

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**

**Minutes of the Meeting on**  
**Tuesday, June 25, 2013**

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

**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 7:01 p.m. Mr. Karstrand called to order the Economic Development Commission (EDC) meeting of Tuesday, June 25, 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 April 23, 2013 and May 28, 2013. Mr. Chappello seconded, and the motion was approved unanimously. (Agenda Item 2)

**Review of Revenues**

Mr. Scott stated that total sales tax revenue for the first two months of the 2013-14 fiscal year totaled \$455,181 as compared to \$462,834 for the previous year, revealing a decrease of \$7,653 or -1.7%.

Mr. Scott relayed that for the 2012-13 fiscal year, food-and-beverage revenue totaled \$320,591 as compared with \$317,267, revealing an increase of \$3,324 or 1% in relation to last year and 2.9% over budget. (Agenda Item 3)

**Signage**

Mr. Scott and discussed draft code provisions for temporary sidewalk signs. Key points included, among others: that signs would only be permitted in the Village's two pedestrian-oriented business zoning districts (B-1 and B-2); that they could be permitted on private and public right-of-way with appropriate placement; that signs on public right-of-way include a certificate of insurance with the Village listed as an

additional insured along with a signed letter indemnifying and holding harmless the Village; that signs be displayed only during business hours and stored inside otherwise; and that signs conform to standards limiting overall size and display area and specifying acceptable, durable materials. Members of the Commission were supportive of further study and development of standards that could ultimately be considered for potential adoption into Village Code. (Agenda Item 4)

### **Beauty Shop Services**

Mr. Scott explained to members of the EDC that the Village's Zoning Code very specifically defines individual uses and added that the document had its last comprehensive re-write in the late 1980s. He added there naturally have been changes to business models since then. Mr. Scott illustrated this evolution by comparing the services of "beauty shops" as defined in the Village's Zoning Code versus the practices of today's full-service "salons and day spas." Massage therapy was the service that was highlighted in the discussion. While expected by today's spa clientele, the Zoning Code prohibits "massage parlors" yet accommodates when associated with a medical use (e.g., treatment at a chiropractor's office).

After discussing, members agreed that the use as defined in the Zoning Code should be updated and clarified in order to include massage therapy as a permitted, ancillary service within a full-service salon and day spa. Members also agreed that the Village should not modernize the use standard to allow for standalone massage therapy salons whose business is predominantly or exclusively massage services. (Agenda Item 5)

### **Advertising Program**

Staff shared with members that the EDC's "Village Values" shop local and "H-H" regional outreach campaigns garnered silver awards from the International Economic Development Council (IEDC). Mr. Grisko presented this year's campaign idea to members, informing them of the "Village Voices and Choices" theme. He explained that the campaign's profiles of individual business owners are designed to help establish a personal connection with residents, which in turn would help reinforce the importance of shopping locally. Sample advertisements depicting the new format were shared, and Mr. Grisko noted that more information would be shared at upcoming meetings. Members of the Commission expressed their support for the new creative direction, campaign theme, and ad format. (Agenda Item 6)

### **Promotional Sales Event**

Members discussed the recent promotional sales event and compared and contrasted it with prior efforts in April 2011 (the inaugural Customer Appreciation Celebration) and May 2012 (the Shop Small Business Event).

Members acknowledged the level of resources committed to promoting such events, including print and online advertising, updating of the EDC's websites, HinsdaleRetail.com and HinsdaleEvents.com, creating messages for the Village's e-Hinsdale newsletter and the Hinsdale Chamber of Commerce's e-blasts, and balloons. Mentioned were the importance of the event's timing, the task of motivating business owners to participate, and the challenge of encouraging them to leverage the media coverage by providing unique offerings and special experiences for the event. Given support for the premise, even with its inherent challenges members suggested that they would be willing to revisit the promotional event idea in the future. (Agenda Item 7)

### **Parking Working Group**

Mr. Scott shared that the Chicago Metropolitan Agency for Planning (CMAP) had completed the first draft of its "existing conditions report." He added that the document would be edited and then shared more widely. Mr. Scott then noted that the next phase of this project would be the development of alternative policy suggestions. (Agenda Item 8)

### **Public Comment**

In lieu of Ms. Anderson's normal update, Mr. Karstrand informed members that Uniquely Thursday's 11<sup>th</sup> season was taking place; he emphasized that due to the holiday there would be no event on July 4<sup>th</sup>.

