

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Meeting on
Tuesday, October 28, 2014

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

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

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 7:13 p.m., Mr. Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, October 28, 2014. (Agenda Item 1)

Approval of Minutes

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC that was held on July 29, 2014. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 2)

Discussion and Consideration of Potential EDC Initiatives and Budget Allocations

Members of the EDC provided their input on the projects presented for the current fiscal year, with the program having reflected feedback provided at the last meeting of the group. Noted was that the holiday season had become the EDC's largest promotional expense. Being retailers, Ms. Rembos and Mr. Alvarez shared thoughts on Small Business Saturday as a campaign and the Thanksgiving weekend as a shopping holiday in the Village. (Agenda Item 3)

Holiday Program

Members reviewed the program details for the Burlington Park-centered holiday festivities as presented. Ms. Grisemer made a motion to approve a holiday promotion consisting of two consecutive Saturdays in December, the 13th and the 20th. Mr. Chapello seconded, and the motion was approved unanimously. (Agenda Item 4)

Update on Advertising Campaign

Mr. Grisko provided an overview of the EDC's latest advertising campaign. He noted that it was designed to translate across media platforms and that print ads had already begun to run locally in *The Hinsdalean* and regionally in *West Suburban Living Magazine*. Mr. Grisko reviewed running audience-targeted television advertisements on Comcast and online. (Agenda Item 5)

Burlington Park Capital Projects

Mr. Scott provided an update to members on the two capital projects being pursued for Burlington Park, specifically, an improved electric system and community information signs to replace the vinyl banner system. He relayed that the work to bring power to the park's eastern third and its northeast and northwest corners had been completed (which represented the first phase of the electric system project). Mr. Scott added that the community information signs were in the process of being fabricated and that installation would be completed during the calendar year. (Agenda Item 6)

CMAP Parking Plan

Mr. Scott provided an update to members on the first element implemented from the parking plan that was developed by the Chicago Metropolitan Agency for Planning (CMAP), which saw installation of pay boxes to replace individual parking meters at the Garfield Lot. He also noted the increase in hourly rate (to \$1/hour), the increase in duration (up to a six-hour stay), the increase in fine to \$25, and the ability to pay via mobile phone app. Mr. Scott emphasized that CMAP's conclusion to increase price was meant solely to shape consumer behavior, which in turn would optimize use of the existing parking supply. Mr. Karstrand suggested that members consider ways to help educate the public and the business community on the strategy. (Agenda Item 7)

Other Business

Ms. Anderson made members aware of the multi-chamber event that would be held at The Community House the following evening, October 29th. (Agenda Item 8)

Adjournment

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Chapello seconded, and the motion passed unanimously. The October 28, 2014 meeting of the EDC was declared adjourned at 8:37 p.m. (Agenda Item 9)

Respectfully submitted,

Timothy Scott, AICP, CNU-A