

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, May July 24, 2012

Members Present: Luis Alvarez, Craig Chapello, Elizabeth Garvey,
Jan Grisemer, and John Karstrand

Members Absent: Mike Goebel, Molly Hughes, Steve Potter, and Elyce Rembos

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

Others Present: Dan Grisko, Direct Advantage, Doug Geoga, Village Trustee,
and Jan Anderson, Executive Director, Hinsdale Chamber of
Commerce

Call to Order

At 7:05 p.m., Chairman Karstrand called to order the Meeting of the Economic Development Commission (EDC) of Tuesday, July 24, 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 May 30, 2012. Ms. Grisemer 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 June, the second month of the fiscal year, totaled \$229,428, which showed an increase of \$28,622 or 14.3% over the total for the same month last fiscal year. Mr. Scott added that total sales tax revenue through June (reflecting sales through March 31st) was \$462,834, which revealed an increase of \$29,833 or 6.9% in relation to last fiscal year.

Mr. Scott added that for May, the first month of the fiscal year, food-and-beverage revenue totaled \$24,197, which was \$1,761 less or -6.8% than the projected monthly figure of \$25,958. (Agenda Item 3)

Business Registrations

Staff reported that the Village had received 625 business registrations/licenses for the 2012 calendar year and that this represented \$46,875 in revenue. Mr. Scott informed members that it had taken steps to understand the current state of the program, including the complete inventorying in the field of business- and office-zoned districts and the addition of zoning district to the Village's internal database. Although a work-in-process, Mr. Scott noted that compliance in business-zoned districts was high, while office-zoned districts lagged. Staff commented on potential ways to increase compliance, with ideas including, among others, the creation of a professional services directory that would afford office-based businesses exposure similar to retail businesses. (Agenda Item 4)

Advertising Campaigns

Mr. Scott introduced the prospect of the EDC's new creative directions for advertising this year, citing "Village Values" for reaching residents and "H-H" for targeting prospective visitors from the nearby region. Mr. Grisko then explained the themes and shared sample ads with members. He added that the campaigns would again be formatted for print and online and that the same outlets would be used for distribution with other opportunities explored and evaluated as needed.

Mr. Scott shared that the EDC's campaigns from last fiscal year, "When You spend In Town, It Comes Back Around" and "Historic Hinsdale" had received gold and silver medal awards from the International Economic Development Council (IEDC). (Agenda Item 5)

Tenant Updates

Mr. Scott cited new tenants and prospective businesses for each of the Village's business districts. For downtown, Mr. Scott cited the recent opening of The Salon by William and David. He added that Cine, a Latin restaurant, was slated for the Hinsdale Theater building and that an artisanal coffee roaster was planned for Village Place. Mr. Scott informed members that a conceptual level development plan was being developed for the southwest corner of First and Garfield.

Mr. Scott relayed that a men's salon concept, Zazu Men, would be assuming the tenant space formerly occupied by the Jeffrey Charles Salon. Mr. Scott noted he was working with a prospective dance studio on pursuing space on West Chestnut Street and the zoning approval that would be required to operate there. Mr. Scott added that interest had again been expressed for Ogden Avenue between York road and I-294.

Mr. Scott encouraged members of the EDC to share their ideas about potential tenants that could complement the Village's existing business mix. Members also

briefly discussed whether soliciting residents' opinions would be feasible or effective. (Agenda Item 6)

Budget/Initiatives for Fiscal Year 2012-13

Chairman Karstrand relayed that a new policy for the EDC's budget had been established. He explained that the group would be given \$150,000 for the fiscal year and added that no more than 60% of the budget could be assigned to promotional activities and that the other 40% could be used for non-infrastructure capital. Chairman Karstrand added that the EDC can request of the Village Board alterations to the allocations and additional resources.

Mr. Chapello asked about the term non-infrastructure capital, and Mr. Scott replied that the EDC's projects typically do not involve traditional infrastructure such as streets and sewers. Ms. Garvey inquired about the ability to measure the effectiveness of the group's advertising efforts. Mr. Grisko replied that the online banner campaign that the EDC launched last year afforded some quantitative reporting. (Agenda Item 7)

Grant Application

Mr. Scott relayed to members of the EDC the Village Board-approved effort to pursue a grant through the Local Technical Assistance Program of the Chicago Metropolitan Agency for Planning. Mr. Scott noted the Village's application sought staff assistance to perform an analysis of the downtown parking system and conduct a civic-engagement process to ensure buy-in from stakeholders, which includes perhaps the most important group, the downtown business community. (Agenda Item 8)

Adjournment

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Ms. Garvey seconded, and the motion passed unanimously. The July 24, 2012 Meeting of the EDC was declared adjourned at 8:16 p.m. (Agenda Item 9)

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: August 23, 2012

RE: Sales Tax Review

Following is a review of sales tax revenue for the first three months of Fiscal Year 2012-13.

