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 4th and Saturday, May 5th 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,

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: March 8, 2012

RE: Retail Sales Promotion

At the last meeting of the Economic Development Commission (EDC), members furthered the idea of a retail sales promotion in the spring, with the preferred dates being May 4th and 5th.

Although members were pleased with last year's "Customer Appreciation Celebration", the group's first dedicated sales promotion, new themes have emerged in the group's discussions. The EDC's three retail members have advocated for an emphasis on the importance of shopping locally, with "Shop Small" and "Shop Hinsdale's Small Businesses" emerging as thematic options, or at the very least, the making of a couple of them.

So based upon the feedback received to date, a couple of creative directions have been developed. These are "Shop Small Business Weekend" and "Shop Small, Shop Savvy." Samples of these directions, including ads, window clings, and light-post banners, are attached for discussion and consideration by EDC members at the meeting on the 13th.

The event will be here before you know it, so it is important for the Commission to agree to a theme by the end of the EDC meeting. Members should be prepared to select or refine one of the themes put forth or be ready to help craft a new one. By arriving at a consensus, enough time will be available for planning the event, developing the media plan, creating marketing materials and the event's dedicated micro-website, and perhaps most importantly, securing participation from our local business partners.

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

Thank you.

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

The Village of Hinsdale's SHOP SMALLSHOP SAVVY EVENT | MAY 4 and MAY 5

SHOP Hinsdale is home to dozens of unique boutiques featuring exclusive brands and one-of-a-kind fashions for women, children and men. During this two-day only SHOP SMALL, SHOP SAVVY EVENT, enjoy special offers and services, with spring fashion features.



RELAX Enjoy the soothing effects of a spa or beauty treatment at one of our many spas and salons. Many shops will feature hair and nail treatment specials, massage deals and product samples.



CREATE Home is where the heart is, and Hinsdale is home to many unique home furnishing and accessory boutiques, interior designers and art galleries. With savvy values and decorating tips galore, visit all of our home specialists during this two-day event.



Hinsdale has quietly become the dining destination of the western suburbs. From fine dining to casual, sushi to steaks, breakfast, lunch and dinner is served daily, with all participating restaurants offering menu specials for the Hinsdale SHOP SMALL SHOP SAVVY EVENT.





OVER 80 PARTICIPATING HINSDALE RETAILERS. LOG ON TO **HINSDALEEVENTS.COM**

for a complete list of participating businesses and their special offerings for this event. Three Shopping Districts: Downtown . Gateway Square . Grant Square



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Home is where the heart is, and Hinsdale is home to many unique home furnishing and accessory boutiques, interior designers and art galleries. With savvy values and decorating tips galore, visit all of our home specialists during this two-day event.

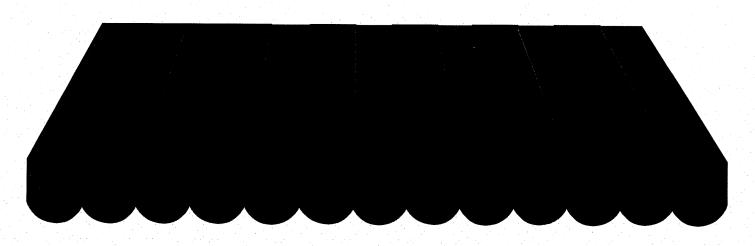


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SHOP SMALL BUSINESS WEEKEND EVENT MAY 4 & 5

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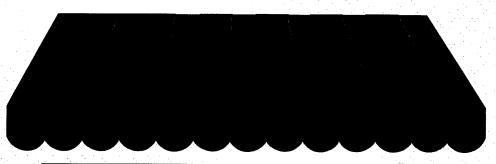


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SMALL BUSINESS WEEKEND

 $MAY4^{TH}$ and $MAY5^{TH}$







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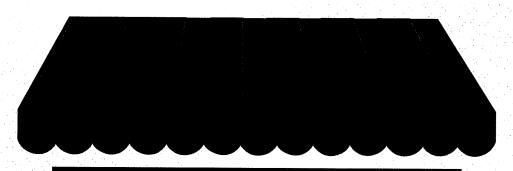


LOG ON TO www.shopsmallweekend.com for a complete list of participating businesses and their special offerings for this event.

