

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

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design 
Date: October 21, 2013
RE: Sales Tax Review

Below you will find a review of sales tax revenue for the first half 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 October (July sales) amounted to \$235,975 as compared to the previous year's receipts of \$217,076. This represents an increase of \$18,899 (8.7%) for October.

Total base sales tax receipts through October (reflecting sales through July 31st) amounted to \$1,377,053 as compared to the previous year's receipts of \$1,329,761. This represents an increase of \$47,292 (3.6%) for October.

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 October (July sales) amounted to \$23,634 as compared to the previous year's receipts of \$19,497. This represents an increase of \$4,137 (21.2%) for October.

Total local use sales tax receipts through October (reflecting sales through July 31st) amounted to \$133,565 as compared to the previous year's receipts of \$123,957. This represents an increase of \$9,608 (7.8%) for October.

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

Total sales tax receipts for the month of October (July sales) amounted to \$259,609 as compared to the previous year's receipts of \$236,573. This represents an increase of \$23,036 (9.7%) for October.

Total sales tax receipts through October (reflecting sales through July 31st) amounted to \$1,510,618 as compared to the previous year's receipts of \$1,453,718. This represents an increase of \$56,900 (3.9%) for October.

For the fiscal year-to-date relative to budget, total sales tax revenue is up \$15,618 or 0.52%.

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.

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

Village of Hinsdale

Sales Tax Report

Base Sales Tax

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	235,975	18,899	8.7%	1,329,761	1,377,053	47,292	3.6%
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				47,292					
		2,703,001							

Local Use Tax

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	23,634	4,137	21.2%	123,957	133,565	9,608	7.8%
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				9,608					
		267,855							

Total Sales Tax

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	211,523	227,065	15,542	7.3%	211,523	227,065	15,542	7.3%
June	March	251,311	228,116	(23,195)	-9.2%	462,834	455,181	(7,653)	-1.7%
July	April	243,174	261,758	18,584	7.6%	706,008	716,939	10,931	1.5%
August	May	249,702	272,597	22,895	9.2%	955,710	989,536	33,826	3.5%
September	June	261,435	261,473	38	0.0%	1,217,145	1,251,009	33,864	2.8%
October	July	236,573	259,609	23,036	9.7%	1,453,718	1,510,618	56,900	3.9%
November	August	213,184				1,666,902			
December	September	246,790				1,913,692			
January	October	221,189				2,134,881			
February	November	305,260				2,440,141			
March	December	313,238				2,753,379			
April	January	217,477				2,970,856			
Total				56,900					

VILLAGE OF HINSDALE - SALES TAX REPORT

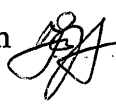
Sales Tax Total, with Use Tax from LGDF

510-5253

Receipt Month	Liability Month	2013	2014	Dollar Change	Percent Change	2013 YTD	2014 YTD	2014 Budget	YTD Change	YTD % Change	Budget vs Actual	Budget vs Actual %
May	February	211,523	227,065	15,542	7.3%	211,523	227,065	249,167	15,542	7.3%	(22,102)	-8.9%
June	March	251,311	228,116	(23,195)	-9.2%	462,834	455,181	249,167	(7,653)	-1.7%	(21,051)	-8.4%
July	April	243,174	261,758	18,584	7.6%	706,008	716,939	249,167	10,931	1.5%	12,591	5.1%
August	May	249,702	272,597	22,895	9.2%	955,710	989,536	249,167	33,826	3.5%	23,431	9.4%
September	June	261,435	261,473	38	0.0%	1,217,145	1,251,009	249,167	33,864	2.8%	12,306	4.9%
October	July	236,573	259,609	23,036	9.7%	1,453,718	1,510,618	249,167	56,900	3.9%	10,442	4.2%
November	August	213,184	-	(213,184)	-100.0%	1,666,902	1,510,618	249,167	(156,284)	-9.4%		
December	September	246,790	-	(246,790)	-100.0%	1,913,692	1,510,618	249,167	(403,074)	-21.1%		
January	October	221,189	-	(221,189)	-100.0%	2,134,881	1,510,618	249,167	(624,263)	-29.2%		
February	November	305,260	-	(305,260)	-100.0%	2,440,141	1,510,618	249,167	(929,523)	-38.1%		
March	December	313,238	-	(313,238)	-100.0%	2,753,379	1,510,618	249,167	(1,242,761)	-45.1%		
April	January	217,477	-	(217,477)	-100.0%	2,970,856	1,510,618	249,167	(1,460,238)	-49.2%		
Total		2,970,856	1,510,618	(1,460,238)	-49.2%			2,990,000			15,618	0.52%