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 August (May sales) amounted to \$228,600 as compared to the previous year's receipts of \$205,101. This represents an increase of \$23,499 (11.5%) for August.

Total base sales tax receipts through August (sales through May 31, 2012) totaled \$874,844 as compared to the previous year's receipts of \$792,963. This represents an increase of \$81,881 (10.3%).

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 August (May sales) amounted to \$21,102 as compared to the previous year's receipts of \$19,760. This represents an increase of \$1,342 (6.8%) for August.

Total local use tax receipts through August (sales through May 31, 2012) totaled \$80,866 as compared to the previous year's receipts of \$82,669. This represents a decrease of \$1,803 (-2.2%).

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

Total Sales Tax receipts for the month of August (May sales) amounted to \$249,702 as compared to the previous year's receipts of \$224,861. This represents an increase of \$24,841 (11.0%) for August.

Total Sales Tax receipts through August (sales through May 31, 2012) totaled \$955,710 as compared to the previous year's receipts of \$875,632. This represents an increase of \$80,078 (9.1%) for Fiscal Year 2012-13.

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

Village of Hinsdale

Sales Tax Report

Base Sales Tax

Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	189,567	193,823	4,256	2.2%	189,567	193,823	4,256	2.2%
June	March	200,806	229,428	28,622	14.3%	390,373	423,251	32,878	8.4%
July	April	197,489	222,993	25,504	12.9%	587,862	646,244	58,382	9.9%
August	May	205,101	228,600	23,499	11.5%	792,963	874,844	81,881	10.3%
September	June	214,751							
October	July	209,788							
November	August	223,850							
December	September	225,252							
January	October	214,533							
February	November	218,174							
March	December	267,064							
April	January	190,625							
Total		2,557,000							

Local Use Tax

Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	20,920	17,700	(3,220)	-15.4%	20,920	17,700	(3,220)	-15.4%
June	March	21,708	21,883	175	0.8%	42,628	39,583	(3,045)	-7.1%
July	April	20,281	20,181	(100)	-0.5%	62,909	59,764	(3,145)	-5.0%
August	May	19,760	21,102	1,342	6.8%	82,669	80,866	(1,803)	-2.2%
September	June	21,834							
October	July	17,475							
November	August	20,812							
December	September	15,785							
January	October	19,850							
February	November	19,987							
March	December	30,545							
April	January	19,519							
Total		248,476							

Total Sales Tax

Receipt Month	Liability Month	FY 11-12	FY 12-13	Dollar Change	Percent Change	FY 11-12 YTD	FY 12-13 YTD	Dollar Change	Percent Change
May	February	210,487	211,523	1,036	0.5%	210,487	211,523	1,036	0.5%
June	March	222,514	251,311	28,797	12.9%	433,001	462,834	29,833	6.9%
July	April	217,770	243,174	25,404	11.7%	650,771	706,008	55,237	8.5%
August	May	224,861	249,702	24,841	11.0%	875,632	955,710	80,078	9.1%
September	June	236,585							
October	July	227,263							
November	August	244,662							
December	September	241,037							
January	October	234,383							
February	November	238,161							
March	December	297,609							
April	January	210,144							
Total		2,805,476							

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

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

Date: August 23, 2012

RE: Food and Beverage Tax Revenue

For Fiscal Year 2012-13, the budget projection for food-and-beverage tax revenue is \$311,500 or approximately \$25,958 per month.

For June and July, the second and third months of the fiscal year, the Village collected \$22,786 and \$32,733 in food-and-beverage tax revenue, respectively.

In terms of this year's projected average monthly revenue of \$25,958, June (May collection) was off \$798 or -3.4%, while July (June collection) was up \$11,150 or 51.7%. As noted previously, results can be affected by the relative timeliness of submittals by businesses. For July, this dramatic improvement is largely attributable to payment from the newly-established Taco Bell-KFC at the Hinsdale Oasis.

For the first three months of the fiscal year, the Village has received \$79,716 in food-and-beverage tax revenue. This exceeds budget by \$1,842 or 2.4%.

