

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,

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: November 10, 2011

RE: Sales Tax Review

Following is a review of sales tax revenue for the first half 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 October (July sales) amounted to \$209,788 as compared to the previous year's receipts of \$208,307. This represents an increase of \$1,481 (0.7%) for October.

Total base sales tax receipts through October (sales through July 31, 2011) totaled \$1,217,502 as compared to the previous year's receipts of \$1,158,421. This represents an increase of \$59,081 (5.1%).

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 October (July sales) amounted to \$17,475 as compared to the previous year's receipts of \$18,358. This represents a decrease of \$883 (-4.8%) for October.

Total local use tax receipts for the month (sales through July 31, 2011) totaled \$121,978 as compared to the previous year's receipts of \$111,231. This represents an increase of \$10,747 (9.7%).

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

Total Sales Tax receipts for the month of October (July sales) amounted to \$227,263 as compared to the previous year's receipts of \$226,665. This represents an increase of \$598 (0.3%) for October.


Total Sales Tax receipts through October (sales through July 31, 2011) totaled \$1,339,480 as compared to the previous year's receipts of \$1,269,652. This represents an increase of \$69,828 (5.5%) 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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: November 10, 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 October, the sixth month of the 2011-12 Fiscal Year, the Village collected \$29,197 in new food-and-beverage tax revenue, which is \$5,306 more than the budgeted amount of \$23,891, or an increase of 22.2%.

For the first half of the 2011-12 Fiscal Year, new food-and-beverage tax revenue totaled \$158,926 while \$143,344 was the budgeted total for these months. This reveals a gain of \$15,582 or approximately 10.9%.

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: November 10, 2011

RE: Holiday Program

Following are holiday-related updates.

Lighting and Decorating

The main elements of the holiday lighting and decorating program are: (1) canopy-style illumination of 84 street trees in the greater downtown area; (2) illumination and decoration of the fountain at Burlington Park and illumination of the evergreen shrubs and trees (four shade and four ornamental trees) surrounding it; and, (3) illumination and decoration (with red, green, and gold ornaments) of the mature Colorado blue spruce on the south lawn of the Memorial Building. Additions to the scope from last year are: ornaments on the tree for daytime appeal, lighting of six additional trees in the park since it is the center of the Village's festivities, and more light strings to the street trees in the greater downtown area.

So you are aware, we received three estimates. Two were close to the budget placeholder amount assigned by the EDC. As dictated by protocol, the low-cost bidder was awarded a contract. It is the vendor that performed the work last year.

Work will begin mid-November, with completion scheduled for the week of Thanksgiving, weather permitting. While the lights and decorations will be in place, the idea of an official tree lighting (like last year's first-ever) is being considered for the late afternoon of the Christmas Walk, on Friday, December 2nd.

Festivities in Burlington Park – December

Arrangements are being finalized for the traditional elements of Burlington Park-based Distinctly Hinsdale for the Holidays, which are horse-drawn carriage rides and the gingerbread man factory (children decorating cookies in a heated tent), and visits with Santa (arranged by the Chamber of Commerce). Advertisements for the local paper and banners are being

designed. As in the recent past, the event will be held on three (3) consecutive Saturdays before Christmas.


Downtown Merchant Open House

A group of merchants will be participating in an Open House Friday evening, the day after Thanksgiving. This is the traditional evening of the Christmas Walk, which has been rescheduled this year to the following Friday, December 2nd. Participating businesses have extended their shopping hours to 7 p.m. I was recently approached by the primary organizer of the event for Village support. I offered advertising, since we have already allocated resources for it. It was declined, and instead, the organizer requested banners. As of this writing, we are attempting to develop artwork for both landscape and portrait layouts, or park and light post banners, respectively.

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 
Date: November 10, 2011
RE: Advertising Program

The Economic Development Commission's current "shop local" campaign, "Spree-cycling," is firmly established. HinsdaleRetail.com continues to serve as a convenient means for retailers to supply images for use in the ads, which are provided at no cost to the Village's retail partners. Securing quality images remains a challenge.

The second print advertisement of the EDC's regional campaign, "Historic Hinsdale," is included in the November-December edition of *West Suburban Living* Magazine.

As you are aware, in a first for the group and Village, the "Historic Hinsdale" campaign is being extended to and adapted for the Internet. A series of banner advertisements was developed and is now being adapted for the websites where they will run, including Patch, Savvy Hinsdale, West Suburban Living, and Style Chicago.