Three Shopping Districts: Downtown . Gateway Square . Grant Square

SMALL BUSINESS WEEKEND

 $MAY4^{TH}$ and $MAY5^{TH}$



SALES & SPECIAL EVENTS AT 80 RETAILERS

FREE PARKING VILLAGE WIDE

WIN A \$1,000 SHOPPING SPREE -

register at www.shopsmallweekend.com

SUPPORT THE SMALL BUSINESSES IN HINSDALE



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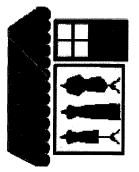
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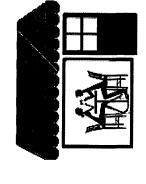
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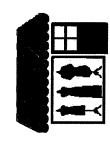








SHOP SMALLSHOP SAVVY EVENT MAY 4 and MAY 5 The Village of Hinsdale's



SHOP



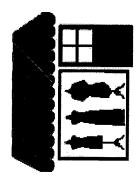
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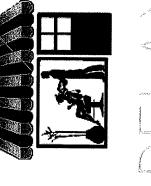






WEEKEND EVENT MAY 4 & 5 SHOP SMALL BUSINESS

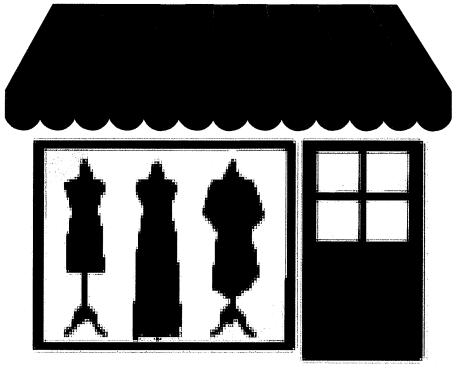






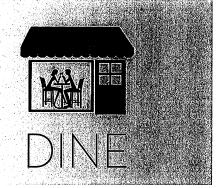


SHOPSMALL SHOP SAVVY MAY 4 & MAY 5





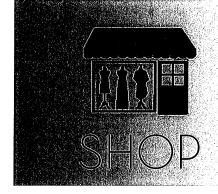




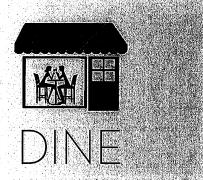
SHOP SMALL **BUSINESS WEEKEND** MAY 4 & MAY 5











SHOP SMALL BUSINESS WEEKEND MAY 4 & MAY 5

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Dear Fellow Hinsdale Resident,

The Economic Development Commission cordially invites you to the Village's **Shop Small Business Weekend** on **Friday, May 4th and Saturday, May 5th**.

By choosing to shop in Hinsdale, you're investing in the town you call home since purchases made locally help fund infrastructure, parks, and public services. In addition, your patronage of Hinsdale's independent businesses further enhances our fine community since local business owners often support local events and charities. So although shopping locally is good for you and the Village all year long, make sure to check out the many special offers, experiences, and benefits that await you on **May 4th and 5th**.

Trunk Shows • Sales • Dining Specials In-store refreshments and entertainment • Free Parking...and much more!

Over 80 retailers are ready to roll out the red carpet. For a complete listing of participating stores and specials, visit **www.ShopSmallWeekend.com**. Remember, when Hinsdale shops small, we all win big.

Sincerely,

John F. Karstrand

Chairman, Economic Development Commission

Village of Hinsdale

EDC MEMBERS

Luis Alvarez Craig Chapello Elizabeth Garvey Jan Grisemer Molly Hughes Steve Potter Elyce Rembos



MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: March 8, 2012

RE: Remaining Work

As mentioned at the February 28th Economic Development Commission (EDC) meeting, the group has been executing its work program and is on track with spending of its allocated resources for the fiscal year ending April 30th 2012.

With the remaining resources available to the Commission, some of the ideas that were put forth at the last meeting included but were not necessarily limited to: (1) increasing electric capacity in Burlington Park; (2) ordering of poles for planned information directories in the park (to replace the banner system); and, (3) painting of the fence and railing assembly and sealing of the new concrete cap and of the elevated walkway wall on First Street.

These and other potential initiatives will be discussed at the EDC meeting on the 13th.

If you have any questions, comments, or suggestions in advance of the meeting, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail at tscott@villageofhinsdale.org.

Thank you.

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