Receipt Month	Liability Month	2014	2015	Dollar Change	Percent Change	2014 YTD	2015 YTD	2015 Budget	YTD Change	YTD % Change	Budget vs Actual	Budget vs Actual %
May	February	227,065	-	(227,065)	-100.0%	227,065	-	-	(227,065)	-100.0%		
June	March	228,116	-	(228,116)	-100.0%	455,181	-	-	(455,181)	-100.0%		
July	April	261,758	-	(261,758)	-100.0%	716,939	-	-	(716,939)	-100.0%		
August	May	272,597	-	(272,597)	-100.0%	989,536	-	-	(989,536)	-100.0%		
September	June	261,473	-	(261,473)	-100.0%	1,251,009	-	-	(1,251,009)	-100.0%		
October	July	259,609	-	(259,609)	-100.0%	1,510,618	-	-	(1,510,618)	-100.0%		
November	August	-	-	-	#DIV/0!	1,510,618	-	-	(1,510,618)	-100.0%		
December	September	-	-	-	#DIV/0!	1,510,618	-	-	(1,510,618)	-100.0%		
January	October	-	-	-	#DIV/0!	1,510,618	-	-	(1,510,618)	-100.0%		
February	November	-	-	-	#DIV/0!	1,510,618	-	-	(1,510,618)	-100.0%		
March	December	-	-	-	#DIV/0!	1,510,618	-	-	(1,510,618)	-100.0%		
April	January	-	-	-	#DIV/0!	1,510,618	-	-	(1,510,618)	-100.0%		
Total		1,510,618	-	(1,510,618)	-100.0%							

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design 
Date: August 22, 2013
RE: Food and Beverage Tax Revenue

For Fiscal Year 2013-14, the budget projection for food-and-beverage tax revenue is \$337,000 or approximately \$28,083 per month.

For the first five (5) months of the fiscal year, the Village has received \$147,938 in food-and-beverage tax revenue, which is \$12,607 or 9.3% more than for the same period last year. In addition, this year's total-to-date exceeds the Village's budget projection by \$7,521 or 2.23%.

It is hoped that this trend continues and that planned new eateries will be open in time to positively affect the food-and-beverage tax revenue total this fiscal year.

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
Kathleen A. Gargano, Village Manager

VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX

510-5273

Receipt Month	Collection Month	2013	2014	Dollar Change	Percent Change	2013 YTD	2014 YTD	2014 Budget	YTD Change	YTD Percent Change	Budget vs Actual	Budget vs Actual %
May	April	24,197	27,728	3,531	14.6%	24,197	27,728	28,083	3,531	14.6%	(355)	-1.27%
June	May	22,786	23,871	1,085	4.8%	46,983	51,599	28,083	4,616	9.8%	(4,212)	-15.00%
July	June	32,733	34,969	2,236	6.8%	79,716	86,568	28,083	6,852	8.6%	6,886	24.52%
August	July	30,135	32,291	2,156	7.2%	109,851	118,859	28,083	9,008	8.2%	4,208	14.98%
September	August	25,480	29,079	3,599	14.1%	135,331	147,938	28,083	12,607	9.3%	996	3.55%
October	September	26,602	0	(26,602)	-100.0%	161,933	147,938	28,083	(13,995)	-8.6%		
November	October	32,167	0	(32,167)	-100.0%	194,100	147,938	28,083	(46,162)	-23.8%		
December	November	28,743	0	(28,743)	-100.0%	222,843	147,938	28,083	(74,905)	-33.6%		
January	December	30,103	0	(30,103)	-100.0%	252,946	147,938	28,083	(105,008)	-41.5%		
February	January	22,098	0	(22,098)	-100.0%	275,044	147,938	28,083	(127,106)	-46.2%		
March	February	17,466	0	(17,466)	-100.0%	292,510	147,938	28,083	(144,572)	-49.4%		
April	March	28,081	0	(28,081)	-100.0%	320,591	147,938	28,083	(172,653)	-53.9%		
Total		320,591	147,938	(172,653)	-53.9%			337,000			7,521	2.23%

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission Members
From: Timothy J. Scott, AICP, CNU-A – Director of Econ. Develop. & Urban Design 
Date: October 21, 2013
RE: Holiday Promotion

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

Holiday Events

Highlights for the holiday season include the partnership of the Economic Development Commission (EDC) with the Chamber of Commerce on the Annual Christmas Walk, which is scheduled for Friday, December 6th. This festive kick-off event will be followed by Burlington Park-centered festivities on Saturday afternoons, specifically, the 7th, 14th, and 21st.

