

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Special Meeting on
Tuesday, July 29, 2014

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

Members Missing: Steve Potter and Elyce Rembos

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

Others Present: Jan Anderson, Hinsdale Chamber of Commerce and
Dan Grisko, Direct Advantage

Call to Order

At 7:03 p.m., Mr. Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, July 29, 2014. (Agenda Item 1)

Approval of Minutes

Mr. Chapello made a motion to approve the minutes of the meeting of the EDC that was held on June 24, 2014. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Sales Tax Revenue

Mr. Scott reported that total sales tax revenue through July, which reflected sales made through April 30, 2014, had increased by \$41,378 (or 5.8%) in relation to the same period last year and added that this total had exceeded the Village's budget projection by \$14,491 (or 5.5%). (Agenda Item 3)

Discussion and Consideration of Potential EDC Initiatives and Budget Allocations

Members of the EDC individually provided their input on potential projects for the current fiscal year as presented by Mr. Scott, with the major categories being the annual advertising program and the holiday season, as well as the group's two capital projects in Burlington Park.

As part of their deliberations, members of the EDC considered expanding the holiday lighting program while potentially scaling back the traditional festivities in Burlington

Park. Unknown during the discussion was whether the EDC might see additional resources from the Village Board for the lighting program as had been provided last year. Consideration of the initiatives and allocations as presented took place without assuming more resources would be forthcoming.

Mr. Grisko presented an overview of the EDC's new advertising campaign and showed examples of the creative content in print, video, and online formats. Members embraced the campaign and expressed their support for a multi-media placement plan.

As a result of the consensus on direction achieved by the group, there was agreement on moving forward with the EDC's work program. Acknowledged was that potential refinements and allocation changes should be expected and that these would be discussed and considered at a future meeting of the group. (Agenda Item 3)

Other Business

Ms. Anderson relayed to members of the EDC that just a few weeks of the outdoor concert series, Uniquely Thursdays, remained for the season. She then shared that the weekly Farmer's Market was ongoing into the fall and that the next major event of the Chamber of Commerce would be the Annual Merchant Garage Sale. (Agenda Item 5)

Adjournment

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Goebel seconded, and the motion passed unanimously. The July 29, 2014 special meeting of the EDC was declared adjourned at 8:24 p.m. (Agenda Item 6)

Respectfully submitted,

Timothy Scott, AICP, CNU-A