

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, August 27, 2013

Members Present: Luis Alvarez, Craig Chapello, Jan Grisemer,
Elizabeth Garvey, John Karstrand, Elyce Rembos, and
Chris Schramko

Members Missing: Mike Goebel and Steve Potter

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

Others Present: Dan Grisko, President of Direct Advantage

Call to Order

At 7:03 p.m. Mr. Karstrand called to order the Economic Development Commission (EDC) meeting of Tuesday, June 25, 2013. (Agenda Item 1)

Introduction of New Member

Mr. Karstrand introduced Mr. Chris Schramko as the newest member of the group and added that his professional experience could help inform the group in a fashion similar to the contributions of former EDC member Marc Cella. Mr. Schramko shared information about his real estate career, his Hinsdale-based business, and his family.

Approval of Minutes

Mr. Scott informed the group that minutes for the Economic Development Commission (EDC) meeting of June 25, 2013 would be provided at the next meeting of the group, along with the minutes of the meeting of August 27, 2013. (Agenda Item 2)

Review of Revenues

Mr. Scott stated that total sales tax revenue for the first four months of the 2013-14 fiscal year totaled \$989,536 as compared to \$955,710 for the previous year, revealing an increase of \$33,826 or 3.5%.

Mr. Scott relayed that for the first three months of the fiscal year, food-and-beverage revenue totaled \$86,568, revealing an increase of \$6,852 or 8.6% in relation to last year and \$2,318 or 2.75% over budget. Mr. Scott commented that two new restaurants should open in the central business district during the current fiscal year and that these additional choices should positively affect this revenue stream for the Village. (Agenda Item 3)

Advertising Campaign

Mr. Grisko provided background on the EDC's latest campaign, "Village Voices and Choices" and noted that the key elements are the personal profiles of business owners and the highlighting of consumer options in town by category. Mr. Grisko added that there are challenges with implementing the campaign, namely, securing merchant participation through the retailer website along with the required quotes and photos needed to create the ads. Mr. Grisko offered some potential ways to deal with these logistics issues, and he also showed several samples of the campaign, including the back-to-school ad that had already run. (Agenda Item 4)

Signage

Mr. Scott remarked that in addition to the temporary sidewalk sign, the other sign type that has created compliance issues is the window sign. He explained that the Village's Zoning Code currently treats window signs like wall signs (i.e., allowable size and permitted number per business), and as a result, that most window signs downtown are not code-compliant. Members generally embraced the idea of setting standard that would allow for a certain percentage of windows to be covered. Mr. Scott suggested that a graphical supplement could be developed that would complement the written regulations so that expectations are clear, output is predictable, and enforcement is straightforward. (Agenda Item 5)

Liquor Code

Mr. Scott shared with members the trustee-backed effort to clean up language in the liquor code to ensure consistency among license classes. Mr. Scott also informed members that he would also be drafting a new classification to accommodate a hybrid business model that has begun to show up in other markets and that he had a prospect that might reflect this type of service-meets-retail establishment. (Agenda Item 6)

Burlington Park

Mr. Scott summarized the investments that EDC had been making in the park, including electric service upgrades and underground boring. He relayed that the design for the civic event signs at the park's corners had been completed and that

the plan is to have the project bid out, fabricated, and installed in the current fiscal year, resources permitting. (Agenda Item 6)

Parking Working Group

Mr. Scott reported that the Chicago Metropolitan Agency for Planning (CMAP) had completed the "existing conditions report" and that it had been reviewed with members of the working group. He highlighted key points from the solutions road map that had been included in the packet and noted that it was intended to explain and provide context for some of the more evident ideas. Mr. Scott commented that the group would reconvene in early fall to work through a draft of these and potentially other policy suggestions. (Agenda Item 7)

Tenants and Development

Mr. Scott provided a brief overview of tenant interest and development in the Village's three business districts, namely, the historic downtown, greater Grant Square area, and Ogden Avenue. Mr. Scott noted, among others, a pending restaurant deal for the space most recently occupied by Zak's Place, the leasing of two-thirds of the former Blockbuster space by Unleashed, a pet supply store, and, the rehabilitation of two existing medical office buildings in the office park. (Agenda Item 8)

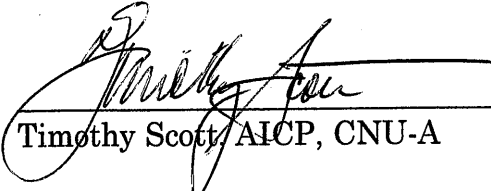
Public Comment

Ms. Anderson thanked members for their support and assistance with the 11th season of Uniquely Thursdays...

Adjournment

With no additional business before the Commission, Mr. Schramko made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The August 27, 2013 Meeting of the EDC was declared adjourned at 8:30 p.m. (Agenda Item 10)

Respectfully submitted,



Timothy Scott, AICP, CNU-A