The planned openings during the current fiscal year of three new businesses - a small artisanal coffee roaster/cafe and two new restaurants - should hopefully affect food-and-beverage tax revenue in a positive way. The two full-service restaurants are Fox's on York at Gateway Square and Cine in the central business district. All three of these owners have expressed a desire to open in the fall.

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: August 23, 2012

RE: Media Presentation

Over the last several years, the Economic Development Commission (EDC) has followed a dual-track approach to reach two targeted audiences, specifically, residents and potential visitors from nearby communities. For print, the primary vehicles to reach these audiences have been *The Hinsdalean* and *West Suburban Living Magazine*, respectively.

Last fiscal year, the EDC extended its regional reach through an online effort. This utilized the same campaign theme but ads were adapted to the banner format for placement of targeted websites. Banner ad viewers could then click through to the EDC's dedicated micro-websites for businesses in the following categories: fashion; home furnishings, accessories, and designers; salons and spas; and, restaurants.

While an interest in maintaining this two-track strategy and utilizing the outlets of the recent past has been expressed, the EDC continues to look for advertising and promotional opportunities that can potentially increase commerce. Representatives from *The Doings* recently requested the opportunity to present their new offerings to the EDC on the 28th.

If you have any questions in advance of the meeting, 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: August 23, 2012

RE: Merchant Event - Request for Support

A group of the Village's downtown merchants have developed an event for Thursday, September 20th. The theme is "Girls Night Out," and it is scheduled to run from 5 p.m. until 8 p.m. Participating merchants reportedly will donate 10% of their sales to The Wellness House.

On August 23rd through e-mail, one of the organizers of the event inquired about the prospect of Village support, with examples cited as "signs, balloons, etc." Staff responded that the request would be added to the agenda of the Economic Development Commission's meeting on the 28th if a merchant-representative could be present. On Friday morning, I received confirmation that a merchant-representative will be present to discuss the event and the corresponding request for support.

If you have any questions in advance of the meeting, 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: August 23, 2012

RE: Holiday Sales Promotion

As you will recall, the last two spring seasons the Economic Development Commission (EDC) conducted two retail sales promotions, the “Customer Appreciation Celebration” and the “Shop Small Business Event.”

Although some merchants preferred one theme over the other, it is fair to say that both themes were well-received. As a result of these springtime promotions, some retailers expressed interest in conducting another one in the fall.

Such a promotion could kick-off the holiday season and be followed by Christmas Walk and then the Village-Chamber festivities on December Saturdays in Burlington Park. With this in mind, EDC member Luis Alvarez has created a video to generate interest in a “Small Business Saturday,” the AmEx-developed promotion that’s nestled between Black Friday (the day after Thanksgiving) and then Cyber Monday.

Given the timing of this event, a theme that celebrates what Hinsdale’s business districts feature, namely, numerous, independent, owner-operated small businesses, and the national advertising that will occur, this idea would seem to have potential. To spark conversation among members, at the meeting on the 28th Luis’ video will be shown.

If you have any questions in advance of the meeting, 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: August 23, 2012

RE: Parking Grant

Discussed at the last meeting of the Economic Development Commission (EDC) were the grant opportunities that were being extended by the Chicago Metropolitan Agency for Planning (CMAP) and its Local Technical Assistance Program.

Submitted to CMAP were the following items: problem definition/proposal and request for assistance, a letter of support from the Hinsdale Chamber of Commerce, and an authorization letter from Village Manager Cook.

As noted previously, if selected the Village could receive assistance in areas such as analysis, engagement, and program development. Simply stated, the goal has been and remains effective management of the Village's parking supply since doing will contribute to the vitality of the historic central business district.

CMAP recently shared that 88 applicants submitted 109 project ideas (with 96 submitted to the Local Technical Assistance Program, 10 submitted to the Community Planning Program, and three submitted to both programs). This week CMAP contacted me via phone for additional information, and this question-and-answer session seemed to go smoothly. CMAP's announcement of selected projects is slated for October.

If you have any questions or comments or would like to see more information about CMAP's programs or the project ideas received, 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: August 23, 2012

RE: Professional Services Directory

The Economic Development Commission (EDC) has committed to improvements to its primary website, DistinctlyHinsdale.com. The key initiative thus far has been to overhaul the retail business list and complementary map. This has been completed for the website. As part of the effort, business categories were revised; as a result, more businesses have been included. In the coming days, a print version will be produced and installed in the informational kiosk in the shopper parking lot plaza adjacent to the middle school.

