

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

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: June 17, 2013

RE: Sales Tax Review

Below you will find a review of sales tax revenue for the first two months of Fiscal Year 2013-2014.

Base Sales Tax – Distributed on a point-of-sale basis

(These are taxes which relate directly to sales taxes paid to merchants of the Village of Hinsdale. The Village receives 1% of the total sales taxes sent to the State of Illinois.)

Base sales tax receipts for the month of June (March sales) amounted to \$206,772 as compared to the previous year's receipts of \$229,428. This represents a decrease of \$22,656 (-9.9%) for June.

Total base sales tax receipts through June (March sales) amounted to \$416,832 as compared to the previous year's receipts of \$423,251. This represents a decrease of \$6,419 (-1.5%) for June.

Local Use Sales Tax – Distributed on a per-capita basis

(These are taxes which are received on a per-capita basis from the State of Illinois; they are included in the Village of Hinsdale's revenue account, "Sales Tax Revenue.")

Local use sales tax receipts for the month of June (March sales) amounted to \$21,344 as compared to the previous year's receipts of \$21,883. This represents a decrease of \$539 (-2.5%) for June.

Total local use sales tax receipts through June (March sales) amounted to \$38,349 as compared to the previous year's receipts of \$39,583. This represents a decrease of \$1,234 (-3.1%) for June.

Total Sales Tax: Base Sales Tax plus Local Use Sales Tax

Total sales tax receipts for the month of June (March sales) amounted to \$228,116 as compared to the previous year's receipts of \$251,311. This represents a decrease of \$23,195 (-9.2%) for June.

Total sales tax receipts through June (March sales) amounted to \$445,181 as compared to the previous year's receipts of \$462,834. This represents a decrease of \$7,653 (-1.7%) for June.

If you have any questions in advance of the Economic Development Commission's June meeting, please do not hesitate to contact me at (630) 789-7005 or at tscott@villageofhinsdale.org.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

Sales Tax Report

Receipt Month	Liability Month	FY 12-13	FY 13-14	Dollar Change	Percent Change	FY 12-13 YTD	FY 13-14 YTD	Dollar Change	Percent Change
May	February	193,823	210,060	16,237	8.4%	193,823	210,060	16,237	8.4%
June	March	229,428	206,772	(22,656)	-9.9%	423,251	416,832	(6,419)	-1.5%
July	April	222,993				646,244			
August	May	228,600				874,844			
September	June	237,841				1,112,685			
October	July	217,076				1,329,761			
November	August	191,415				1,521,176			
December	September	224,487				1,745,663			
January	October	199,514				1,945,177			
February	November	282,426				2,227,603			
March	December	280,624				2,508,227			
April	January	194,774				2,703,001			
Total									
		2,703,001							

Receipt Month	Liability Month	FY 12-13	FY 13-14	Dollar Change	Percent Change	FY 12-13 YTD	FY 13-14 YTD	Dollar Change	Percent Change
May	February	17,700	17,005	(695)	-3.9%	17,700	17,005	(695)	-3.9%
June	March	21,883	21,344	(539)	-2.5%	39,583	38,349	(1,234)	-3.1%
July	April	20,181				59,764			
August	May	21,102				80,866			
September	June	23,594				104,460			
October	July	19,497				123,957			
November	August	21,769				145,726			
December	September	22,303				168,029			
January	October	21,675				189,704			
February	November	22,834				212,538			
March	December	32,614				245,152			
April	January	22,703				267,855			
Total									
		267,855							

[illegible]

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: June 20, 2013

RE: Temporary Sidewalk Signage

At the last meeting of the Economic Development Commission (EDC), an active discussion was had on the potential use of temporary sidewalk signs, sometimes referred to as “sandwich boards.”

Noted was that this sign type is prohibited by the Village’s Zoning Code. With the EDC’s ongoing commitment to improving the local business climate, members pondered whether the use of temporary sidewalk signs (or temporary sidewalk advertising signs) could be appropriate and provided input on how the code might be modified to authorize their use.