As you're aware, these established traditions include horse-drawn carriage rides, the gingerbread man factory (i.e., cookie decorating in a heated tent), and visits with Santa Claus. A couple of ideas have been casually mentioned as potential additions to the festivities. These include an ice skating rink in Burlington Park and an outreach/education-based activity for the heated children's tent that would be sponsored by the Hinsdale Historical Society (HHS).

It would seem that the ice skating rink would not be possible until next year, while the HHS' activity may be. In terms of the skating rink, members of the Parks and Recreation Commission discussed and expressed support for this idea. Issues that were reportedly raised included a temporary warming shelter, a rink size that would only allow for ice skating and not hockey, and the potential for portable toilets (so that skaters would not walk into the Memorial Building for its facilities in skates and dame the terrazzo floor). It should be noted that formation of an ice rink may come later in the season, and as such, may not overlap with the heated holiday tent currently provided by the EDC. These new ideas and others that members may come up with will be discussed at the EDC's meeting.

In addition, per the direction of the EDC, the Village has signed up again for Small Business Saturday, which you'll recall is the Saturday after Thanksgiving between "Black Friday" (which is typically associated with medium- and big box-stores) and "Cyber Monday" (online shopping push). While a few free items of support are offered

by event sponsor American Express, members may wish to consider other ways of generating increased awareness and interest. To help facilitate discussion, please visit the following: <https://www.americanexpress.com/us/small-business/Shop-Small/>.

Holiday Lighting

At the last meeting of the EDC, members agreed to the scope of the lighting program, the approximate level of investment assigned to it, and generally speaking, given the available resources, the quality of the installation over the last few years (but recognized some improvement in consistency was needed over last year).

Acknowledged was the attractiveness of a more robust program. Noted was the appeal of wrapped branches for lighting and that this could perhaps be phased in over time, starting with higher-profile locations. It should be noted that the EDC's planned investment in the electrical system of Burlington Park could ultimately provide the right venue for this more involved lighting program given that it's become the central gathering place for the holiday season and its visibility from the train and roadways into the Village's historic downtown.

As of this writing, staff is completing the process of securing competitive estimates from six vendors. To date, prices received reflect an increase of approximately 25% over last year, although some of the increase can be attributed to a request for increased lighting on the grand spruce on the south lawn of the Memorial Building. In addition, it is important to note that any contract award will be a single-year agreement. A staff-recommended approach for this year will likely be available by the time the EDC meets on the 29th.

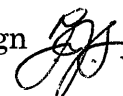
For next year, development of a detailed scope of services for a sealed public bid process could be considered. This will require a detailed inventory of the more than 80 trees in the central business district. Information obtained could include: species, overall height, trunk thickness (diameter breast height), and canopy spread. Such data would help provide support for the scope and consequently help deliver more accurate estimates. While open to discussion, September could be targeted for the awarding of a contract. In addition, a multi-year contract (e.g., three years) could be offered. This might produce more attractive annual pricing and could result in improved quality due to the establishment of a working relationship and increased familiarity with the community and the services to be performed.

If you have any questions or 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
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: October 21, 2013
RE: Five Year Capital Plan



At the last meeting of the Economic Development Commission (EDC), a summary of the group's five-year capital plan from last year was reviewed briefly. Based on feedback from the group, the following revised plan was submitted for consideration by the Village Board.

As a reminder, 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 noted previously, 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. Including the current fiscal year and the next five, the average annual amount assigned to capital projects is \$60,000.

Not shown in the following is the EDC's continued stewardship of the Burlington Park wall project. With the masonry wall scheduled for completion this construction season (mid-November targeted), the second phase is landscaping. This will be bid late-winter, early-spring, with a spring installation. The plants will provide aesthetic and functional benefits (i.e., create a living wall and hold and filter stormwater, respectively). The approximate estimate for this landscaping is \$50,000, and it will be included in the capital budget of the Village's Public Services Department (as the masonry wall was).

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.

Sign: \$25,000
Poles: \$6,000
Concrete foundation: \$1,000
Landscaped base: \$1,000
Total each sign: \$33,000
Two-sign total: \$66,000

Fiscal Year 2014-15: Burlington Park Electric System: \$48,000

Burlington Park is the physical center and symbolic heart of the Village's historic downtown. Although primarily passive, as home for village and chamber-sponsored events the park does function like a traditional town square. An electric distribution network would enhance this central gathering space and safely improve functionality. Practical applications include: the civic event signs at the park's northeast and northwest corners would be tastefully illuminated and the holiday lighting program could be expanded (ample tree lighting without the potential danger caused by extension cords and inadequate power capacity). Benefits of an improved electrical system could also help support other Village and Chamber of Commerce events, such as the Fall Family Festival and Uniquely Thursdays.

