

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, January 22, 2013

Members Present: Craig Chapello, Elizabeth Garvey, Jan Grisemer, Molly Hughes, John Karstrand, and Elyce Rembos

Members Missing: Luis Alvarez, Mike Goebel, and Steve Potter

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

Others Present: Jan Anderson, President and CEO, Hinsdale Chamber of Commerce

Call to Order

At 7:03 p.m., Chairman Karstrand called to order the Meeting of the Economic Development Commission (EDC) of Tuesday, January 22, 2013. (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. Hughes seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Revenues

Mr. Scott stated that base sales taxes for the fiscal year-to-date, which reflect sales through October 31, 2012, totaled \$1,945,177, which revealed an increase of \$64,040 or 3.4% in relation to the previous year. He added that total sales tax revenue for the fiscal year-to-date totaled \$2,059,562, which showed an increase of \$75,319 or 3.7% through the same period last year.

Mr. Scott relayed that for the first eight months of the fiscal year, food-and-beverage revenue totaled \$228,843, which was \$10,003 or 4.7% more than last year. (Agenda Item 3)

Review of Work Program & Budget

Mr. Scott provided an overview of work-to-date, noting that through 58% of the fiscal year, 58% of the Commission's resources had been utilized. He added that a potential, large endeavor that remained was the next phase of electric service in

Burlington Park. Noted was that the EDC's assigned resources would continue to be broken into two categories, namely, promotion and capital, with these assigned 60% and 40% of the budget, respectively. Mr. Karstrand stated that these percentages could be adjusted with the consent of the Administration and Community Affairs Committee.

To keep EDC in line with the rest of the Village's budgeting process, members discussed their resource allocations and reviewed the five-year capital plan that had been prepared by Mr. Scott. Members recommended a slight change to the plan that would consolidate the signage planned for the park into one year. This effort would rebalance the EDC's budget for next fiscal year to 56% for promotion and 44% for capital. (Agenda Item 4)

Review of Holiday Event and Sales Promotion

Mr. Scott summarized the seasons events, which included Small Business Saturday on November 24th, Christmas Walk and the official tree lighting on November 30th, and the traditional Distinctly Hinsdale for the Holidays on December 1st, 8th, and 15th. Members agreed that the EDC should again pursue Small Business Saturday given the national exposure provided by American Express' large advertising campaign and consider ways to communicate to merchants the importance of participating. Ms. Anderson happily shared that attendance was robust for the Christmas Walk and commented that Radio Disney's recognition of the event garnered even more exposure than in past years. (Agenda Item 5)

Business Signage

Although discussed briefly at the last meeting of the Commission, Mr. Scott reminded members that an effort to potential revisit code standards for signage and exterior appearance was going to be undertaken in the coming months. He added that the underlying premise is that character management and a business-friendly culture do not have to be mutually exclusive and underscored the importance of preserving the charm and character of the Village's business districts, particularly its historic downtown. After improvements to the code have been adopted, SM. Rembos suggested that enforcement be not just thorough and efficient but friendly and professional as well. (Agenda Item 6)

Parking Analysis Grant

Mr. Scott informed members that the Village had recently been awarded a grant from the Chicago Metropolitan Agency for Planning (CMAP) to analyze and then potentially make recommendations on managing the parking system to help ensure a healthy business climate. He added that the process would take more than a year and that no monetary contribution was needed from the Village. Mr. Scott noted

that a steering committee had been formed and that their first meeting would be at 6:30 p.m. on January 23rd, the night after the EDC's meeting. Members expressed support for any constructive measures that could lead to increasing availability of parking for shoppers and diners. (Agenda Item 7)

Tenant Update

To conclude the meeting, Mr. Scott provided a brief update on new tenants to enter each of the Village's business districts and remarked on efforts with other new businesses. (Agenda Item 8)

Adjournment

With no additional business before the Commission, Mr. Chapello made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The January 22, 2013 Meeting of the EDC was declared adjourned at 8:46 p.m. (Agenda Item 9)

Respectfully submitted,

Timothy Scott, AICP, CNU-A