On balance, it seemed that the EDC believed that these signs might be able to be utilized (at least to some degree) and that such a possibility should be explored. With that in mind, attached is a draft of potential code provisions that could allow the use of temporary sidewalk signs in the Village’s two pedestrian-oriented business-zoned districts.

The attached draft standards are intended to stimulate further discussion and gauge the relative acceptance of the group’s members. If considered favorably either as-is or with small or large modifications, additional steps for review and approval would be required and the sign chapter of the zoning code would have to be amended.

Some items not addressed in the draft standards include but are not necessarily limited to: whether a valet parking sign shall be manned and whether certain hours should be specified; whether black- or white-board sign faces shall be permitted; whether there should be expressly stated prohibitions on rude, profane, or lewd language; and, whether a fine structure and revocation (or confiscation) process should be specified (e.g., a sign not placed in its approved location, one left out at night, one with indecent language, etc.). While these are simply some items that will likely need to be addressed, members of the EDC may be able to raise other potential issues.

Worth noting are the three sign types that have been included in the draft standards. These were for illustrative purposes only. Members of the EDC are encouraged to seek specific sign designs that may be palatable and test their dimensions and specifications against these draft standards.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

DRAFT Temporary Sidewalk Signage Provisions
Economic Development Commission - June 25, 2013

Districts where temporary sidewalk signs may be placed:

Temporary sidewalk signs shall only be permitted in the pedestrian-oriented B-1 Community Shopping District and the B-2 Central Business District.

Number of temporary sidewalk signs per business:

In both the B-1 and B-2 districts, only one (1) temporary sidewalk sign is permitted per business establishment.

Placement of temporary sidewalk signs:

In all instances, temporary sidewalk signs must be separated by a minimum of fifteen (15) feet. This includes the distance of signs between separate storefronts and in the instance of a multi-tenant building where more than one (1) temporary sidewalk sign is displayed.

Temporary sidewalk signs may not interfere with pedestrian traffic, violate standards of accessibility as required by the Americans with Disabilities Act, or violate any sidewalk clearance standard of the Village.

Placement of temporary sidewalk signs on private property:

Temporary sidewalk signs shall be permitted on private property in the B-1 and B-2 Districts.

Examples for the B-1 district include but are not limited to the arcaded sidewalk space at Grant Square and the courtyard sidewalk space of Gateway Square.

An example for the B-2 district would be placement within the recessed entry way of a downtown storefront, provided that it does not impede patron access, particularly those with limited mobility or other disabilities.

In the B-1 and B-2 zoning districts, individual temporary sidewalk signs placed on private property must be placed within ten (10) feet of the principal entrance of the tenant space. One (1) edge of the sign base shall be placed immediately next to the exterior wall of the tenant space. Placement of a temporary sidewalk sign shall maintain a minimum sidewalk width of no less than five (5) feet.

Placement of temporary sidewalk signs on a public right-of-way:

In the B-1 and B-2 zoning districts, individual temporary sidewalk signs placed on public property must be placed within ten (10) feet of the principal entrance of the tenant space. One (1) edge of the sign base shall be placed immediately next to the exterior wall of the tenant

space. Placement of a temporary sidewalk sign shall maintain a minimum public sidewalk width of no less than five (5) feet.

With a multi-tenant building, i.e., containing more than one business establishment, the maximum number of temporary sidewalk signs permitted on public right-of-way in the B-2 district is two (2). The minimum separation between two (2) temporary sidewalk signs of a multi-tenant building is fifteen (15) feet.

A temporary sidewalk sign for the purpose of informing the motoring public of the presence of a valet parking service is permitted. With the approval of the Zoning Administrator, such a sign may be placed off-premises but as close to the business or businesses to ensure maximum efficacy of the sign since it contributes to efficient parking management for the B-2 district. A valet parking sign shall not be positioned in a manner that causes traffic or safety issues.

Required approval for temporary sidewalk signs:

All temporary sidewalk signs require approval. Temporary sidewalk signs may only be displayed after having received approval from the Village's Zoning Administrator. To be considered, business applicants must submit the appropriate application to the Community Development Department.

