

**AGENDA**  
**VILLAGE OF HINSDALE**  
**Regular Meeting of the**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Tuesday, February 23, 2016, 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 November 10, 2015
- 3) Review of Sales and Food-and-Beverage Tax Revenue
- 4) Hinsdale for the Holidays Review
- 5) Review of FY 15/16 Budget Expenditures
- 6) Discussion of FY 15/16 Marketing Materials and Programs
- 7) Review of FY 16/17 Proposed Budget
- 8) Review of Liquor Code
- 9) Review of Business License Application
- 10) Other Business
  - a) Property Updates
- 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](http://www.villageofhinsdale.org)

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the Special Meeting on**  
**Tuesday, November 10, 2015**

**Members Present:** Craig Chapello, Mike Goebel, Jan Grisemer, John Karstrand, and Annette Brinkmeier

**Members Missing:** Christopher Schramko

**Staff Present:** Emily Wagner, Administration Manager

**Others Present:** Dan Grisko, Direct Advantage; Jan Anderson, Chamber of Commerce

**Call to Order** (Agenda Item 1)

At 7:06 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, November 10, 2015.

**Approval of Minutes** (Agenda Item 2)

Jan Grisemer made a motion to approve the minutes of the meeting of the EDC from May 26, 2015. Craig Chapello seconded, and the motion was approved unanimously.

**Review of Sales and Food-and-Beverage Tax Revenue** (Agenda Item 3)

Emily Wagner provided an overview of sales tax, and food and beverage tax revenue. In the receipt month of October/collection month September, the Village received \$33,232 in food and beverage tax in this fiscal year compared to \$31,252 at the same time in the previous fiscal year.

In the receipt month of November/liability month of August, the Village received \$244,245 in sales tax in this fiscal year compared to \$260,845 at the same time in the previous fiscal year.

**Discussion of the Boutiquely Thursday Program** (Agenda Item 4)

Dan Grisko provided an update regarding the Boutiquely Thursday marketing program. The premise of the program was to rally the business owners to stay open late on Thursday nights to make downtown Hinsdale a shopping destination. Marketing efforts included the Hinsdalean newspaper, postcard to each business owner, and an email blast through the Chamber of Commerce. In summary, it was a difficult project, although the Village tried to capitalize on the recent “restaurant rush.” Dan gave an overview of

the participating retailers. The marketing campaign will continue through the holiday season. Annette Brinkmeier asked Dan to remind shop owners again of this opportunity. Additionally, Annette shared it may be difficult to attract business after the holiday season.

**Review of FY 15/16 Expenditures** (Agenda Item 5)

Emily Wagner provided an overview of EDC funds incurred and proposed. To date, funds have been incurred for the Boutiquely Thursday program, holiday events and Christmas lights. In general, there is \$90,000 allocated for marketing expenses, and \$60,000 for capital expenses.

There are several capital items, like the electrical upgrades in Burlington Park and brick pavers, which will be deferred and budgeted again in FY 16/17.

**Holiday Lighting/Christmas Walk** (Agenda Item 6)

Emily Wagner provided an overview of the upcoming holiday events. All LED lights will be utilized in the downtown decorations.

Jan Anderson from the Chamber of Commerce provided an overview of the 50<sup>th</sup> anniversary of the Christmas walk. Annette Brinkmeier asked about the date of the Christmas walk being the week after Thanksgiving versus the week of Thanksgiving. Jan provided an overview of how the Chamber arrived at this date. Factors included the school district's schedule and the impact of holiday shopping the day after Thanksgiving.

Dan Grisko provided an overview of the Hinsdale for the Holidays program. The event will take place in Burlington Park and will feature cookie decorating, Santa Claus, and horse and carriage rides. This event is free to the public.

**Village Communication Mediums** (Agenda Item 7)

- a) New Logo
- b) New Website

Emily Wagner provided an overview of the Village's new logo and new website. Emily said that the new logo will be featured on future Village materials. Emily also showed the new website to the EDC members.

**Part-Time Economic Development Coordinator Position** (Agenda Item 8)

Emily Wagner provided an overview of the part-time economic development coordinator position. The Village is seeking a candidate who can assist with business recruitment and retention.

**Property Updates** (Agenda Item 9)

Mike Goebel provided an overview of the new AMITA Health Cancer Institute & Outpatient Center. The facility is scheduled to open February 8.

Emily Wagner also provided an overview of the Amlings property and the old GM training site. No new businesses are planned right now for either location.

**Other Business** (Agenda Item 10)

Emily also provided a summary of the proposed text amendment for the Office district to allow remodeling uses. The Oak Street Bridge will officially be open to the public by December 1. Staff is also working on rewrites to the liquor and sign codes.

