

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Meeting on
Tuesday, May 28, 2013

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

Members Missing: Elizabeth Garvey and Molly Hughes

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

Others Present: Jan Anderson, President and CEO, Hinsdale Chamber of Commerce; Dan Grisko, President of Direct Advantage; and Tiffany Shriver, Owner, Tigers & Tulips

Call to Order

At 7:04 p.m. Mr. Karstrand called to order the Economic Development Commission (EDC) meeting of Tuesday, May 28, 2013. Mr. Karstrand also announced that the items reviewed for the evening would be slightly re-ordered. (Agenda Item 1)

Potential Sales Promotion

Mr. Grisko provided a summary of the EDC's sales promotion-driven efforts of the past couple of spring seasons, reminding members of the "customer appreciation" and "shop small business" themes. He mentioned elements of the media plan that had been developed and noted that arrangements for the festive element of balloons had been made with local business partner, the Hinsdale News Agency.

Underscored was that the Customer Appreciation Celebration would be part of a significant week of events with the Chamber of Commerce's Farmers Market and Uniquely Thursdays kicking off and with the one-day overlap (Saturday) with the Fine Arts Fair. However, Mr. Grisko noted that the number of businesses that had registered special offers or experiences was much lower than with prior efforts. (Agenda Item 3)

Review of Revenues

Mr. Scott stated that base sales taxes for May, the first month of the new fiscal year and the period that reflected sales made in February, amounted to \$210,060. He added that this represented an increase of \$16,237 or 8.4% in relation to the same month last year.

Mr. Scott shared that for the fiscal year that ended April 30, 2013, food-and-beverage revenue totaled \$320,591, which revealed an increase of 3,324 or 1% in

relation to last year and 2.9% in relation to budget. Mr. Scott commented that planned new entrants to the local marketplace should have a positive effect on this revenue source during the new fiscal year. (Agenda Item 2)

Temporary Sidewalk Signage

Mr. Karstrand introduced the topic of temporary sidewalk signage and noted Mr. Scott's prepared list of questions that would help guide the group through the discussion. These ranged from the general (e.g., potential use of this sign type since it is currently prohibited in the Village's Zoning Code) to the more specific (e.g., requirements related to the sign's placement, size, materials, display hours, etc.). Mr. Karstrand led the discussion, with members of the EDC providing their feedback individually.

Ms. Tiffany Shriver, owner of Tigers & Tulips, was engaged at multiple points during the discussion to provide the important viewpoint of a downtown business owner. She remarked that she could offer a broad perspective on the subject since she also came at the subject with the additional roles of landlord and resident. Since she tracks her sales, Ms. Shriver emphasized that her store's performance clearly benefited from the placement of her sandwich board on the public sidewalk. She commented on the care she took in its placement so as to maintain an adequately wide path for pedestrians, and Ms. Shriver also shared the cost and specifications of her actual sign.

As a result of the discussion, some support for the idea of temporary sidewalk signs was evident. While members commented on their desire to potentially allow the use of these signs as a means to help businesses be successful in this competitive climate and still-recovering economy, members recognized the need for standards that would regulate their use to ensure safety, protect community character, and enable fair and efficient enforcement.

At the conclusion of the discussion, Mr. Karstrand asked that three members of the Commission work as a sub-committee to advance the subject. Mr. Chapello, Mr. Alvarez, and Mr. Potter agreed to serve. (Agenda Item 4)

Adjournment

With no additional business before the Commission, Mr. Chapello made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The May 28, 2013 Meeting of the EDC was declared adjourned at 8:21 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP, CNU-A