A complete application for all temporary sidewalk signs must include: (1) a manufacturer's specification sheet for the sign, including visual representation of the sign and details about its size and materials and (2) a graphic representation illustrating placement of the sign on the site and its proximity to the business' entrance or the building's main entrance.

In addition to the above, a complete application for a temporary sidewalk sign to be placed on public right-of-way must include: (1) a certificate of insurance in a form acceptable to the Village Attorney which names the Village of Hinsdale as an additional insured in the amount of \$1,000,000 for general liability and \$1,000,000 for bodily injury and property damage and (2) a letter signed by the applicant indemnifying and holding harmless the Village of Hinsdale of any liability related to the sign and its use, in a form acceptable to the Village Attorney.

Permitted hours and conditions for display of temporary sidewalk signs:

The use of temporary sidewalk signs is limited to business hours only. During non-business hours, temporary sidewalk signs must be stored indoors at their respective places of business.

Temporary sidewalk signs shall not be displayed outdoors when inclement weather is present. Such conditions include high winds, intense rains, or heavy snowfall. The business is responsible for any damage caused by a sign being moved by inclement weather or causing disruption due to being left out in inclement weather.

Temporary sidewalk sign materials, sizes, and types:

All temporary sidewalk signs must be professionally constructed and maintained in good condition.

For temporary sidewalk signs for businesses, wood and metal are permitted materials, while plastic is not permitted. Plastic is only a permitted material for a temporary sidewalk sign that is solely intended to identify the availability of valet parking.

A temporary sidewalk sign may take the form of one of the following three (3) types.

Type 1: A-frame

An A-frame temporary sidewalk sign is limited to a total of twelve (12) square feet of display area, calculated as the total sign area of both sign faces, with a limit of six (6) square feet of sign area per side. An A-frame temporary sidewalk sign may not exceed four (4) feet in height. An A-frame temporary sidewalk sign may utilize either wood or metal for its frame. An A-frame temporary sidewalk sign is a permitted type in the B-1 and B-2 districts.

Type 2: Post and Placard

A post-and-placard temporary sidewalk sign is limited to a total of six (6) square feet of display area, calculated as the total sign area of both sign faces, with a limit of three (3) square feet of sign area per side. A post-and-placard temporary sidewalk sign may not exceed five (5) feet in height and its base may not exceed two (2) feet in diameter. A post-and-placard temporary sidewalk sign shall be constructed entirely out of metal and must have a stable, weighted base. A post-and-placard temporary sidewalk sign is a permitted type in the B-1 and B-2 districts.

Type 3: Vertical Banner

A vertical banner temporary sidewalk sign is limited to a total of twelve (12) square feet of display area, calculated as the total sign area of both sign faces, with a limit of six (6) square feet of sign area per side. A vertical banner temporary sidewalk sign may not exceed six (6) feet in height and its base may not exceed two (2) feet in diameter. A vertical banner temporary sidewalk sign shall have a metal structure, a weather-resistance vinyl or cloth insert, and a stable, weighted base. A vertical banner temporary sidewalk sign is a permitted type in the B-1 district on private property only.

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: June 20, 2013

RE: Permitted Services at Beauty Shops

The Village's Zoning Code lists specific individual business types as either "permitted" or "special." These business types are tied to the Standard Industrial Classification (SIC) manual.

An example is a "beauty shop." Beauty shops (SIC code 723) are listed as permitted uses in all three of the Village's business-zoned districts, namely, B-1 Community Business District, B-2 Central Business District, and B-3 General Business District and as a permitted use in the O-3 General Office District.

The SIC manual defines beauty shops as, "Establishments primarily engaged in furnishing beauty or hairdressing services. This industry also includes combination beauty and barber shops, as well as hairdressing shops serving both male and female clientele. Beauty and cosmetology schools are included in this industry." There are nine (9) specific types of beauty shops listed underneath this description.

Developed in the 1930s, the decades-old SIC system also has a successor, the North American Industry Classification System (NAICS). Moreover, the Village's Zoning Code was last rewritten in the late 1980s. As you are well aware, the economy has evolved greatly over the years, with products and services that were not yet considered when our code was developed. To accommodate these changes, over the last few years several uses that were not listed in our code have been added successfully by way of text amendments. Examples that you may recall include, but are not limited to, yoga studios and music tutoring services.