### **Adjournment**

With no additional business before the Commission, Mr. Alvarez made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The June 25, 2013 Meeting of the EDC was declared adjourned at 8:33 p.m. (Agenda Item 9)

Respectfully submitted,

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Timothy Scott, AICP, CNU-A

**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 11<sup>th</sup> 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,

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Timothy Scott, AICP, CNU-A

## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design

**Date:** September 18, 2013

**RE:** Sales Tax Review

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Below you will find a review of sales tax revenue for the first five 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 September (June sales) amounted to \$234,000 as compared to the previous year's receipts of \$237,841. This represents a decrease of \$3,841 (-1.6%) for September.

Total base sales tax receipts through September (reflecting sales through June 30<sup>th</sup>) amounted to \$1,141,078 as compared to the previous year's receipts of \$1,112,685. This represents an increase of \$28,393 (2.6%) for September.

### **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 September (June sales) amounted to \$27,473 as compared to the previous year's receipts of \$23,594. This represents an increase of \$3,879 (16.4%) for September.

Total local use sales tax receipts through September (reflecting sales through June 30<sup>th</sup>) amounted to \$109,931 as compared to the previous year's receipts of \$104,460. This represents an increase of \$5,471 (5.2%) for September.

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

Total sales tax receipts for the month of September (June sales) amounted to \$261,473 as compared to the previous year's receipts of \$261,435. This represents an increase of \$38 (0%) for September.

Total sales tax receipts through September (reflecting sales through June 30<sup>th</sup>) amounted to \$1,251,009 as compared to the previous year's receipts of \$1,217,145. This represents an increase of \$33,864 (2.8%) for September.

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

cc: President Cauley & Board of Trustees  
Kathleen A. Gargano, 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	238,334	15,341	6.9%	646,244	655,166	8,922	1.4%
August	May	228,600	251,912	23,312	10.2%	874,844	907,078	32,234	3.7%
September	June	237,841	234,000	(3,841)	-1.6%	1,112,685	1,141,078	28,393	2.6%
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	23,424	3,243	16.1%	59,764	61,773	2,009	3.4%
August	May	21,102	20,685	(417)	-2.0%	80,866	82,458	1,592	2.0%
September	June	23,594	27,473	3,879	16.4%	104,460	109,931	5,471	5.2%
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							

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## MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design 

**Date:** September 19, 2013

**RE:** Burlington Park

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Given its highly-visible, central location and use as a town square and civic event space, the Economic Development Commission (EDC) has elected to invest in Burlington Park. Following are updates on several park-related initiatives.

### **Masonry Wall**

*Site Protection:* The perimeter of the construction site has been defined with chain link fencing and fencing to protect trees within this zone has also been installed.

*Safety:* The Police Department elected to close the adjacent parking lot to ensure safety. Four metered parking spaces on Washington have been reserved for taxi cabs. Merchant ("red") permit holders displaced by the construction can park nearby either at the north end of the park along Chicago Avenue or behind the Post Office. Other spaces are available along the tracks east of the Police and Fire Departments.

*Demolition and Materials:* Demolition of the original wall has been performed. Stone has been reclaimed and recycled. For the new wall, reclaimed stone will be mixed with new stone. I just approved this material, which will come from a quarry in Fond du Lac, WI. Some of the original stone that cannot be reused in the wall's construction is being recycled by crushing and then laying the material as a stable base for the new wall. This construction method is intended to be cost-effective and sustainable, and at the same time, show respect for Village history.

*Layout of New Wall:* The layout of the new wall has been translated to the site from the survey and construction documents. Stakes reveal its curvilinear shape and are extended three feet out to accommodate construction equipment.

*Base for New Wall:* Weather depending, excavation will have begun by the time the EDC meets, with base preparation to follow soon thereafter.

*Drainage:* The first phase of this construction project includes areas of depressed curbing that will allow for the infiltration of stormwater run-off into an area of predominantly native plantings (which will be, in essence, a "bio-swale").

Potentially supplementing this natural management of stormwater are two inlets that connect to the large diameter storm sewer that contains Flagg Creek. During demolition, one of the two basins that had been covered over with asphalt was rediscovered. To see if the basin could be restored, Public Services tested it with a water jet. Unfortunately, water reportedly came up through the lawn in multiple locations, indicating that the connector pipe has deteriorated to the point where it is broken in sections. There is another inlet at the opposite end of the park that remains exposed, and this may be able to be reused. Rather than commit additional resources to fully restore the worst of the two inlets and potentially repair the other, at this time it is hoped that the bio-swale will be able to fully handle the traditional level of stormwater for the area. Public Services believes that a retroactive restoration of the inlet(s) could be performed in the future should the need arise.

