

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

**Minutes of the Meeting on**  
**Tuesday, February 28, 2012**

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

**Members Absent:** Molly Hughes

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

**Others Present:** Jan Anderson, Hinsdale Chamber of Commerce  
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, February 28, 2012. (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 November 16, 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 5% for February, the tenth month of the fiscal year, and that the period reflected sales from November, which was the first of the two important holiday shopping months. Staff stated that total sales tax revenue through February had increased by \$138,060 or 6.4% in relation to last year. (Agenda Item 3)

Staff stated that for January, the ninth month of the 2011-12 Fiscal Year, the Village received \$28,713 in food-and-beverage tax revenue and added that for the fiscal year-to-date, this revenue source was up \$26,538 or 12.3% in relation to the Village's budget projection. (Agenda Item 4)

**Sales Promotion**

Chairman Karstrand introduced the discussion of the sales promotion by noting that the Commission's three retail members had worked on the event's theme. Mr. Alvarez summarized the work he and members Ms. Rembos and Mr. Potter had done since the last meeting of the EDC. They then relayed to the full group their suggested promotion message, which centered on the importance of shopping small businesses in the Village. The members expressed that this message may prove more popular with consumers, and in particular, with retailers, since business owners are typically already focused on satisfying and appreciating their customers.

Members discussed the potential limitation of the theme being that a local message may not speak with consumers from outside of the Village. Mr. Potter noted that it would be incumbent upon individual business owners to still market the promotional days to their regional customers.

The group reached consensus on the dates of the event, with Friday, May 4<sup>th</sup> and Saturday, May 5<sup>th</sup> selected. With the new direction for the promotion and the dates established, Staff and Mr. Grisko stated that they would prepare marketing materials for the group's consideration at their next meeting. (Agenda Item 5)

### **Initiatives Fiscal Year 2011-12**

Staff explained that the EDC was on track with its work program for the fiscal year, noting that an update to the website's retail directory was a work-in-process. Chairman Karstrand shared potential ideas for the Commission to pursue during the remainder of the fiscal year, which were, specifically, sealing of the new concrete cap and repainting of the fence-and-railing of the First Street elevated walkway; increasing the electric capacity of Burlington Park; and, ordering of poles for the informational directories planned for the corners of Burlington Park that would replace the vinyl banner system currently in place. Members expressed support for these ideas. Chairman Karstrand suggested that the item or items that would be most likely possible to complete by the end of the fiscal year be investigated further.

### **Adjournment**

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Ms. Garvey seconded, and the motion passed unanimously. The February 28, 2012 Meeting of the EDC was declared adjourned at 8:20 p.m. (Agenda Item 7)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A