Beauty shops and salons have evolved into "day spas." One of the commonplace services expected by clientele is massage/massage therapy. The Village's established salons currently offer this service.

Massage therapy may be associated with a medical practitioner, such as a chiropractor. "Offices and clinics of doctors of medicine, dentists, osteopaths, chiropractors, optometrists, podiatrists, and other health practitioners (SIC 801-

804), but not on the first floor of any structure in the B-2 district” are permitted uses in the Village’s three business zoning districts. As a medical use that is permitted by right, massage therapy as one method of treatment offered by a chiropractor or doctor does not seem to pose a zoning issue.

However, in the Village’s Zoning Code and the SIC manual, massage can also be associated with “massage parlor,” which is part of “miscellaneous personal services” (SIC 729). In the Village’s business-zoned districts, miscellaneous personal services are listed as special uses (which require a multi-step, public approval process to be considered for a permit) but exclude coin-operated service machine operation, comfort station operation, dating services, escort services, locker rental, *massage parlors*, restroom operation, steam baths, tattoo parlor, Turkish baths, or wedding chapels. Under Miscellaneous Personal Services, Not Elsewhere Classified (SIC 7299), there are approximately 40 business types listed.

An owner of a “physical fitness facility” (SIC 7991), which requires a special use permit in all three of the Village’s business-zoned districts (but is not allowed on the ground floor in the B-2), might also desire massage therapy as an extra service to offer clients.

Given existing code listings, the SIC manual, the evolution of the service and profession of massage therapy, and the presence of the service in existing salons and day spas, we are looking for direction as to how this should be formally acknowledged for current salon/day spa operators and those who may enter the Village in the future.

One potential way to define this service would be to say that massage therapy service in a salon/day spa must be ancillary to the primary salon or beauty shop services (such as hair styling, hair coloring, and manicures/pedicures), occupy no more than a given percentage of net floor area (e.g., 30%), and be offered by a licensed massage therapist.

It is important to note that this acknowledgement, clarification, and definition of massage therapy as an ancillary salon/day space service would still not permit standalone massage therapy studios, which have become popular and increasingly visible over the last decade or so.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org. Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: June 20, 2013

RE: New Local Advertising Campaign Idea

Over the last several years, the Economic Development Commission (EDC) has followed a dual-track approach to reach two targeted audiences, specifically, residents and potential visitors from nearby communities.

The EDC's advertising campaigns to reach these audiences have emphasized the importance and benefits of shopping locally and highlighted the attractiveness of the Village as a unique destination and charming place to visit.

New Local Advertising Campaign Idea

For your consideration is a new local campaign idea, "Village Voices and Choices." The purpose is two-fold: (1) characterize our local businesses and their owners or managers in a very personal way and (2) highlight the numerous local options that are available to residents. The latter is something we've done consistently, while the former has been done to some degree. The hope is that by personalizing the ad the importance of shopping locally will come through even more clearly and resonate with readers.

One caveat is that production may prove challenging. Securing photography of shop owners and products as well as quotes from these business owners would require a great deal of time and timely completion of ads would require full cooperation. Members may wish to consider these required extra steps when evaluating this campaign idea.

Potential Placement

Primary vehicles for print campaigns have been *The Hinsdalean* (for local messaging) and *West Suburban Living* Magazine (for regional outreach). The other newspaper that has been used is *The Doings*. Other magazine publications with local and some nearby regional content include *Hinsdale Living*, *Hinsdale 60521*, *Suburban Life*, and *Glancer*.

Over the last couple of years, the EDC's regional campaigns have been reformatted for placement on the Internet. Sites primarily used include Patch, West Suburban Living, and StyleChicago. These online ads offer viewers the ability to click-through to categorical micro-websites: HinsdaleForTheHome.com, HinsdaleFashion.com, HinsdaleDining.com, and HinsdaleSpas.com, all of which list business names, contact information, and websites.

