

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)

Minutes of the Meeting on
Tuesday, June 24, 2014

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

Members Missing: Elizabeth Garvey, Mike Goebel, Steve Potter, and Chris Schramko

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

Others Present: Jan Anderson, Hinsdale Chamber of Commerce; Dan Grisko, Direct Advantage; and, Kimberly Fornek, *The Doings*

Call to Order

At 7:06 p.m. Mr. Karstrand called to order the Economic Development Commission (EDC) meeting of Tuesday, June 24, 2014. (Agenda Item 1)

Update from the Hinsdale Chamber of Commerce

Ms. Anderson, President and Chief Executive Officer of the Chamber, provided a summary of the group's first-ever "At Home in Hinsdale" show. She said that it was very well-attended, particularly the individual topical/thematic break-out sessions. Ms. Anderson added that vendors expressed their satisfaction with the event and those that she had heard from directly commented that they would certainly partake if it was held again. (Agenda Item 9)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC that was held on March 25, 2014. Mr. Chapello seconded, and the motion was approved unanimously. (Agenda Item 2)

Discussion and Consideration of New Advertising Campaign Concept

Mr. Scott provided a brief summary of the EDC's annual effort to develop an advertising campaign or campaigns that emphasize the importance of shopping locally and the attractiveness of the Village as a destination and authentic place to visit for shopping, dining, and relaxation. Mr. Grisko of Direct Advantage formally

presented the newest advertising campaign idea. He noted that the campaign was developed to feature as many retailers as possible within the four business categories of fashion, dining, spas, and home décor and design. Mr. Grisko commented that for the first time the EDC would have a campaign that was designed with video in mind. He showed the EDC sample 15-second productions that highlighted the four business categories and noted the flexibility of the campaign by revealing sample print advertisements. Members individually provided positive feedback and expressed their support for the campaign creative. Mr. Scott stated that a media plan would be developed for consideration at an upcoming meeting of the EDC. (Agenda Item 3)

Other Business

Building off of the advertising campaign discussion, Mr. Scott suggested that members begin to think about whether the EDC should conduct a sales promotion this fiscal year, and if so, what theme it might take. He added that one traditional time could be Thanksgiving weekend with the Merchant Open House on Friday followed by Small Business Saturday. Ms. Rembos then commented on the “tax free” promotion she experienced at her Chicago retail boutique and noted that merchant acceptance was high and customer reception was favorable. Members agreed to formally take up the sales promotion subject as an agenda item at a future meeting. (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 June 24, 2014 meeting of the EDC was declared adjourned at 7:58 p.m. (Agenda Item 5)

Respectfully submitted,

Timothy Scott, AICP, CNU-A