John Karstrand thanked Jan Grisemer for her service and dedication to the EDC as this was Jan's last EDC meeting.

**Adjournment** (Agenda Item 11)

Jan Grisemer made a motion to adjourn the meeting. Craig Chapello seconded, and the motion passed unanimously. The November 10, 2015, meeting of the EDC was declared adjourned at 7:59 p.m.

Respectfully submitted,

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Emily I. Wagner

**VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX**

510-5273

<b>Receipt Month</b>	<b>Collection Month</b>	<b>2015</b>	<b>2016</b>	<b>Dollar Change</b>	<b>Percent Change</b>	<b>2015 YTD</b>	<b>2016 YTD</b>	<b>Dollar Change</b>	<b>Percent Change</b>	<b>2016 Budget</b>	<b>Budget vs Actual</b>	<b>Budget vs Actual %</b>
May	April	25,836	29,397	3,561	13.8%	25,836	29,397	3,561	13.8%	30,917	(1,520)	-4.92%
June	May	22,902	32,206	9,304	40.6%	48,738	61,603	12,865	26.4%	30,917	1,289	4.17%
July	June	31,067	29,627	(1,440)	-4.6%	79,805	91,230	11,425	14.3%	30,917	(1,290)	-4.17%
August	July	36,356	38,232	1,876	5.2%	116,161	129,462	13,301	11.5%	30,917	7,315	23.66%
September	August	33,403	38,078	4,675	14.0%	149,564	167,540	17,976	12.0%	30,917	7,161	23.16%
October	September	31,252	33,232	1,980	6.3%	180,816	200,772	19,956	11.0%	30,917	2,315	7.49%
November	October	28,764	40,768	12,004	41.7%	209,580	241,540	31,960	15.2%	30,917	9,851	31.86%
December	November	36,668	35,860	(808)	-2.2%	246,248	277,400	31,152	12.7%	30,917	4,943	15.99%
January	December	27,760	28,619	859	3.1%	274,008	306,019	32,011	11.7%	30,917	(2,298)	-7.43%
February	January	30,772		(30,772)	-100.0%	304,780	306,019	1,239	0.4%	30,917	(30,917)	-100.00%
March	February	30,454		(30,454)	-100.0%	335,234	306,019	(29,215)	-8.7%	30,917	(30,917)	-100.00%
April	March	37,422		(37,422)	-100.0%	372,656	306,019	(66,637)	-17.9%	30,917	(30,917)	-100.00%
<b>Total</b>		<u>372,656</u>	<u>306,019</u>	<u>(66,637)</u>	<u>-17.9%</u>					371,000	(64,981)	-17.52%

**VILLAGE OF HINSDALE - SALES TAX REPORT**  
**Sales Tax Total, with Use Tax from LGDF**  
**510-5253**

Receipt Month	Liability Month	2015	2016	Dollar Change	Percent Change	2015 YTD	2016 YTD	2016 Budget	YTD Change	YTD % Change	Budget vs Actual	Budget vs Actual %	Budget vs Actual - YTD	Budget vs Actual - YTD %
May	February	213,467	253,912	40,445	18.9%	213,467	253,912	260,417	40,445	18.9%	(6,505)	-2.5%	(6,505)	-2.6%
June	March	267,859	238,570	(29,289)	-10.9%	481,326	492,482	260,417	11,156	2.3%	(21,847)	-8.4%	(28,351)	-5.8%
July	April	276,991	259,120	(17,871)	-6.5%	758,317	751,602	260,417	(6,715)	-0.9%	(1,297)	-0.5%	(29,648)	-3.9%
August	May	279,158	267,322	(11,836)	-4.2%	1,037,475	1,018,924	260,417	(18,551)	-1.8%	6,905	2.7%	(22,743)	-2.2%
September	June	265,796	241,439	(24,357)	-9.2%	1,303,271	1,260,363	260,417	(42,908)	-3.3%	(18,978)	-7.3%	(41,720)	-3.3%
October	July	269,768	272,659	2,891	1.1%	1,573,039	1,533,022	260,417	(40,017)	-2.5%	12,242	4.7%	(29,478)	-1.9%
November	August	287,123	272,526	(14,597)	-5.1%	1,860,162	1,805,548	260,417	(54,614)	-2.9%	12,109	4.6%	(17,369)	-1.0%
December	September	246,115	263,168	17,053	6.9%	2,106,277	2,068,716	260,417	(37,561)	-1.8%	2,751	1.1%	(14,617)	-0.7%
January	October	270,351	270,394	43	0.0%	2,376,628	2,339,110	260,417	(37,518)	-1.6%	9,977	3.8%	(4,640)	-0.2%
February	November	251,913	244,737	(7,176)	-2.8%	2,628,541	2,583,847	260,417	(44,694)	-1.7%	(15,680)	-6.0%	(20,320)	-0.8%
March	December	308,309	-	(308,309)	-100.0%	2,936,850	2,583,847	260,417	(353,003)	-12.0%	(260,417)	-100.0%	(280,736)	-10.9%
April	January	242,512	-	(242,512)	-100.0%	3,179,362	2,583,847	260,417	(595,515)	-18.7%	(260,417)	-100.0%	(541,153)	-20.9%
Total		<u>3,179,362</u>	<u>2,583,847</u>	<u>(595,515)</u>	<u>-18.7%</u>			<u>3,125,000</u>			<u>(541,153)</u>	<u>-17.32%</u>		