100-Ampere service to provide power to park's east section: \$11,000

Underground boring to provide even distribution and coverage: \$22,000

Electric lines in underground pipes/sleeves existing and new: \$8,000

Outlets at tree bases (concrete pads, pedestals with small boxes): \$7,000

Total: \$48,000

Fiscal Year 2015-16: Central Business District Hardscape Improvements: \$55,000

There are several roadway-adjacent areas in the Central Business District (CBD), essentially bordered by Hinsdale Avenue to the north, Second Street to the south, Garfield to the east, and Lincoln to the west, 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. Areas to consider include, among potentially others:

Garfield Street (west side) between Corner Bakery and 1st Street

2nd Street at and west of Washington Street (along Steinway Piano)

2nd Street between Washington Street and Lincoln Street (along on-street diagonal parking)

Washington Street between 2nd Street and 3rd Street (along on-street diagonal parking)

Washington Street and the BNSF railroad tracks (northeast corner)

Sub-total: \$25,000

Concrete brick paving at the elevated walkway on the south side of 1st Street from east of Washington Street to the Hinsdale Chamber of Commerce has faded drastically and some areas have begun to sink thereby leaving potential tripping hazards. Replacing paver-bricks would improve the aesthetic and safety (level surface) of this highly visible and trafficked area. To ensure durability and color-retention, replacement pavers would be genuine clay. They would also be relatively smooth and tight-fitting in order to accommodate those with mobility issue and to minimize maintenance (small gaps reduce or eliminate need for weeding). New pavement would complete enhancements to this area, with the brick wall having been re-pointed, the concrete wall cap having been replaced, and the steel fence-and-railing system having been refinished a few years ago..

Brick pathway replacement (with genuine clay pavers) 1st Street bi-level and at-street walkway: \$30,000

Total CBD paving: \$55,000

Fiscal Year 2016-17: Way-finding/Directional Signs: \$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. The first phase of such a system would consist of approximately twelve signs. This investment in four signs would complement the initial investment made in four signs. While their function is one of utility, these decorative post-and-panel assemblies respect and enhance the public realm of the Village.

Unit cost: \$7,500

Set of four: \$30,000

Fiscal Year 2016-17: CBD Pedestrian Safety Improvements: \$46,000

Increased vehicular and pedestrian traffic are the byproduct of successful commercial districts. After the Village's 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. Anecdotal feedback has suggested that measures should be taken to afford a safer and more hospitable pedestrian experience. "State law" temporary signs placed at select intersections downtown began the effort to improve safety, curb extensions (a.k.a. "bump outs" or "curb bulbs") and speed tables (i.e., a slightly elevated walkway) would further this effort to provide safer crossings for pedestrians.

Landscaped Curb Extension, Northwest Corner First and Garfield: \$6,000

Speed Table Elevated Walkway (Hinsdale Avenue or First Street at Village Place): \$40,000

Fiscal Year 2017-18: Village Gateway Entry Markers: \$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. To provide a consistent look and feel in accordance with the Village's efforts to brand, designs would have a familial appearance with the other signage projects that have been completed over the last five years.

Construction of Ogden Primary Gateway (east entrance): \$57,000

Fiscal Year 2018-19: Parking Lot Enhancements: \$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.

Village Commuter Lot, Washington and Lincoln Entrances

Entry way sign, curb, landscape, hardscape, directory, and lighting: \$29,000 (ea.)

(Future phase could include internal lot landscaping and lighting)

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. Thank you.

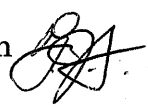
cc: President Cauley & Board of Trustees
Kathleen A. Gargano, Village Manager

Economic Development Commission (EDC) Five-year Capital Plan

	Budget	Estimated	Projected	Projected	Projected	Projected	Projected	Projected
	FY 2013-14	FY 2013-14	FY 2014-15	FY 2015-16	FY 2016-17	FY 2017-18	FY 2018-19	
Community Information Signs	\$66,000	\$66,000						
Burlington Park Electric			\$48,000					
CBD Hardscape Improvements				\$55,000				
Way-finding Signs					\$30,000			
CBD Pedestrian Safety Improv.					\$46,000			
Village Gateway Improvements						\$57,000		
Parking Lot Enhancements							\$58,000	
	\$58,000	\$66,000	\$48,000	\$55,000	\$76,000	\$57,000	\$58,000	

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission (EDC) Members

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

Date: October 21, 2013

RE: EDC Websites

Following is an overview of recent website work, a potential idea for consideration, and a note about the EDC's future online presence.

