

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the Special Meeting on**  
**Tuesday, March 13, 2012**

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

**Members Absent:** None

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

**Others Present:** Jan Anderson, Hinsdale Chamber of Commerce

**Call to Order**

At 7:00 p.m., Chairman Karstrand called to order the Special Meeting of the Economic Development Commission (EDC) of Tuesday, March 13, 2012. (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 February 28, 2012. Mr. Chapello seconded, and the motion was approved unanimously. (Agenda Item 2)

**Spring Retail 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 new direction. With the "shop small" input from the last meeting, Mr. Grisko presented two themes for consideration: "Shop Small Business Weekend" and "Shop Small, Shop Savvy." After deliberating, members adopted the former with a slight change making the title, "Shop Small Business Event."

Staff shared a sample of the direct mail piece that would be delivered to all households in the Village. Members expressed support for the direct, concise content and the layout. Members also discussed and then agreed to other elements to support the sales event, including vinyl banners and balloons at a smaller scale than last year's "Customer Appreciation Celebration."

Staff and Mr. Grisko relayed that HinsdaleRetail.com would be refined and active in a timely fashion for convenient registration by businesses and that they would be invited to confirm their participation through a number of sources, with the bulk of the effort e-blasts.

Having conferred with staff on potential website domain names to promote the event, Mr. Grisko shared with members that he had purchased the website address, HinsdaleEvents.com. Members strongly supported the development of a website that would show consumers all of the participating businesses and their special offers during the sales promotion. (Agenda Item 3)

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

Chairman Karstrand shared potential ideas for the Commission to pursue during the remainder of the fiscal year, which included, among others, sealing of the new concrete cap and repainting of the steel 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.

After some discussion, the item that seemed most likely possible to complete given available resources and the approaching end of the fiscal year would be the improvements outlined for the First Street elevated walkway wall and railing. Staff remarked that arrangements would be made to finish these elements. (Agenda Item 4)

### **Adjournment**

With no additional business before the Commission, Mr. Potter made a motion to adjourn. Ms. Garvey seconded, and the motion passed unanimously. The March 13, 2012 Special Meeting of the EDC was declared adjourned at 8:55 p.m. (Agenda Item 5)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A