

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

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

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

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

**Others Present:** Jan Anderson, Executive Director, Hinsdale Chamber of  
Commerce; Doug Geoga, Village Trustee; Susie Azarello,  
QT Apparel, Gifts & Accessories; and, Holly Bell and Rita  
Walker, *The Doings*

**Call to Order**

At 7:05 p.m., Chairman Karstrand called to order the Meeting of the Economic Development Commission (EDC) of Tuesday, August 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 July 24, 2012. Ms. Garvey seconded, and the motion was approved unanimously. (Agenda Item 2)

**Review of Revenues**

Mr. Scott relayed that the positive trend for sales tax revenue continued. He stated that base sales taxes for the month of August, the fourth month of the fiscal year, totaled \$228,600, which showed an increase of \$23,499 or 11.5% over the total for the same month last fiscal year. Mr. Scott added that total sales tax revenue through August (reflecting sales through May 31<sup>st</sup>) was \$995,710, which revealed an increase of \$80,078 or 9.1% in relation to last fiscal year.

Mr. Scott added that for the first three months of the fiscal year, food-and-beverage revenue totaled \$79,716, which was \$1,842 or 2.4% more than the projected total from a monthly budgeted amount of \$25,958. (Agenda Item 3)

**Media Presentation By *The Doings***

Holly Bell and Rita Walker of The Doings were attendance to provide information on their new “community network” product. Ms. Walker provided background on *The Doings* and its reach as well as that of its parent, Sun Times Media. She reviewed the web-centric approach of the community network and how the product is search engine optimized and formatted for easy viewing from mobile devices.

Ms. Hughes asked about the target audience, if ads were placed on the dedicated municipal sites, the nature of the content that would be authored for the Village, and whether the idea was similar to the established Metromix. Ms. Garvey asked for the number of businesses that would be required to make the site and program successful for the Village. Mr. Potter inquired about how the program would work with and complement the websites of the Village, the Chamber of Commerce, and individual businesses. Ms. Walker answered all of these questions. Mr. Karstrand requested that this presentation be given to Dan Grisko of Direct Advantage since he could not be present for the meeting. (Agenda Item 4)

### **Merchant Event Consideration**

Ms. Susie Azarello of QT Apparel, Gifts & Accessories informed members of the EDC of an event that she and other downtown merchants (17 in total) were holding on September 20<sup>th</sup>. She noted that the theme would be “Girls Night Out” and that a percentage of sales from participating merchants would be donated to The Wellness House. Ms. Azarello asked about potential financial support from the Village for the event. While lauding the initiative and effort of Ms. Azarello and her fellow participants, Mr. Karstrand explained that Village resources can only be used by the EDC or in support of the non-profit Chamber of Commerce. Noted was the challenge inherent in the idea of supporting individual for-profit merchants or small groups of them and the Village’s policy on the use of funds to support charitable organizations. (Agenda Item 5)

### **Holiday Sales Promotion Idea**

Mr. Scott showed two videos prepared by Mr. Alvarez to generate interest in the “Small Business Saturday” event. Mr. Alvarez explained that this AmEx-created promotion is held the Saturday after Thanksgiving, between the big box-gear “Black Friday” and “Cyber Monday.” He noted the national attention that the event has generated and suggested that it would make a fine fit given the timing and the Village’s collection of unique, independent stores. Members offered support and suggested that it somehow be incorporated into the EDC’s holiday promotion. (Agenda Item 6)

### **Parking Grant**

Mr. Scott informed members of the group that he authored an application to the Chicago Metropolitan Agency for Planning (CMAP) for consideration of a parking analysis grant through their Local Technical Assistance Program (LTAP). He noted that the intention is to engage an unbiased, unpaid, third-party expert with a fresh set of eyes to assist the Village in its efforts to best manage its existing parking supply. Mr. Scott underscored the competitive nature of this process, citing 88 applicants and their 109 project ideas. Mr. Scott added that recipients would be announced in October. (Agenda Item 7)

### **Professional Services Directory**

Mr. Scott highlighted the effort to update the retail list of businesses and corresponding map and stated that the end product would be placed on the EDC's website and in the information kiosk of the Washington Street Shopper Parking Lot. He added that a supplemental effort was conducted that took inventory and field verified all of the businesses in the commercially-zoned districts of the Village. Mr. Scott offered for consideration by members the development of a professional services directory. In addition to consumer convenience, he suggested that it could be considered a value-add for service-oriented businesses that also pay business licenses.

While recognizing the desire to take an equitable and comprehensive view of the community's businesses, several members suggested that the effort was simply not worth the time given the ever-changing office users, the destination- and perhaps appointment-driven nature of many of these businesses, and the convenience of the Web, particularly from handheld mobile devices, to find the same information that would otherwise take staff a great deal of time to compile and maintain. (Agenda Item 8)

### **Electric Service in Burlington Park**

Mr. Scott explained that the EDC's investment to increase power to Burlington Park had been completed. He noted that as a result, the performance stage at Uniquely Thursdays was powered without the use of generators. He added that to capitalize further on this increase in capacity, a network within the park would have to be constructed. He informed members that this would likely be done with shallow-depth trenching or directional boring. Mr. Scott noted that he had spoken with the Village Forester to confirm that such work would not pose any threat to the health of the park's trees. Members expressed support given what appear to be available resources in the group's allocation for "physical/urban design" projects. (Agenda Item 9)

### **Business Signage**

Mr. Scott emphasized that one of the Village's differential competitive advantages is its quaint charm and historic character. He explained that business signage can be compatible with the Village's established character but that it has to be governed. Mr. Scott commented that this occurs through three elements: code standards, approval processes, and enforcement. He elaborated on each subject and then informed members that further exploration would be done and that their feedback would be requested.

### **Adjournment**

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Alvarez seconded, and the motion passed unanimously. The August 28, 2012 Meeting of the EDC was declared adjourned at 8:58 p.m. (Agenda Item 11)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A