Viewers who elect to click on these banner ads are directed to micro-websites that feature information about the Village's offerings by category, which are apparel/fashion, dining, home furnishings and accessories, and spas/relaxation. These micro-sites have just been completed, and they're now being activated. The online campaign launch is timed to capitalize on the two most active months of the holiday shopping season.

In addition, there are two new print magazines in the area, namely, *Hinsdale 60521* and *Hinsdale Living*. We were approached by representatives of both and explained that our available advertising resources have been assigned to other outlets for the fiscal year. Members who have a chance to read these magazines may wish to share their opinions for potential consideration by the group in development of its future work program.

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: November 10, 2011

RE: First Street Wall

The Economic Development Commission (EDC) included rehabilitation of the masonry wall of the elevated walkway on the south side of First Street (between Washington and Garfield) as part of its work program for the current fiscal year. I developed a unit-price scope of work and prepared a scaled illustration.

As you may recall, the project required a great deal of effort to secure a contractor to perform the work. The project was announced on two separate occasions in the local paper, and I proactively sent bid packets to a total of 14 contractors, which resulted in one (1) bid.

The Village Board approved a contract with the lone bidder, Franklin Park-based JSL Masonry Restoration. To finance the project, the EDC pushed back the springtime Customer Appreciation retail sales promotion into the beginning of May (in the next fiscal year) and added those “savings” to the allocations already assigned to the “physical/urban design” category.

I visited the site with the company owner and the supervisor to make final arrangements. The contractor is endeavoring to minimize disruption to the businesses closest to the project. I personally visited Nabuki, Buster’s, the Chamber of Commerce, Yankee Peddler, Papyrus, and Shop 10 to inform them of the project and its targeted completion. Work began Wednesday, November 9th, and completion is targeted for before the Thanksgiving holiday.

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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



Date: November 10, 2011

RE: Budget/Work Program

For the 2011-12 Fiscal Year, the Economic Development Commission (EDC) has been assigned \$143,350, which is based upon 50% of the revenue projected from the Village's 1% food-and-beverage tax.

Attached you will find a summary of the EDC's work program, budget, and current spending status. As of this writing, the EDC has utilized approximately 31.7% of its resources. However, completion of the rehabilitation of the masonry wall of the elevated walkway on First Street and the holiday program will more than double the total resources used. In addition, spending for the ongoing advertising program is on track.

As noted previously, the EDC may see additional resources should the food-and-beverage tax continue to exceed its projection. For the first half of the fiscal year, revenue from this one percent tax is up \$15,582 or nearly 11% in relation to budget.

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

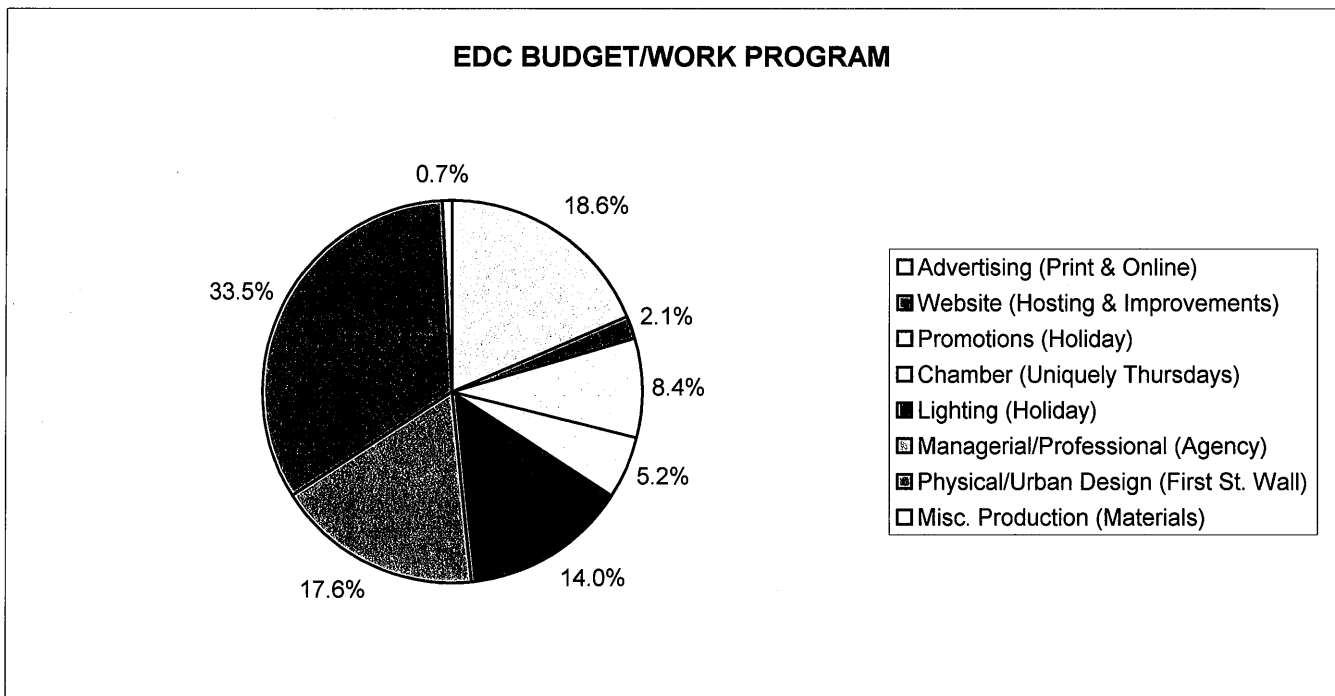
Thank you.

