

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, September 25, 2012

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

Members Missing: Molly Hughes

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

Others Present: Jan Anderson, Executive Director, Hinsdale Chamber of
Commerce

Call to Order

At 7:02 p.m., Chairman Karstrand called to order the Meeting of the Economic Development Commission (EDC) of Tuesday, September 25, 2012. (Agenda Item 1)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the meeting of the EDC that was held on August 28, 2012. Ms. Garvey seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Revenues

Mr. Scott stated that base sales taxes for the month of September, the fifth month of the fiscal year, totaled \$237,841, which revealed an increase of \$23,090 or 10.8% over the total for the same month last fiscal year. Mr. Scott added that total sales tax revenue through September (reflecting sales through June 30th) was \$1,214,653, which showed an increase of \$102,436 or 9.2% in relation to last fiscal year.

Mr. Scott added that for the first four months of the fiscal year, food-and-beverage revenue totaled \$109,851, which was \$6,019 or 5.8% more than the projected total based on a monthly budgeted amount of \$25,958. (Agenda Item 3)

Media Presentation By *The Doings*

Mr. Scott relayed the EDC's advertising campaign themes for the year, which were "Village Values" and "H-H" to reach local and regional audiences, respectively. Mr.

Grisko commented that placement for these campaigns would center on the outlets used in the recent past, such as *The Hinsdalean* and *West Suburban Living*. Noted was the need for more original photography. Members discussed the potential use of other publications, such as *The Doings*, *Hinsdale 60521*, and *Hinsdale Magazine*. (Agenda Item 4)

Holiday Events and Sales Promotion

Mr. Scott listed upcoming events and opportunities, citing: Small Business Saturday on November 24th, Christmas Walk and Tree Lighting on November 30th, and Distinctly Hinsdale for the Holidays on consecutive Saturdays in December. Members of the Commission recommended that the Saturday festivities should be held on the 1st, 8th, and 15th. In addition to support for continuing the traditions of horse-drawn carriage rides, the gingerbread man factory (heated cookie decorating tent), and visits with Santa, members discussed the merits and challenges of a “secret shopper” gift card giveaway. Although members agreed to the good will that the gesture produces, concerns were expressed over logistics and providing a demonstrable connection to the Village’s holiday promotion. (Agenda Item 5)

At this time of the meeting, Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce, addressed the Commission. She cited upcoming ribbon cuttings for new businesses and thanked the group for its support of Uniquely Thursdays over the past ten years. Ms. Anderson informed the group that the Chamber would not be seeking financial support of the event next year. She complimented the EDC on its work and expressed hope that bypassing the traditional funding of Uniquely Thursdays would help the Commission pursue more of its worthy initiatives.

Business Signage

Mr. Scott introduced the topic, noting that the one of the Village’s differential competitive advantages is its quaint charm and historic character. He stated that signage and exterior appearance has three key elements: (1) code standards, (2) approval processes, and (3) enforcement. Mr. Scott added in essence that character management and a business-friendly culture did not have to be mutually exclusive. Members discussed the potential for revisiting the elements that govern the exterior appearance of buildings and businesses in the Village’s commercial districts.

Although recognizing its importance, Mr. Potter asked whether the EDC was the correct entity to undertake the effort. Ms. Rembos and Mr. Alvarez wondered if enforcement could be phased in, with the most egregious offenses receiving attention in the short term. After expressing support for the idea, Ms. Garvey recommended that Plan Commission and other appropriate bodies be engaged.

Discussion concluded with all members of the Commission supporting an initiative to revisit the Village's signage and exterior appearance standards. (Agenda Item 6)

Five Year Capital Plan

Mr. Scott provided an overview of the five-year capital improvement plan for the EDC that had been reviewed by the Village Finance Commission and Board of Trustees. He noted that it was based upon the annual allocation of \$60,000 per year to the group and that it was intended to reflect the EDC's past discussions. Emphasized was that these initiatives were roughly estimated. Members expressed support. Mr. Chapello inquired as to the potential flexibility of implementing the plan and the possibility for adjusting priorities and timing. (Agenda Item 7)

Tenant Update

To conclude the meeting, Mr. Scott provided a brief update on the new tenants to enter the Village and the progress being made on other new businesses. (Agenda Item 8)

Adjournment

With no additional business before the Commission, Mr. Goebel made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The September 25, 2012 Meeting of the EDC was declared adjourned at 9:02 p.m. (Agenda Item 11)

Respectfully submitted,

Timothy Scott, AICP, CNU-A