

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, April 23, 2013

Members Present: Luis Alvarez, Craig Chapello, Jan Grisemer, Molly Hughes, John Karstrand, and Steve Potter

Members Missing: Elizabeth Garvey, Mike Goebel, and Elyce Rembos

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

Others Present: Jan Anderson, President and CEO, Hinsdale Chamber of Commerce and Dan Grisko, President of Direct Advantage

Call to Order

At 7:01 p.m. Mr. Karstrand called to order the Economic Development Commission (EDC) meeting of Tuesday, April 23, 2013. (Agenda Item 1)

Approval of Minutes

Mr. Chapello Grisemer made a motion to approve the minutes of the meeting of the EDC that was held on March 26, 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 month of April, the last month of the fiscal year and the period reflecting sales made through January 31, 2013, amounted to \$194,774 as compared to \$190,625 for the same period last year. Mr. Scott noted this \$4,149 or 2.2% increase in relation to the previous year.

Mr. Scott added that total sales tax revenue for the 2012-13 fiscal year totaled \$2,970,856 as compared to \$2,805,476 for the previous year, revealing an increase of \$165,380 or 5.9% and exceeding budget expectations.

Mr. Scott shared that for the first eleven months of the fiscal year, food-and-beverage revenue totaled \$292,510, which was revealed an increase of approximately \$3,291 or 1.1% in relation to last year and 1.3% in relation to budget. (Agenda Item 3)

Promotional Sales Event

To introduce the retail sales promotion discussion, Mr. Scott referenced the group's previous discussion and noted the information that members had in their packet. Mr. Grisko summarized the EDC's past efforts for springtime sales promotions, namely the inaugural Customer Appreciation Celebration in April of 2011 and the Shop Small Business Event of May Of 2012.

Mr. Grisko commented that the EDC's micro-websites, HinsdaleRetail.com and HinsdaleEvents.com, would be updated for the retail business owners and consumers, respectively. Members decided that asking local businesses to register for the event may prove a bit challenging. With that in mind, it was suggested that all businesses would be automatically registered but that individual businesses should be encouraged to list a special offer or unique experience for the two days of the promotion.

Mr. Grisko reviewed means and creative concepts that could generate awareness for the Customer Appreciation Celebration that included e-blasts, local and regional print and online advertisements, a direct mail post card, vinyl banners, and balloons. Members supported the use of these tools, although direct mail would likely be too costly to incorporate into the mix. Mr. Scott noted that in lieu of direct mail, e-blasts from the Village, EDC, and the Chamber of Commerce could be utilized. Members concluded the sales promotion discussion by stating that the total cost of the promotion should not exceed \$12,000. (Agenda Item 4)

Public Comment

Ms. Anderson provided an update on the Hinsdale Chamber of Commerce's upcoming event season, including Farmers Market, the 40th Annual Fine Arts Fair and its one day overlap with the Customer Appreciation Celebration, and Uniquely Thursdays.

Adjournment

With no additional business before the Commission, Mr. Potter made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The April 23, 2013 Meeting of the EDC was declared adjourned at 8:09 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP, CNU-A