Available Properties

This feature of DistinctlyHinsdale.com has been reworked for ease-of-use and better presentation. Improvements to the back-end of the site (i.e., an internal content management system) now allow for more efficient updating of information.

Business Directory

You may recall that the interactive map on DistinctlyHinsdale.com was dropped in favor of a more cost-effective, static one. This version of the retail map and business listing has recently been updated, although with new businesses arrivals planned, more changes to the map and listing are expected in the coming months. In the near future, new poster inserts of the retail map and directory will be produced for the kiosk at the Washington Street shopper parking lot plaza.

Micro-websites

Building off of the work done for the retail map and directory, the listings for the EDC's categorical micro-websites are being updated. As you may recall, these website addresses are: HinsdaleFashion.com, HinsdaleDining.com, HinsdaleForTheHome, and HinsdaleSpas and are often times listed in advertisements.

Potential Software Addition to Website

SizeUp LBI, or SizeUp for Local Business Intelligence, is recently-developed software designed to aid in efforts to retain and expand local businesses. Features offered include: advanced demographic analysis, mapping of competitors, performance benchmarking, and target advertising analysis. More information about this tool can be found at the following website link: <http://www.gisplanning.com/Products/sizeuplbi.html>.

Please peruse this website in advance of the EDC's meeting to help facilitate discussion.

It should be noted that SizeUp LBI is an annual subscription-based service that is added to existing municipal or Economic Development Corporation websites. And, as a new product in the marketplace, there may be little to no quantitative data at this point to illustrate the potential return on investment (ROI) of the tool. If members are ultimately interested in this business retention and expansion software, more information can be provided by the company.

Other Enhancements and Future

A couple of other potential enhancements for consideration could be: (1) a high-level community profile if fresh data can be procured and (2) information about the process for opening a business if it can be presented in a reader-friendly format. Members of the EDC may also wish to bring forward other potential enhancements to the DistinctlyHinsdale.com website. And, since the current site is approximately five years old, the group may wish to discuss the merits of continued updating/reworking versus a new, ground-up effort.


If you have any questions in advance of the meeting on the 29th, 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
Kathleen A. Gargano, Village Manager

MEMORANDUM

To: Chairman Karstrand & Economic Development Commission (EDC) Members

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

Date: October 21, 2013

RE: Parking Analysis Update

Following is an update on the parking analysis that is being conducted with the Chicago Metropolitan Agency for Planning (CMAP). As you may recall, the Village was awarded a Local Technical Assistance Program (LTAP) grant from CMAP.

Following are informative website links on the effort conducted to date:

Project Website

<http://www.cmap.illinois.gov/hinsdale>

Existing Conditions Report

<http://www.cmap.illinois.gov/documents/20583/359082/HinsdaleExistingConditions.pdf/37ee650f-2d37-4da1-b43b-6bfe17913997>

Business Owner Workshop Conversation

http://www.youtube.com/watch?feature=player_embedded&v=LOPj4UvtjKY

Mike Fox, a commercial property owner and business owner in Oak Park, shared his experiences with that municipality's adjustments to parking policy, including its pricing.

It is important to note that the goal of this endeavor has been and remains exploration of policies that can lead to more efficient management of the Village's parking supply. With the in mind, a key idea being that underpins the effort is the potential use of economic principles to help balance parking supply and demand. This could ultimately involve adjustments to pricing.

Some other ideas that have been discussed include but are not limited to: meter heads that accept other forms of payment; the ability to remotely add time to a meter from a mobile device; conversion of the Garfield Lot into a credit card-enabled lot that could eliminate time limits and employ progressive pricing (which would discourage employees from using it); continuation and potential expansion of free parking in select locations; new maps and educational materials that would be posted online; and a commitment to return revenue (particularly if increased) to the street for beautification improvements (e.g., seasonal plantings, sidewalk cleaning, enhanced lighting, etc.).

To help facilitate discussion, please peruse the materials cited above in advance of the meeting on the 29th. This is important since the project is nearing completion. The steering committee recently met on October 17th and a recommendations report is being drafted. With Village Board support, a public workshop could be conducted.

If you have any questions or comments, 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
Kathleen A. Gargano, Village Manager