While efforts of the EDC typically center on tax-producing businesses, by ordinance all local businesses are required to register. One of the potential benefits of registration is exposure that can be gained through listing on the website. If members of the EDC agreed, a professional services directory could be prepared and then posted on the website.

To begin this process, over the last month or so businesses in the Village's business- and office-zoned districts were inventoried. To be determined is the format of this directory. It could be categorical like the retail directory and viewable as a pdf. Given that these businesses are dispersed, it may not be practical or that beneficial to tie the list to a map.

If you have any questions in advance of the meeting, 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: August 23, 2012

RE: Distribution of Power in Burlington Park

Several months ago, the Economic Development (EDC) invested in Burlington Park by bringing to it increased electric capacity. Staff worked with ComEd to identify a transformer nearest to the park that was capable of delivering the desired additional power (behind buildings on the south side of Chicago Avenue near Lincoln Street). The line was then strung on existing overhead poles in the Village's commuter lot. So as not to be obtrusive, the line was then directionally bored underneath Washington Street and brought to a new cabinet in the southwest corner of the park. The installation of internal circuitry completed the initial, functional phase of the project.

With its installation, this season's Uniquely Thursdays concert series was able to operate without rented generators, and excessive extension cords on the ground were avoided, thereby improving safety. Landscaping to screen the cabinet was planned but due to the extreme summer heat it has yet to be installed.

To maximize this increase in electric capacity, distribution throughout the park could be considered. This would likely be done with either shallow trenching (approximately 18") or perhaps directional boring, depending upon cost. If the project were to receive support and move forward, the installation method selected would not negatively affect the park's trees. The Village's Forester was already consulted briefly and additional discussion would occur prior to any decision on method. Any needed restoration of the grounds would of course be performed.

Such a grid could bring outlets to the bases of trees, which would enable improved illumination during the holiday season. The poster cabinets that would replace the vinyl banners at the northeast and northwest corners of the park could receive low-level illumination. Distributing power would not alter the primarily passive nature of the park. Such an investment would leverage the capacity power brought to the park, increase functionality, and improve aesthetics and safety.

If you have any questions in advance of the meeting, 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: August 23, 2012

RE: Business Signage

Hinsdale's charm, quaint atmosphere, and historic character have been recognized by the Economic Development Commission (EDC) as differential competitive advantages. The EDC's work often celebrates these traits along with the Village's noteworthy collection of independent, owner-operated businesses.

Business signage can have a dramatic effect on the public realm. Succinctly, there are three main elements to the issue: (1) standards from the zoning code; (2) approval processes; and perhaps most important, (3) enforcement.

Standards include, among others, the number of signs per business (two, although a third may be requested of Plan Commission), the number of colors that may be used (three), the size of signs (square feet proportionately tied to linear feet of building frontage), and sign types (wall, awning valance, window, projecting, etc.). Formerly permitted solely for second floor tenants, projecting signs are now a permitted type for first-floor businesses. This sign type is restricted to three square feet and required is eight feet of vertical clearance (measured to the bottom of the sign).

Tenant signage is approved either administratively or through Plan Commission. Administrative approval begins with a review by the Village Planner to ensure compliance with the code's standards. If a proposal is code-compliant, it is sent to the Chairman of the Plan Commission. If comfortable with the proposal, the Chairman can approve it. If the Chairman does approve it, the proposal is then forwarded to the Village Manager. This process was established as a result of feedback from business owners. If a proposal is not approved administratively, it is forwarded to the full Plan Commission for their consideration. Larger-scale proposals, such as monument signs, are ineligible for administrative approval.

The last and potentially most impactful element for protecting character (as it relates to signs) is enforcement. This is a resource-intensive function, and the Community Development Department has one code enforcement officer for the

Village. Residential work alone can occupy the officer's time. In addition, it is important to note that enforcement must be fair and conducted universally. Something that may be tasteful in many eyes may actually be illegal when compared to code standards.

The topic is being brought to the EDC due to the proliferation of window signs (permanent and temporary), sidewalk signs, and the extended presence of temporary banners. This memo is not intended to fully address the subject but instead is meant to raise awareness and stimulate discussion among members.

The group may wish to discuss ideas, including but certainly not limited to: developing dedicated standards for window signage rather than treating them as wall signs; determining whether A-frame/temporary sidewalk signs could be acceptable with certain standards and/or under certain circumstances; and, considering whether temporary banners and/or signs should be subject to the administrative approval process. The EDC may also wish to consider a position or statement with respect to enforcement.

If you have any questions in advance of the meeting, 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