

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, September 24, 2013

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

Members Missing: Luis Alvarez, Elizabeth Garvey, and Chris Schramko

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

Others Present: Dan Grisko, President of Direct Advantage

Call to Order

At 7:00 p.m. Mr. Karstrand called to order the Economic Development Commission (EDC) meeting of Tuesday, September 24, 2013. (Agenda Item 1)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the meetings of the EDC that were held on June 25, 2013 and August 27, 2013. Mr. Chapello seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Revenues

Mr. Scott stated that base sales taxes for the month of September, the fifth month of the fiscal year and the period reflecting sales made through June 30, 2013, amounted to \$234,000 as compared to \$237,841 for the same period last year. While a slight decline for the month, Mr. Scott noted that for the year base sales taxes had increased \$28,393 or 2.6% in relation to last year and that total sales taxes had increased \$33,864 or 2.8% for the year. (Agenda Item 3)

Burlington Park Improvements

Mr. Scott provided an overview of the progress of the wall, highlighting that a greater percentage of stone had been reclaimed in demolition than expected (nearly half versus the estimated 30%) and stating that what could not be used in the wall was being crushed to build the base/foundation of the wall, resulting in 100% material re-use. He added that the second phase of the project would be landscaping, which would provide both functional and aesthetic benefits, with the former handling stormwater run-off from the adjacent parking area and providing a

vertical edge to provide a visual cue to motorists and the latter creating a living wall, with plants on top/behind the wall forming a lush backdrop and with plants extending through the wall's planned voids.

Mr. Scott then reviewed the electric service projects that had been completed and noted a few of those that were planned. He reminded members of the group's planned civic event sign assemblies that would replace the vinyl banner system currently in place at the park's northeast and northwest corners. Mr. Scott remarked that these new post-and-cabinet assemblies will also serve as more formal entry points into the Village's historic downtown and that the project would be bid over the winter, which would lead to fabrication and installation in the spring before the end of the fiscal year. (Agenda Item 4)

Media Program

Mr. Grisko of Direct Advantage updated members of the early implementation of the EDC's newest advertising campaign, "Village Voices and Choices." He commented that while *The Hinsdalean* and *West Suburban Living* Magazine remain the primary vehicles to communicate the EDC's messages, other means would be used selectively. Mr. Scott relayed that he and Village Manager Gargano listened to an interesting television proposal but determined that this proposal was cost-prohibitive. Mr. Grisko agreed that while such a program could be attractive, its cost would impede or overtake the group's other efforts. To increase awareness of the EDC's latest advertising campaign, members recommended an additional e-blast to retailers. (Agenda Item 5)

Holiday Promotion and Lighting Program

Members discussed the scope of the lighting program and its past financial allocation and expressed their general satisfaction with the quality of past efforts to illuminate and decorate for the holidays as well as the level of investment. Mr. Scott stated that he was in the process of shopping for a vendor that could install cost-effectively and added that application of lights in a consistent fashion would be emphasized. Members agreed to continue the traditional festivities for the "Distinctly Hinsdale for the Holidays" promotion, which include horse-drawn carriage rides, the heated cookie decorating tent ("gingerbread man factory"), and visits with Santa (partnership with the Chamber of Commerce). (Agenda Item 6)

Five-year Capital Plan

Members of the EDC expressed their support for the items contained in the capital plan but recommended the inclusion of electric system upgrades for Burlington Park. Suggested was that these investments be considered and pursued sooner rather than later given the current emphasis on the park. In the discussion, it was

noted that this initiative may affect the timing and implementation of the other items that were listed in the plan. Mr. Potter made a motion to revise the five-year capital plan by including the electric service upgrades to Burlington Park. Ms. Grisemer seconded, and the motion was approved unanimously. Given the proposed change, Mr. Scott said he would re-work the plan accordingly and then share with the group at their next meeting. (Agenda Item 7)

Hinsdale Chamber of Commerce

Ms. Anderson, President and Chief Executive Office of the Hinsdale Chamber of Commerce was not in attendance for the meeting, and as such, no formal update was provided. (Agenda Item 8)

Adjournment

With no additional business before the Commission, Mr. Potter made a motion to adjourn. Mr. Chapello seconded, and the motion passed unanimously. The September 24, 2013 meeting of the EDC was declared adjourned at 8:02 p.m. (Agenda Item 9)

Respectfully submitted,

Timothy Scott, AICP, CNU-A