*Landscape:* Integral to the design is the landscaping that will separate the wall from the adjacent drive aisle and parking row. The landscaping will serve both functional and aesthetic purposes, with the former helping handle stormwater from the adjacent hardscape and the latter creating a living wall and natural backdrop for the park. This landscape plan represents a second phase of the project. The bid packet will be prepared over winter, and it is hoped that such a project will generate substantial interest. To properly establish plants, installation is hoped for spring (with resources from next fiscal year).

I will provide additional updates as the project progresses.

## **Electric Service**

To date, several electrical projects have been completed. These include: (1) a 400-Ampere service in the southwest corner park; (2) a consolidated and relocated 200-Ampere service that accommodates the new wall; and, (3) two runs of underground pipe (that will ultimately have electric wire pulled through it).

As noted at the last meeting of the EDC, a 100-Ampere service for the east third of the park is planned, as is additional underground boring. These projects plus those referenced above will get us closer to establishing an electrical distribution network in the park. These projects would be followed by the installation of outlets at the bases of trees, which would allow for improved, expanded, and safer holiday lighting.

## **Civic Event Signs**

As you may recall, the EDC has planned for this fiscal year the fabrication of civic event sign assemblies. These would take the place of the vinyl banner system currently in place at the northeast and northwest corners of the park. Featuring posters in lockable, illuminated cabinets and with the base area landscaped (resources permitting), these assemblies are designed to serve as more formal entry points into the Village's historic downtown. A bid packet will be prepared in the coming months, with fabrication and installation targeted for completion by the end of the fiscal year (April 30<sup>th</sup>).


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](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
Kathleen A. Gargano, Village Manager

# MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design 

**Date:** September 19, 2013

**RE:** Media Program

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The Economic Development Commission (EDC) is continuing its dual-track approach to reach two targeted audiences, specifically, residents and potential visitors from nearby communities. The EDC's 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.

## Current Campaign

The current campaign theme is "Village Voices and Choices," and it has the following two key elements underpinning it: (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.

## Vehicles

The EDC has utilized *The Hinsdalean* and *West Suburban Living* Magazine as its primary publications to reach the aforementioned local and regional audiences. Recent campaigns have also been adapted for online use on sites such as West Suburban Living, Style Chicago, and Patch. In an effort to broaden our reach, other options have been used on an occasional basis. It is interesting and important to note the proliferation of publications that are centered on or at least highlighting Hinsdale-related content. Generally speaking, the EDC has employed a selective outlet-high frequency approach in its efforts.

To illustrate how the Village's demographics and location advantage pique the interest of those well outside the area, the Village Manager and I responded to an inquiry from "Communities of Distinction TV," an independent production company. This firm emphasized the visibility of their exclusive "America's Hometown" and "Emerging Places to Live, Work, and Play" series. Participation in the program would entail production of a five-minute segment that would then air once nationally and 34 times regionally. While somewhat interesting, particularly the medium, the cost is prohibitive.

**Direction**

Dan Grisko, President of Direct Advantage, will be present at the EDC meeting to review the current campaign, relay potential opportunities to distribute the message, and cite any logistics or production challenges.


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](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
Kathleen A. Gargano, Village Manager

# MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design 

**Date:** September 19, 2013

**RE:** Holiday Events and Lighting Program

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Following is an overview of holiday festivities and the lighting program.

## Holiday Events

The opportunity to again sign on to American Express' "Small Business Saturday" is available. As you may recall, this is the Saturday after Thanksgiving between "Black Friday" (which is typically associated with medium- and big box-stores) and "Cyber Monday." Members of the EDC may wish to consider ways of leveraging the exposure generated by this national campaign.

Recognition of Small Business Saturday would then be followed by the Annual Christmas Walk and the Burlington Park-centered festivities on Saturday afternoons in December. These established traditions include horse-drawn carriage rides, the gingerbread man factory (cookie decorating in a heated tent), and visits with Santa Claus.