Regional Campaign

A concept for the next regional campaign could develop in the coming weeks. Members should feel free to share their thoughts and ideas about potential themes or placement options at the EDC meeting.

Awards

Over the last few years, campaigns of the EDC have earned awards from the Washington DC-based International Economic Development Council (IEDC). We recently submitted our most recent campaigns, "Village Values" for the local market and "H-H" for regional outreach, for award consideration.

You may recall that in 2012, our local campaign, "When You Spend In Town, It Comes Back Around" was recognized with a gold medal, and the group's regional effort, "Historic Hinsdale" was awarded a silver medal. Local campaigns from 2011 and 2010, "Spending Locally Makes Common Cents" and "Who, What, Wear, respectively, won first place awards. And in 2008, the EDC's Distinctly Hinsdale multi-media promotional brochure was recognized as the first place winner.

If you have any questions, comments, or any ideas in advance of the meeting, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager



NEW AD CAMPAIGN IDEA

"Village Voices & Choices"



PRINT ADS

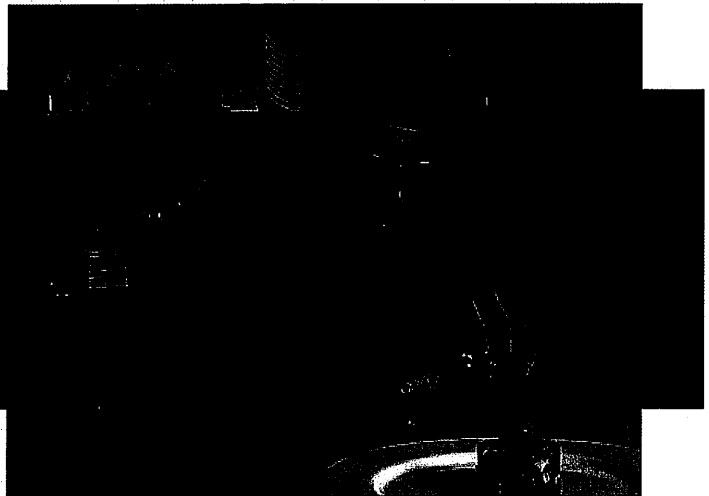
FOR 4 PRIMARY RETAIL CATEGORIES



VILLAGE VOICES

"I love cooking in Hinsdale, because it has such an adventurous palate. When we add something experimental to the menu, people can't wait to try it."

- Juan Perez, Nabuki



& CHOICES

FINE DINING OPTIONS ABOUND IN HINSDALE



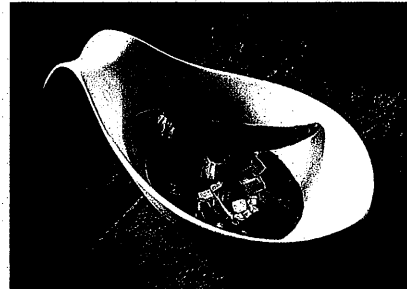
Nabuki

18 E. First St.



Il Poggiolo

8 E. First St.

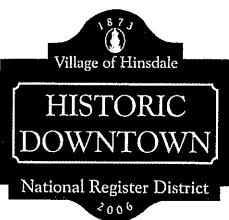


Cine Modern Taqueria

29 E. First St.

distinctly
Hinsdale
Since 1873

WWW.HINSDALEDINING.COM



VILLAGE VOICES

"As a long-time resident of Hinsdale, I wanted to open a business as unique as the village itself, with fashions and home products as interesting as the residents of Hinsdale. I think we have accomplished that."

**- Annette Brinkmeier,
Stockholm Objects**

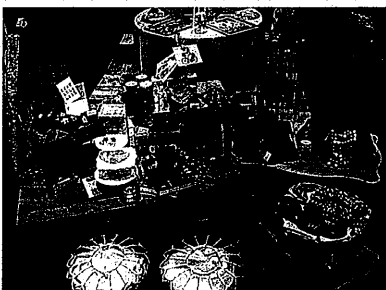


& CHOICES

FINE FASHION OPTIONS ABOUND IN HINSDALE



Stockholm Objects
39 S. Washington St.