## HINSDALE FOR THE HOLIDAYS 2015 PROMOTIONAL SUMMARY

The 8<sup>th</sup> annual "Hinsdale for Holidays" promotion was a success. This is the second year in a row that the Village/EDC reduced the dates to two Saturdays instead of three. This year's dates were December 12 and 19, and we had record setting attendance!

-The weather cooperated: December 12 was a record high (50s), and December 19 was in the 20s/30s.

-Our cookie tent has become the signature event. We went through just under 800 of Toni's cookies over both weekends.

-The horse and carriage rides were completely full on almost every ride from 11am-3pm except for a slight lull around 2pm on December 19.

-The lines for Santa Claus were long but moved quickly; the first weekend was especially busy.

-We experienced no organizational flaws – the decorations were up on time and beautifully done. The tent didn't crack or leak. There were no power outages, and things went very smoothly.

-The Village cooperation was phenomenal. Parking was blocked for the horses, all necessary supplies were provided, and all trash was picked up in a timely manner. A huge thank you to Public Services Superintendent Ralph Nikischer.

When discussions begin for 2016, it is highly recommended we continue with a two-weekend celebration. The total attendance has been virtually the same over two weekends compared to three in previous years, and the cost savings is about \$2,000.





**HINSDALE EDC  
MARKETING OPTIONS  
REMAINING FISCAL YEAR**

**The Hinsdalean** – Print ads, half page \$243/each. We have run ads consistently from March-April the last five years. Weekly ads over two months: **\$1,944**

**West Suburban Living** – The next issue is the March/April issue: **\$1,912**

**Cable TV:** Last year was the first year we utilized cable. We ran \$7,500 in Nov-Dec 2014, and \$5,000 March-April 2015. We have not run on cable in the current fiscal year.

**Digital Ads** – Numerous options are available, including banner ads and video pre-roll ads. In previous years, we have utilized Chicago Magazine online dining, StyleChicago.com fashion site, and various lifestyle sites demographically targeted to promote Hinsdale fashion/spas/dining/home décor. Last fiscal year we ran a total of \$7,000, this fiscal year we have run \$0. Budget wise, you can spend on the low side about **\$1,500** for Chicago Magazine dining, and increase as the budget allows.

Creatively, I recommend continuing to use the campaign developed last year for any remaining budget to promote Hinsdale dining, fashion shopping, home décor and spas. The creative is ready to go, we will list as many businesses as possible the ads. There are 20 or so print ads, 6 TV spots and numerous digital assets available.

**Village of Hinsdale  
Five-Year Departmental Capital  
FY 2016/2017 - FY 2020/2021**

<b>Fund - Corporate</b>								
<b>Item</b>	<b>Year 0 Budget FY 2015-16</b>	<b>Year 0 Est. Actual FY 2015-16</b>	<b>Year 1 Projected FY 2016-17</b>	<b>Year 2 Projected FY 2017-18</b>	<b>Year 3 Projected FY 2018-19</b>	<b>Year 4 Projected FY 2019-20</b>	<b>Year 5 Projected FY 2020-21</b>	<b>Five-Year Plan Total</b>
<b><u>Economic Development</u></b>								
Burlington Park Electrical System Improvements	32,000	0	32,000					32,000
CBD Hardscape Replacement	30,000	0	30,000					30,000
Village Place Decorative Pavement			65,000					65,000
CBD Parkway Hardscape Install	30,000	0		30,000				30,000
Garfield Parking Lot Plaza Enhancements					50,000			50,000
Pedestrian Safety Improvements						40,000		40,000
Way-Finding Signs (4)							30,000	30,000
Village Gateway Entry Marker Signs							55,000	55,000
	92,000	0	127,000	30,000	50,000	40,000	85,000	332,000