## Holiday Lighting

The EDC is currently seeking a vendor to provide a cost-effective and aesthetically-pleasing lighting program for the greater downtown area. Typically, the elements of the program are: (1) illumination of the large spruce on the south lawn of the Memorial Building; (2) illumination of 81 street trees downtown; and, (3) illumination of the fountain at Burlington Park and the shrubs and trees surrounding it. The holiday season could again be kicked off by an official tree lighting.

If members wish to revise the lighting program or have ideas to add to these traditional festivities, the meeting on the 24<sup>th</sup> will provide a forum to share them.

If you have any questions 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](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
Kathleen A. Gargano, Village Manager

# MEMORANDUM

**To:** Chairman Karstrand & Economic Development Commission Members

**From:** Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design



**Date:** September 19, 2013

**RE:** Five Year Capital Plan

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This time last year, the Economic Development Commission (EDC) discussed and considered its five-year capital plan. Following is a list of the initiatives supported by the EDC along with the rough cost estimates provided at that time:

**Fiscal Year 2013-14: Civic Event Sign Assemblies for Burlington Park: \$66,000**

*The northeast and northwest corners of Burlington Park act as entry points into downtown. They also provide function, with signs informing citizens and visitors of community events. While functional, the current post and vinyl banner system perhaps does not reflect the level of quality inherent in the Village's character. The proposed system would replace the vinyl banners with a series of posters in attached cabinets. The footprint of the new structures would match that of the existing, and the bases would be landscaped. The overall design has a familial appearance with the other signage projects that have been completed over the last five years.*

**Fiscal Year 2014-15: Hardscape Improvements for Central Business District: \$25,000**

*There are several roadway-adjacent areas in the CBD that have become unsightly; in some instances, the unevenness of these areas could even pose potential trip hazards. The Village's Public Services Department has reported that the turf grass has deteriorated due to roadway salt and foot traffic. To improve appearance, durability, and safety, it may be preferable to convert at least some of these roadway-adjacent areas to decorative paving.*

**Fiscal Year 2014-15: Way-finding Signage: \$30,000**

*Several years ago, four way-finding signs were installed, with three at the corners of Ogden and York and one at Garfield and approximately Walnut. These four signs were the first grouping of a larger system that is designed to direct traffic from the major thoroughfares that frame the Village to business districts and community institutions. While their function is one of utility, these decorative post-and-panel assemblies respect and enhance the public realm of the Village.*

**Fiscal Year 2015-16: Pedestrian Safety Improvements CBD: \$46,000**

*Increased vehicular and pedestrian traffic are the byproduct of successful commercial districts. After its building stock, another key element of Downtown Hinsdale's established character is its compact, walkable environment. Although a sign of vitality, traffic should be tamed to ensure pedestrian safety without impeding commerce. Curb extensions (a.k.a. "bump outs" or "curb bulbs") and speed tables (i.e., a slightly elevated walkway) help provide safer crossings for pedestrians.*



**Fiscal Year 2016-17: Village Gateway Improvements: \$57,000**

*The Village is served and framed by major roadways. The edges of these roads offer opportunity to acknowledge and celebrate arrival in the Village and help communicate sense of place. The existing sandblasted wood panel signs have aged and their aesthetic contribution has perhaps diminished. The proposed system has two-tiers, with gateway type dependent upon location prominence and available space. Designs would have a familial appearance with the other signage projects that have been completed over the last five years.*

**Fiscal Year 2017-18: Parking Lot Improvements: \$58,000**

*Although utilitarian, parking areas occupy prominent locations in and around greater downtown Hinsdale and some currently lack landscaping, decorative hardscaping, and scale-appropriate, visible signage. The largest open land area adjacent to downtown is the Village's main commuter lot. Its condition is deteriorating and the unadorned area does not complement the character of the adjacent historic district.*

The EDC's annual budget is \$150,000, with 60% or \$90,000 allocated for promotional expenses and 40% or \$60,000 assigned to capital projects. As you may recall, these percentages are guidelines and the allocation of resources for these two main categories may be rebalanced. An example of this is the current fiscal year where the civic event sign assemblies are estimated to consume approximately 44% of the resources available to the EDC.

Please consider these items, their prioritization, and the time period to undertake them.

If you have any questions, comments, or suggestions in advance of the meeting, please do not hesitate to contact at (630) 789-7005 or [tscott@villageofhinsdale.org](mailto:tscott@villageofhinsdale.org).

Thank you.

cc: President Cauley & Board of Trustees  
Kathleen A. Gargano