

2.

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

MEMORANDUM

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

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

Date: October 28, 2014

RE: Overview of EDC Initiatives for Fiscal Year 2014-15

As you are aware, the budget of the EDC for the current fiscal year includes \$90,000 for marketing and promotional efforts and \$114,000 for two capital projects in Burlington Park.

Attached you will find a summary of the marketing program listing initiatives and their respective allocations based on input received from EDC members. The capital projects for the park include community information signs for its northeast and northwest corners and an electric system that will accommodate a larger holiday program in the future.

If you have any questions or comments in advance of the meeting on October 28th, please contact me at either (630) 789-7005 or tscott@villageofhinsdale.org.

Thank you.

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

Economic Development Commission (EDC) - Marketing Program for FY 2014-15

Category	Amount	% of Budget	Member Notes
Advertising			
Print Local	\$5,000		
Print Regional	\$5,750		
Online	\$5,000		
Cable	\$12,000		
	\$27,750	30.8%	
Holiday Promotion			
Lights and Decorations	\$27,000		
Park Festivities	\$8,500		
	\$35,500	39.4%	
Production			
Video	\$4,000		
Miscellaneous	\$750		
	\$4,750	5.3%	
Agency Retainer	\$20,000	22.2%	
Contingency	\$2,000	2.2%	
	\$90,000	100%	

Notes:

Marketing and promotion program listed above is supplemented by capital program. Capital program centers on Burlington Park - community information signs (\$66,000) and electric (\$48,000). Holiday lighting and decorating contract awarded for expanded program. Tree lighting is set for December 5th. Park festivities for two weeks (rather than three). Dates either December 6 and 13 or December 13 and 20. Local print in *The Hinsdalean* and regional print in *West Suburban Living*. Campaigns are underway. Online ads - static banners and/or pre-roll (e.g., Style Chicago, Google ad network, YouTube pay-per-click) Cable ads for Comcast's Oak Brook system. Video production includes six, 15-second advertisements. Agency retainer: strategic and event planning, creative development, ad production, website updates, etc. Miscellaneous production typically relates to printed materials (e.g., inserts for park and shopper signs).

MEMORANDUM

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

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

Date: October 28, 2014

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 5th and includes lighting of the Village’s Christmas tree by President Cauley. This traditional kick-off event will be followed by Burlington Park-centered festivities on Saturday afternoons either December 6th and 13th or December 13th and 20th. A program of two weeks is a slight decrease from the typical three. EDC members should be prepared to discuss these dates so that the calendar may be confirmed.

As you’re aware, these now-established traditions include horse-drawn carriage rides, the gingerbread man factory (i.e., cookie decorating in a heated tent), and visits with Santa Claus. Additional items could include a craft for the heated children’s tent that would be sponsored by the Hinsdale Historical Society (done last year for the first time) and a small ice skating rink by the Parks and Recreation Department.

EDC members should also be prepared to consider whether the group should again embrace the AmEx-sponsored promotion, Small Business Saturday, which is held between “Black Friday” (which is typically associated with medium- and big box-stores) and “Cyber Monday” (online shopping push).

Holiday Lighting

A contract has been awarded to Wingren Landscape to implement the EDC’s holiday lighting program. This year’s program has been expanded, with new items including: more ornaments for the official Christmas tree; illumination of the trunks of street trees downtown; illumination of the gutter/eave line of the Brush Hill train station; and, illumination of the two Maple trees flanking the south entrance of the Memorial Building.

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 (EDC) Members

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

Date: October 28, 2014

RE: Advertising Campaign

As you are aware, the EDC's advertising campaigns are designed to emphasize the importance and benefits of shopping locally and highlight the attractiveness of the Village as a unique destination and charming place to visit.

With this purposed in mind, each year the EDC implements an advertising effort to increase the visibility of Hinsdale's businesses and in turn stimulate local economic activity. When highlighting attributes and competitive advantages, the EDC helps position and differentiate the Village, builds good will with our invested business partners, celebrates civic pride, and attempts to shape consumer behavior.

As with past efforts, the EDC's current campaign has been designed for two targeted audiences, namely, Hinsdale residents and potential visitors from nearby communities and the west suburban region and developed for four primary categories, specifically, dining, fashion, home décor, and spas/salons.

Direct Advantage, the EDC's marketing partner, created the campaign for use across multiple media formats, including print, online, and video. Ads have recently begun to run in *The Hinsdalean* and *West Suburban Living* with other vehicles to follow.

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.

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 *TJS*

Date: October 28, 2014

RE: Burlington Park Capital Projects

As you are aware, the EDC has been working to make Burlington Park appear and function more like a traditional town square, with centralized events and activities and physical amenities that reflect the character of the historic central business district. The most visible effort to date has been the construction of the masonry "living" wall, which immediately improved the aesthetics of the park and served attendees to traditional events such as the Fine Arts Fair and Uniquely Thursdays.

To continue this investment in the park, the EDC has two capital projects in its current fiscal year budget. Specifically, these are community information signs that will replace the current vinyl banners and an electric system that will provide better event support and allow for an expanded holiday lighting program in the future.

According to the fabricator, the community information signs should be in place by early December (target date is the 1st). Specifically, decorative poles that support the sign cabinets are slated for shipping from the foundry at the beginning of November. Concrete foundations are to be poured in the middle of November. After a couple of weeks of curing, poles and signs will be installed.

The first phase of the planned electric system has been completed. This included installation of a 100-Amp service panel to provide power for the eastern third of the park and installation of underground conduit, boxes, and wire to the planned community information signs. The second phase of work will be designed in the coming months, bid in late winter, and constructed in spring. This work will ultimately bring power to locations at or near tree bases. Pedestal-mounted outlets will then allow for an expanded holiday lighting program beginning next year.

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.

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 28, 2014

RE: Parking Plan Update

As a result of a grant, for more than a year the Chicago Metropolitan Agency for Planning (CMAP) provided technical assistance to the Village by developing a parking plan for the greater downtown area. As you are aware, CMAP believes that price should be used to shape behavior so that customer parking spaces are available for shoppers, diners, and spa goers with business owners and employees in the appropriate, designated permit areas.

The first piece of the CMAP plan to be implemented is the conversion of the Garfield Lot from individual meters to two pay stations. Prices increased from \$0.25 per hour and \$5.00 violations to \$1.00 per hour and \$25.00 violations. Since implementation, an increase in parking space availability has occurred. The Hinsdale Police Department is attempting to determine if there has been a migration of usual parkers from the Garfield Lot to on-street metered spaces or permit lots.

Once there has been adequate time to evaluate the efficacy of the changes to the Garfield Lot, the next potential phase would be to consider an extension of these policies to on-street parking spaces. It cannot be emphasized enough that the intention of the plan is to optimize the existing parking supply in order to help ensure the vitality of the local economy. In the process, should the program produce revenue beyond what has been customary, it is hoped that the Village would be able to pursue capital projects to maintain and improve the charming and walkable atmosphere of the central business district.

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.

Thank you.

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