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

EDC Work Program Budget Status FY 2011-12

Category	Amount	% of Budget	Spent	% of Category
Advertising (Print & Online)	\$26,600	18.6	\$7,154	26.9
Website (Hosting & Improvements)	\$3,000	2.1	\$1,050	35.0
Promotions (Holiday)	\$12,000	8.4	\$7,275	60.6
Chamber (Uniquely Thursdays)	\$7,500	14.0	\$7,500	100.0
Lighting (Holiday)	\$20,000	5.2	\$9,494	47.5
Managerial/Professional (Agency)	\$25,250	17.6	\$12,000	47.5
Physical/Urban Design (First St. Wall)	\$48,000	33.5	\$0	0.0
Misc. Production (Materials)	\$1,000	0.7	\$1,018	101.8
	\$143,350		\$45,491	

31.7% of Budget Spent to Date



Notes:

Holiday lighting will be under budget by \$1,012.

Phase 1 of the rehabilitation of the masonry walkway wall on First St. will exceed budget by \$1,468.

EDC has just received a request to produce banners to advertise the Merchant Holiday Open House the day after Thanksgiving. This was not part of the group's work plan/budget.

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: November 10, 2011

RE: Tenant Update

Following you will find a summary of business activity.

Now Open

Learning Express (of Countryside) is again operating their toy store in the C Foster Building for the holiday season. I continue to work with the property owner and their real estate broker on securing longer-term tenants, which currently includes a party interested in the entire second floor.

Savory Spice has opened is now open at 42 South Washington Street, and their permanent signage was just installed. This is our first ground floor retailer to make use of a projecting sign, a type added to the zoning code through a staff-driven text amendment.

Trumeau has opened at 19 West Chicago Avenue in the space formerly occupied by Jensen & Feinstein Realtors. This business specializes in elements for the home.

The Hinsdale Oasis has added a new fast-food establishment, Sbarro. Their success directly aids the Economic Development Commission (EDC), as the group's resources are derived from the Village's 1% food-and-beverage tax (of which the EDC receives 50%).

Coming Soon

J McLaughlin, a new York-based apparel company, has leased the attractive northeast corner of First and Washington. The company's other locations in Chicagoland are Lake Forest and Winnetka. I worked with a local architect on their plans to build out the space as well as their longer-term plan for the exterior. Their plan for the interior is in for review.

A small new salon is under construction in the strip center on Chestnut St. (in the space formerly occupied by Firenze to Go, which relocated downtown).

Pending Approval

The three tenant-related text amendments continue to progress, with the two (2) remaining steps being approval of the findings and recommendations at the November 9th meeting of the Plan Commission, and final vote at the November 15th meeting of the Village Board.

If approved, these amendments would result in: a yoga studio at 34 S. Vine St. (freestanding building just west of Grant Square); the School of Rock on the second floor of 116-118 S. Washington St. (and a new building owner); and, an expanded Hinsdale Bank and Trust into the rear space of the old Hinsdale Theatre (32 E. First Street).

Prospective

I have met several more times with a broker representative of Inland, owner of Gateway Square, and a prospective tenant who is considering leasing a large space at the center.

Cold Stone Creamery has closed their doors. I was almost immediately able to refer a prospect to the property owner, and the parties have already had a meeting to review the space.

The Garden Collection on Village Place downtown has just closed. I am working with a pair of business partners whose use would be complementary to that area.

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