

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

**Minutes of the Special Meeting on**  
**Tuesday, September 27, 2011**

**Members Present:** Luis Alvarez, Jan Grisemer, John Karstrand, Steve Potter,  
and Elyce Rembos

**Members Absent:** Craig Chapello, Elizabeth Garvey, Molly Hughes

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

**Others Present:** Dan Grisko, Direct Advantage  
Jan Anderson, Hinsdale Chamber of Commerce  
Chris Elder, Village Trustee

**Call to Order**

At 7:30 p.m., Chairman Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, September 27, 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 August 23, 2011. Mr. Alvarez 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 0.4% for September, reflecting sales from the month of June. Staff stated that total sales tax revenue through the first five months of the fiscal year had increased by \$69,230 or 6.6% in relation to last year. Staff then added that base sales taxes had increased 4.5% for the first quarter relative to last year. (Agenda Item 3)

Staff stated that for August, the fourth month of the 2011-12 Fiscal Year, the Village received \$27,415 in food-and-beverage tax revenue and added that for the fiscal year-to-date, this revenue source was up 3.9% in relation to the Village's budget projection. (Agenda Item 4)

**Advertising Program**

Staff stated that the EDC's advertising campaigns for the local and regional audiences were further refined based upon member feedback. Staff commented that ads were running weekly for the "shop local" campaign known as "Spree-cycling" and that the group's regional campaign, "Historic Hinsdale," had its first print ad in the September-October edition of *West Suburban Living Magazine*.

Staff announced that the regional campaign was being extended to and adapted for the Internet. Mr. Grisko then presented sample advertisements, which he commented would be banners placed on select websites that are geared toward appropriate the demographic. He added that those who elect to click on the banner ads would be connected to thematic micro-websites. Staff informed members of the Commission that their local ad campaign from last year, "Spending Locally Makes Common Cents" had been recognized as a first place winner by the International Economic Development Council (IEDC). (Agenda Item 5)

### **First Street Walkway Wall**

Staff stated that the project had to be bid twice, in mid-August and then the beginning of September and 14 contractors were also proactively sent bid packets. Out of this effort, the Village received one bid, from Franklin Park-based JSL Restoration. Staff reiterated the challenges of the project, including working around the existing welded-in-place steel fence system. After discussion, members of the EDC agreed to delay the Customer Appreciation retail sales promotion until early May so that additional resources could be assigned to the rehabilitation of the masonry wall. (Agenda Item 6)

### **Holiday Lighting**

Staff reviewed the proposed scope of the holiday lighting and decorating program and added that estimates would be sought in the coming days. Staff noted that the group's placeholder allocation would be a key consideration and that the targeted completion of the installation would again be Thanksgiving. (Agenda Item 7)

### **Adjournment**

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Potter seconded, and the motion passed unanimously. The September 27, 2011 meeting of the EDC was declared adjourned at 9:13 p.m. (Agenda Item 8)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A