

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, March 26, 2013

Members Present: Craig Chapello, Mike Goebel, Jan Grisemer, Steve Potter, and Elyce Rembos

Members Missing: Luis Alvarez, Elizabeth Garvey, Molly Hughes, and John Karstrand

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

With the absence of Mr. Karstrand, Ms. Grisemer made a motion to have Mr. Chapello serve as Chairman for the evening's meeting. Mr. Goebel seconded, and the motion was approved unanimously. At 7:03 p.m. Mr. Chapello called to order the Economic Development Commission (EDC) meeting of Tuesday, March 26, 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 January 22, 2013. Mr. Potter 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 reflected sales through December 31, 2012, revealed an increase of \$141,852 or 6.0% in relation to the previous year. He added that total sales tax revenue for the fiscal year-to-date totaled \$2,753,379, which showed an increase of \$158,047 or 6.1% through the same period last year.

Mr. Scott relayed that for the first eight months of the fiscal year, food-and-beverage revenue totaled \$275,044, which was revealed an increase of approximately 6% in relation to last year. (Agenda Item 3)

Review of Work Program & Budget

Mr. Scott summarized the work of the Commission to date and the items that remained planned for the remainder of the fiscal year. Acknowledged was that some may not be achievable given the short timeline. Mentioned was that the EDC's capital expenditures planned for the fiscal year beginning May 1st had been included the budget that had been put forth for the consideration of the Village's elected officials. (Agenda Item 4)

Potential Sales Promotion

Members of the EDC revisited their sales promotion-driven efforts of the past couple of spring seasons. The themes for those events were "customer appreciation" and "shop small business." Noted was that the latter had also essentially underpinned the group's efforts last holiday season, adding that it leveraged American Express' significant advertising. As a result of its discussion, the Commission elected to restore the "customer appreciation celebration" theme and move the event to June, specifically Friday the 7th and Saturday the 8th. The rationale was to avoid competing with other family- and student-driven events such as prom, graduation, First Communion, etc. Highlighted was that the event could be part of a significant week of events with Farmers Market and Uniquely Thursdays kicking off and with the day overlap (Saturday) with the Fine Arts Fair. Opportunities for cross-promotion with the Chamber were mentioned. Mr. Scott commented that additional information would be prepared for the next meeting of the EDC for further development of the event. (Agenda Item 5)

Tenant Update

Mr. Scott provided a brief update on new tenants to enter each of the Village's business districts and commented on efforts with respect to other new businesses as well as the supplemental design review he had performed for the potential redevelopment of First Street from just east of the Chamber of Commerce to Garfield. (Agenda Item 6)

Adjournment

With no additional business before the Commission, Mr. Goebel made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The March 26, 2013 Meeting of the EDC was declared adjourned at 8:06 p.m. (Agenda Item 7)

Respectfully submitted,

Timothy Scott, AICP, CNU-A