**PART A- LICENSE CLASSES\* & FEES:** *Check all that apply*

	<b>Class</b>	<b>Description</b>	<b>Annual Fee(s)</b>	
<input type="checkbox"/>		<b>Initial Application*</b>	\$500	<i>*First-time applicants only</i>
	<b>A</b>	<b>Packaged Sales</b>		
<input type="checkbox"/>	<b>A1</b>	Beer/Wine	\$2,500	
<input type="checkbox"/>	<b>A2</b>	Liquor/Beer/Wine	\$3,000	
<input type="checkbox"/>	<b>A3</b>	Boutique	\$1,250	
<input type="checkbox"/>	<b>A4</b>	Consumption	\$500**	
	<b>B</b>	<b>Restaurant</b>		
<input type="checkbox"/>	<b>B1</b>	Beer/Wine	\$2,000	
<input type="checkbox"/>	<b>B2</b>	Liquor/Beer/Wine	\$3,000	
<input type="checkbox"/>	<b>B3</b>	B.Y.O.B.	\$1,000**	
<input type="checkbox"/>	<b>B4</b>	Packaged Sales	\$500**	
<input type="checkbox"/>	<b>C</b>	<b>Personal Services</b>	\$2,000	
	<b>D</b>	<b>Special Events</b>		
<input type="checkbox"/>	<b>D1</b>	Annual	\$750	
<input type="checkbox"/>	<b>D2</b>	Single/One-Time	\$100	
			<b>Total Paid:</b>	<b>\$_____</b>

\*A full description of each license classification can be found on the Village website. [www.villageofhinsdale.org](http://www.villageofhinsdale.org) Please navigate to the Village code to find this information.

\*\*Note: These are add-ons to the basic classifications and are an additional charge. For example, if a licensee is a B2 Liquor/Beer/Wine Restaurant, but also offers bottles of wine for sale and consumption off-premises, the applicant would add an additional \$500 to the total fee. Therefore, the total license fee would be \$3,500.



**APPLICATION FOR VILLAGE OF HINSDALE  
BUSINESS LICENSE**

This application requests information required under Title 3 (Business and License Regulation), Chapter 1 (Business Licensing and Registration), Section 2 (License Required) of the Hinsdale Village Code, as amended. Failure to provide any applicable information may result in the automatic denial of a license. The acceptance of the fee herein does not constitute approval by the Village of Hinsdale of the application for a business license. The business license application fee is \$75 annually and covers the period of January 1 through December 31. On or after July 1, the fee is reduced to \$35. The Village does not require licensing or registration for home-based businesses. Please note that occupations that are licensed by the State of Illinois do not require a Village license, but do require applicants to register with the Village. The fee for registration is still \$75. This form may be used for registration purpose.

**FOR OFFICE USE ONLY**

Date Received: \_\_\_\_\_

Disposition:  Granted  Denied Date: \_\_\_\_\_

PAYMENT INFORMATION: Check # \_\_\_\_\_ Check Amount \$ \_\_\_\_\_

**PART A - BUSINESS INFORMATION: *To be completed by all applicants***

The applicant certifies to the Village of Hinsdale that the following facts are true and correct:

\_\_\_\_\_  
Legal Business Name

\_\_\_\_\_  
Hinsdale, Illinois 60521

\_\_\_\_\_  
Business Address

If Mailing Address is Different, Please Provide:

\_\_\_\_\_  
Mailing Address

\_\_\_\_\_  
Doing Business As (DBA) as name would appear on ads, signs and storefront

\_\_\_\_\_  
Business Owner Name

\_\_\_\_\_  
Business Phone Number

\_\_\_\_\_  
Business Fax

\_\_\_\_\_  
Business Website and E-mail Address

\_\_\_\_\_  
Onsite Business Contact

**(OVER)**

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Total Gross Square Footage

Average Number of Employees – Daytime Shift

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If New, Date Business Will Open

IL Business Tax Number

Hours of Business Operation:

Sun	Mon	Tues	Wed	Thurs	Fri	Sat

\_\_\_\_\_ # of years applicant has been in the type of business referenced above

Please provide a description of the applicant's business, including the principal business activity and general description of the goods or services provided:

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**PART B – Property Owner Information**

If the property owner is different from the business owner, please complete the following:

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Name

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Address

City, State, Zip

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Phone Number

Email Address

**PART C – FAILURE TO COMPLY**

A late fee of \$20 per month, or portion of a month, shall be imposed commencing thirty (30) days following the date by which a business was required to be licensed. The late fee shall be in addition to the base license fee and any fine or other penalty imposed for failing to obtain a required license.

Any person convicted of violating any provision of the Village Code pertaining to business licensing may be fined not less than \$50 nor more than \$750 for each such offense. A separate offense shall be deemed committed on each day during, or on which, a violation occurs or continues. Any business, activity, or occupation that continues without a license may be subject to a fine of not less than \$50 nor more than \$750 for each day that a license is not in effect after notice by the village that a license must be secured.