

AGENDA
VILLAGE OF HINSDALE
Special Meeting of the
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Tuesday, November 10, 2015, at 7:00 P.M.
MEMORIAL HALL – MEMORIAL BUILDING
Tentative and Subject to Change

- 1) Call to Order
- 2) Approval of Minutes for the Meeting of May 26, 2015
- 3) Review of Sales and Food-and-Beverage Tax Revenue
- 4) Discussion of the Boutiquely Thursday Program
- 5) Review of FY 15/16 Budget Expenditures
- 6) Holiday Lighting/Christmas Walk
- 7) Village Communication Mediums
 - a) New Logo
 - b) New Website
- 8) Part-Time Economic Development Coordinator Position
- 9) Property Updates
- 10) Other Business
- 11) Adjournment

Items listed on the agenda will be discussed and considered by the Commission. The Commission welcomes public comment on the agenda items during discussion. Items recommended for approval may then be referred to the Village Board of Trustees for further consideration at their next meeting.

The Village of Hinsdale is subject to the requirements of the Americans with Disabilities Act of 1990. Individuals with disabilities who plan to attend this meeting and who require certain accommodations in order to allow them to observe and/or participate in this meeting, or who have questions regarding the accessibility of the meeting or the facilities, are requested to contact Darrell Langlois, ADA Coordinator, at (630) 789-7014 or by TDD at (630) 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

Visit the Village's website at www.villageofhinsdale.org

ECONOMIC DEVELOPMENT COMMISSION

(7 Members* - 3-year term)

Staff Liaison – Emily Wagner (630-789-7005/ewagner@villageofhinsdale.org)**Name****Membership**

John Karstrand, Chair (Megan) 2006/2018
 Residence: 419 S. Madison St., Hinsdale
 Email: jfkarstrand@msn.com
 Business:

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 630.954.6265
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Michael Goebel (Connie) 2012/2017
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 Business: Adventist Hinsdale Hospital
 120 N. Oak St., Hinsdale
 Email: mike.goebel@ahss.org

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VACANT

Name:
 Residence:
 Email:

Retail

Annette Brinkmeier 2015/2018
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Christopher Schramko 2013/2016
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VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Meeting on
Tuesday, May 26, 2015

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

Members Missing: Elizabeth Garvey

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

Others Present: Dan Grisko, Direct Advantage

Call to Order

At 7:01 p.m., Mr. Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, May 26, 2015. (Agenda Item 1)

Approval of Minutes

Ms. Rembos made a motion to approve the minutes of the meeting of the EDC that was held on March 24, 2015. Mr. Goebel seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Sales and Food-and-Beverage Tax Revenue

Mr. Scott reported that total sales tax revenue for the completed fiscal year through April 30, 2015, was \$110,000 more than the previous completed fiscal year, which is about a 1% increase. Mr. Scott noted that this increase is in spite of declining gasoline prices.

Mr. Scott also reported that food-and-beverage tax revenue for the first 11 months of the 2014/2015 fiscal year exceeded the same period of the previous year by about \$23,000, or 7%. The Village is anticipating the opening of Fuller House and Casa Margarita in the 2015/2016 fiscal year. (Agenda Item 3)

Review of the Evening Business Program

Mr. Grisko provided an overview of a proposed Thursday evening business program. Retailers would be encouraged to stay open from 6:00 p.m. until 8:00 p.m. Mr. Grisko provided an overview of proposed names of the program as well as possible print ads and marketing concepts. The Commission noted that there are retailers that are already open late on Thursday evenings. This evening program could attract walk-ins as well as people who wish to make an appointment with a retailer. There was a discussion as to

whether Thursday was the appropriate day of the week for this program, and the Commission noted that Thursdays are the industry standard for evening hours. The Commission was in favor of pursuing this program and calling it "Boutiquely Thursday." Mr. Grisko was directed to create a byline and additional marketing materials. (Agenda Item 4)

Update on Hinsdale Chamber of Commerce Activities

Jan Anderson, Executive Director of the Chamber of Commerce, was not in attendance. Chair Karstrand provided an overview of the Chamber's upcoming activities, including Uniquely Thursday, the Farmers' Market and Fine Arts Festival. (Agenda Item 5)

Other Business

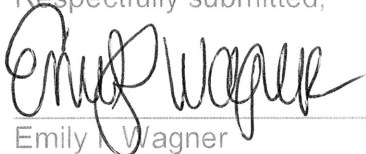
Chair Karstrand said that Mr. Alvarez is moving to Texas. Chair Karstrand thanked Mr. Alvarez for his service to the community.

Chair Karstrand said that Mr. Scott is leaving the Village of Hinsdale. Chair Karstrand thanked Mr. Scott for his years of service to the Village. Mr. Scott thanked the members of the Economic Development Commission for their support and assistance. (Agenda Item 6)

Adjournment

With no additional business before the Commission, Mr. Goebel made a motion to adjourn. Ms. Grisemer seconded, and the motion passed unanimously. The May 26, 2015, meeting of the EDC was declared adjourned at 7:45 p.m. (Agenda Item 7)

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Emily Wagner", is written over a horizontal line.