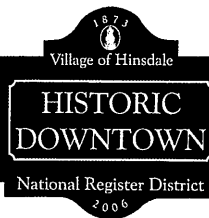
The Green Goddess
52 S. Washington St.



Shop 10
10 E. First St.

distinctly
Hinsdale
Since 1873

WWW.HINSDALEFASHION.COM



VILLAGE VOICE

"Owning a business in Hinsdale is an exciting challenge every day. This is a dream town for an interior designer, I get to work on homes that run the gamut of style-traditional, modern, transitional and everything in between".

**- Donna Hall, Designer/Owner
Savvy Interiors**

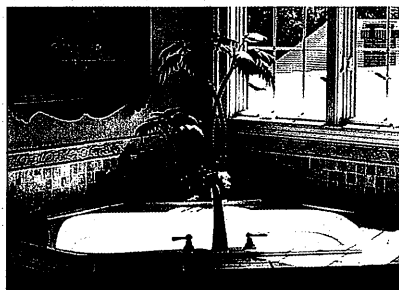


& CHOICES

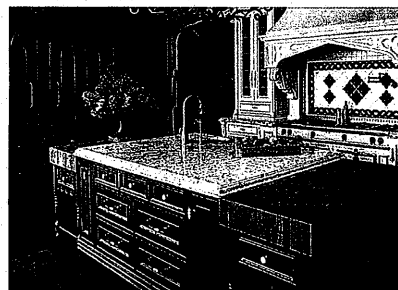
FINE HOME DECOR OPTIONS ABOUND IN HINSDALE



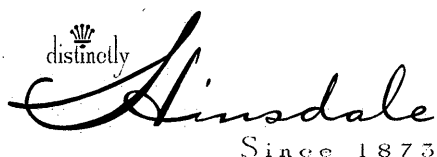
Savvy Interiors
40 E. Hinsdale Ave.



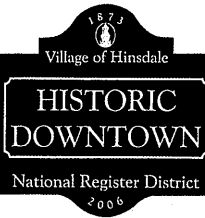
Trumeau Design & Décor
19 W. Chicago Ave.



House Anew, Inc.
24 W. Chicago Ave.



WWW.HINSDALEFORTHEHOME.COM



VILLAGE VOICE

"At Zazu, we do more than just cut hair and give the best manicures, we rejuvenate the spirit. We make our customer's look and feel fantastic. We've been in Hinsdale since 1979, and have an unbelievably loyal clientele and awesome staff."

**- Laura Chappetto, Salon Manager,
Zazú Salon & Day Spa**



& CHOICES

FINE BEAUTY OPTIONS ABOUND IN HINSDALE



Zazú Salon & Day Spa
18 E. Hinsdale Ave.



**Your Natural Element
Day Spa & Salon**
49 1/2 S. Washington St.



i Design Salon
777 N. York Rd.

