND FENCE TWO COATS OF GLOSSY BLACK PAINT

ELEVATION



PLAN VIEW



SAW CUT AND SILICONE CAULK FILL CONTROL/ EXPANSION JOINTS AT 10' INTERVALS (APPROX.)

EXISTING BRICK PAVERS TO REMAIN

NOTES:

1. SCALE IS APPROXIMATE; ALL DIMENSIONS TO BE VERIFIED IN FIELD BY APPLICANT
2. SEE BID PACKET FOR ADDITIONAL DETAILS RELATED TO PROJECT SCOPE OF WORK
3. SELECTED CONTRACTOR TO TAKE NECESSARY PRECAUTIONS TO MINIMIZE AIRBORN DEBRIS-EQUIPMENT CONNECTION TO VACUUM
4. REPLACEMENT FACE BRICK SAMPLE TO BE APPROVED BY VILLAGE OF HINSDALE
5. ALL MATERIAL TO BE HAULED AWAY AND SITE TO BE CLEANED BY CONTRACTOR
6. SEE ENCLOSED PHOTOGRAPHS

SCALE: 1/8" = 1'-0"

DRAWN BY: TIMOTHY SCOTT, AICP, CNU-A
 DIRECTOR, ECON. DEVELOPMENT
 (630) 789-7005
 AUGUST 8, 2011

VILLAGE OF HINSDALE
 19 E. CHICAGO AVE.
 HINSDALE, IL 60521

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: August 18, 2011

RE: Holiday Lighting

Even though school is not yet in session, it is still not too early to begin discussing this year's holiday lighting program. Last year, we were fortunate to find a vendor that provided a level of service similar to the past but at a greatly reduced price. It is possible that the vendor underestimated the time and materials required for the project; or, perhaps we were simply fortunate to find a value- and customer service-oriented vendor.

Since last year was a one-year contract, we will again have to seek estimates or competitively bid the project. During the Economic Development Commission's work plan and budget discussions, the line item for holiday lighting is \$20,000. Please think about the three main elements of the project: street trees downtown, the core of Burlington Park, and the Village's Christmas tree on the south lawn of the Memorial Building (where we had our first official tree lighting last year).

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: August 18, 2011

RE: Tenant Space

Interest in the Village's commercial districts continues. Several new businesses have recently opened with others planned for the near future.

Downtown: Doggie Diner on First Street just opened. With a timely build-out, Washington Street will see the opening of Savory Spice before the holiday season. As of this writing, there are two other deals pending, one for a new apparel boutique and another for a seasonal use. Our conversations with the CEO of the apparel boutique began several years ago. Should the deal come together, the store will be a fine addition to the retail mix of the community.

Grant Square/Northtown: Trumeau, a home furnishings, accessories, and design services retail studio, has leased space on Chicago Avenue between Washington and Lincoln.

Gateway Square: Interest from a large potential tenant remains strong, although a deal has not been finalized.

59th and Madison: After completing several months of improvements to the physical space and securing a liquor license, Hinsdale Food Mart opened.

In addition, three text amendments have been received from private parties. These could lead to new businesses, with two located downtown and one in the greater Grant Square area.

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