Emily Wagner

Item 4

5 PM



8 PM

VISIT OUR CHARMING VILLAGE ON THURSDAY NIGHTS

BOUTIQUELY THURSDAYS

The retailers of Hinsdale invite you to shop, dine and relax on Thursday nights. Select participating businesses are extending their Thursday night shopping hours for your enjoyment and convenience.

Enjoy

IN-STORE EVENTS • SPECIAL THURSDAY NIGHT ONLY BARGAINS

THURSDAY NIGHT DINING SPECIALS AT PARTICIPATING RESTAURANTS

SUPPORT YOUR LOCAL SMALL BUSINESSES, THE HEART AND SOUL OF OUR ECONOMY



Participating Retailers Include

- **ASHLEY'S CUSTOM STATIONERY & MORE**, 30 East First St.
- **THE GREEN GODDESS BOUTIQUE**, 52 South Washington St.
- **HINSDALE WINE SHOP**, 12 East Hinsdale Ave. - *Mention this promotion for 10% OFF ANY wine purchase.*
- **KELSEY RESALE BOUTIQUE**, 49 South Washington St. - *EXTRA 10% OFF your purchase and Complimentary wine.*
- **STOCKHOLM OBJECTS**, 39 South Washington St. - *OPEN UNTIL 7PM*
- **TEN FRIENDS BLOW DRY & STYLE HOUSE**, 11 East First St. - *\$35 Girls' Night Out Special - Signature shampoo, blow dry, style and wine.*
- **YANKEE PEDDLER**, 16 E. 1st Street • *OPEN UNTIL 7PM*

distinctly
Hinsdale
Since 1873

WWW.HINSDALEEVENTS.COM

WE'RE NOT ROLLING UP THE SIDEWALKS, WE'RE ROLLING OUT THE RED CARPET.

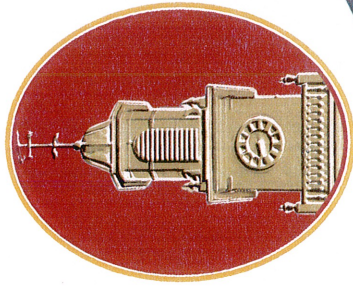
EDC Funds Incurred and Proposed - FY 2015/2016

Date	Type of Advertising	Incurred or Proposed	Cost
Aug-Dec	Boutiquely Thursday Print Ads	Incurred	2943
Aug-Dec	Boutiquely Thursday Direct Mail	Incurred	883
Aug-Dec	Boutiquely Thursday Hinsdalean	Incurred	729
Aug-Dec	Boutiquely Thursday West Suburban Living Magazine	Incurred	3824
November	Small Business Saturday	Proposed	1080
	Hinsdale for the Holidays Costs (two weeks of cookie tent, horse and carriage, etc)	Proposed	8500
December			
Nov-Dec	Hinsdale for the Holiday Print Ads	Proposed	729
Ongoing	Website hosting fee	Ongoing (75/month)	900
Ongoing	Direct Advantage Agency Retainer	Ongoing	24000
December	Holiday Lights and Decorations	Incurred	31000

Incurred: \$ 64,279

Proposed: \$ 10,309

Total: \$ 74,588



Item 7a

VILLAGE OF

Lindendale

— Est. 1873 —



**Village of Hinsdale
Part-Time Economic Development Coordinator
Position Opening**

The Village of Hinsdale is a dynamic community of approximately 17,000 residents located primarily in DuPage County. With a thriving business district, close proximity to Chicago via the Metra rail, and a diverse array of retail options, Hinsdale is an ideal place to live, work and shop.

The Village of Hinsdale is currently accepting applications for a part-time Economic Development Coordinator. This position is responsible for developing strategies to identify and pursue retail and commercial opportunities for the Village of Hinsdale. This includes attracting new businesses, creating marketing materials, and developing relationships within the business community. This position will report to the Business Development Coordinator/Administrative Services Manager and will work between 20-25 hours per week.

General Responsibilities:

This position is expected to initiate contacts with prospective businesses to fill commercial vacancies. This includes calling prospective businesses, initiating meetings both in Hinsdale and offsite, and following through on prospective relationships. Field new business site selection requests, and work with existing business relocation efforts. Develop and maintain relationships with existing and prospective business owners.

Position Requirements:

Successful candidate will have a bachelor's degree in Business or Public Administration, Marketing, Urban Planning, Real Estate, Communications or a related field, and two to four years of applicable experience. Knowledge of municipal government operations with proven experience working in or with the public sector. Experience with economic-development related activities and projects is desired. Professional licenses or certifications in the fields of economic development, planning, real estate or related field is a plus.

Salary Range:

The starting salary is \$25/hour. The position is non-exempt.

Selection Process:

Interested candidates should submit a resume along with a cover letter and three business references to the Village of Hinsdale, Attn: Emily Wagner 19 E. Chicago Hinsdale, IL 60521, fax: 630-789-7015, e-mail: ewagner@villageofhinsdale.org.

The Village of Hinsdale is an EOE employer