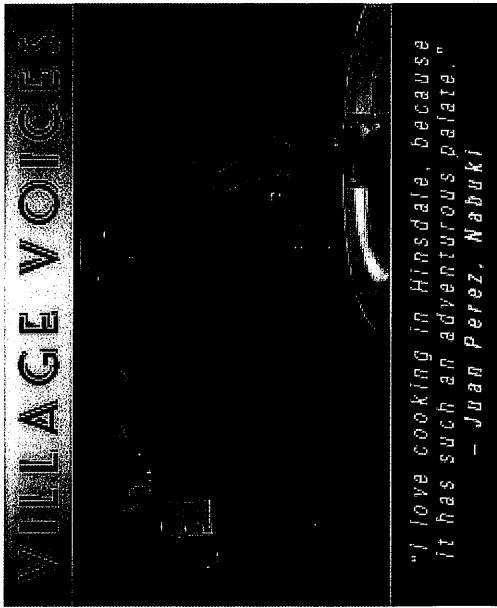
distinctly
Hinsdale
Since 1873

WWW.HINSDALESPAS.COM

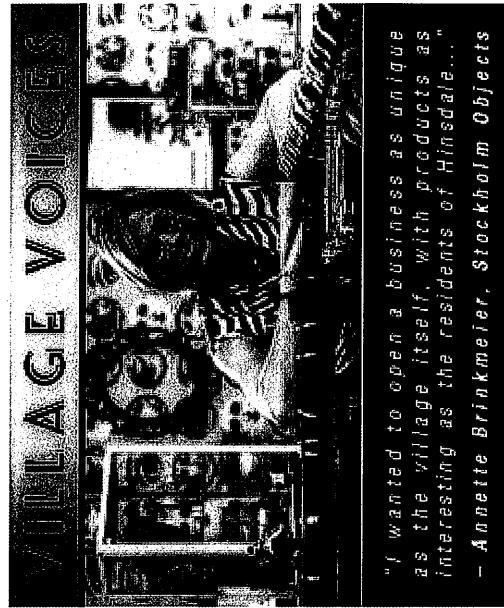


DIGITAL ADS

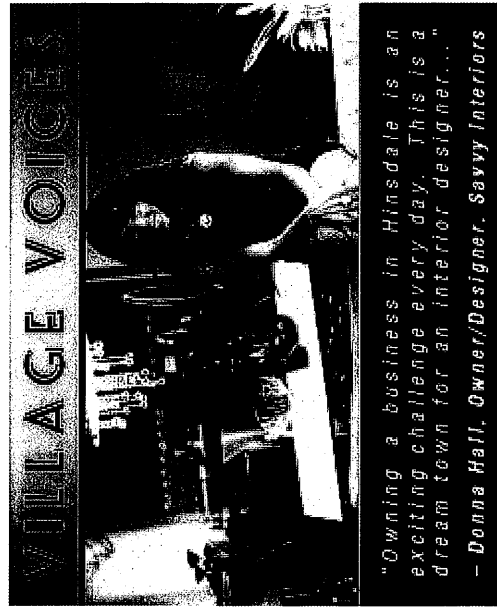
WEB BANNERS FOR 4 PRIMARY RETAIL CATEGORIES



"I love cooking in Hinsdale, because it has such an adventurous palate."
- Juan Perez, Nabuki



"I wanted to open a business as unique as the village itself, with products as interesting as the residents of Hinsdale..."
- Annette Brinkmeier, Stockholm Objects



"Owning a business in Hinsdale is an exciting challenge every day. This is a dream town for an interior designer..."
- Donna Hall, Owner/Designer, Savvy Interiors



"We've been in Hinsdale since 1979, and have an unbelievably loyal clientele and awesome staff."
- Laura Chappetto, Manager, Zazú Salon & Day Spa

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development



Date: June 20, 2013

RE: Sales Promotion

At the last meeting of the Economic Development Commission (EDC), details for the Customer Appreciation Celebration were shared. At the meeting of the 25th, Dan Grisko of Direct Advantage will provide a brief re-cap of the event and seek feedback from the group.

With three attempts at a spring sales promotion, there are likely lessons that have been learned. Members may wish to comment on the idea of an EDC-backed sales event, its timing, the logistics required, the amount allocated in the budget to drive business and consumer awareness for such an event, etc.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members

From: Timothy J. Scott, AICP, CNU-A – Director of Economic Development 

Date: June 20, 2013

RE: Parking Analysis Update

As you may recall, the Village won a grant of technical assistance from the Chicago Metropolitan Agency for Planning (CMAP), the regional planning organization for the seven-county area.

CMAP's staff time and expertise come at no direct financial expense to the Village. CMAP is an unbiased third party that is taking a fresh look at the Village's parking system and management of its supply.

A nearly forty-page existing conditions report has just been completed. A draft of it will have been discussed by the "parking working group" on the evening of June 20th. At the EDC meeting, I can provide an update as to how the members of the parking group received the report and any other pertinent feedback.

In the mean time, for general information about the project, please visit CMAP's project website at www.cmap.illinois.gov/hinsdale. As the project progresses, I will continue to provide brief updates to the EDC.

If you have any comments or questions, please do not hesitate to contact me by phone at (630) 789-7005 or via e-mail tscott@villageofhinsdale.org.

Thank you.

cc: President Cauley & Board of Trustees
David C. Cook, Village Manager