

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Special Meeting on
Tuesday, April 26, 2016

Members Present: Craig Chapello, Mike Goebel, John Karstrand and Christopher Schramko

Members Missing: Annette Brinkmeier

Staff Present: Emily Wagner, Administration Manager

Others Present: Dan Grisko, Direct Advantage

Call to Order (Agenda Item 1)

At 7:30 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, April 26, 2016.

Approval of Minutes (Agenda Item 2)

Mike Goebel made a motion to approve the minutes of the meeting of the EDC from February 23, 2016. 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 March/collection month February, the Village received \$27,579 in food and beverage tax in this fiscal year compared to \$30,454 at the same time in the previous fiscal year.

In the receipt month of April/liability month of January, the Village received \$221,687 in sales tax in this fiscal year compared to \$236,982 at the same time in the previous fiscal year.

Review of FY 16/17 Approved Budget (Agenda Item 4)

Emily Wagner shared that the Village's FY 16/17 Budget was approved by the Village Board on April 19, 2016. No changes were made to the EDC's proposed capital items. The Village will begin the bidding process for capital items this summer. Chair John Karstrand also shared that he and EDC member Craig Chapello contacted a local architect, Dennis Parsons, and met with him independently regarding the FY 17/18 welcome sign project. Emily also provided a copy of the memo that was provided to the Village Board on April 19 regarding proposed hardscape improvements in the CBD.

Discussion – Marketing Programming for FY 16/17 (Agenda Item 5)

Dan Grisko provided a summary of the EDC's previous marketing programming in the past nine years as well as proposed marketing programming for FY 16/17. He showed previous ads and discussed marketing mediums that have been used. Historically, the EDC has focused on four key retail areas: dining, salons/spas, home décor and retail fashion. The marketing campaigns encouraged local shopping. Advertising included print, cable and billboards.

The EDC agreed that it would like Dan's firm to produce new marketing pieces for the FY 16/17. Dan is going to have a marketing proposal ready for the May 2016 meeting. Dan recommended targeting the majority of advertising toward local customers with the remaining advertising geared toward the regional area. Additionally, the EDC agreed that the Distinctly Hinsdale website is outdated. Dan and Emily will contact the Village's new website company/host to determine if the Distinctly Hinsdale pages can be transitioned to the Village's website.

Other Business (Agenda Item 6)

Emily provided the following updates:

1. The packet included a list of 2016 Chamber of Commerce Events
2. The Village Board is set to approve a new commissioner for the EDC, Jill Sunderson
3. The Village hired Anna DeVries as the new Economic Development Coordinator

Adjournment (Agenda Item 7)

Craig Chapello made a motion to adjourn the meeting. Chris Schrmako seconded, and the motion passed unanimously. The April 26, 2016, meeting of the EDC was declared adjourned at 8:15 p.m.

Respectfully submitted,

Emily I. Wagner

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	298,475	(9,834)	-3.2%	2,936,850	2,882,322	260,417	(54,528)	-1.9%	38,058	14.6%	17,739	0.6%
April	January	236,982	221,687	(15,295)	-6.5%	3,173,832	3,104,009	260,417	(69,823)	-2.2%	(38,730)	-14.9%	(20,991)	-0.7%
Total		3,173,832	3,104,009	(69,823)	-2.2%			3,125,000			(20,991)	-0.67%		

Receipt Month	Liability Month	2016	2017	Dollar Change	Percent Change	2016 YTD	2017 YTD	2017 Budget	YTD Change	YTD % Change	Budget vs Actual	Budget vs Actual %	Budget vs Actual - YTD	Budget vs Actual - YTD %
May	February	253,912	237,319	(16,593)	-6.5%	253,912	237,319	267,750	(16,593)	-6.5%	(30,431)	-0.1136545	(30,431)	(0)
June	March	238,570	-	(238,570)	-100.0%	492,482	237,319	267,750	(255,163)	-51.8%	(267,750)	-100.0%	(298,181)	(1)
July	April	259,120	-	(259,120)	-100.0%	751,602	237,319	267,750	(514,283)	-68.4%	(267,750)	-100.0%	(565,931)	(2)
August	May	267,322	-	(267,322)	-100.0%	1,018,924	237,319	267,750	(781,605)	-76.7%	(267,750)	-100.0%	(833,681)	(4)
September	June	241,439	-	(241,439)	-100.0%	1,260,363	237,319	267,750	(1,023,044)	-81.2%	(267,750)	-100.0%	(1,101,431)	(5)
October	July	272,659	-	(272,659)	-100.0%	1,533,022	237,319	267,750	(1,295,703)	-84.5%	(267,750)	-100.0%	(1,369,181)	(6)
November	August	272,526	-	(272,526)	-100.0%	1,805,548	237,319	267,750	(1,568,229)	-86.9%	(267,750)	-100.0%	(1,636,931)	(7)
December	September	263,168	-	(263,168)	-100.0%	2,068,716	237,319	267,750	(1,831,397)	-88.5%	(267,750)	-100.0%	(1,904,681)	(8)
January	October	270,394	-	(270,394)	-100.0%	2,339,110	237,319	267,750	(2,101,791)	-89.9%	(267,750)	-100.0%	(2,172,431)	(9)
February	November	244,737	-	(244,737)	-100.0%	2,583,847	237,319	267,750	(2,346,528)	-90.8%	(267,750)	-100.0%	(2,440,181)	(10)
March	December	298,475	-	(298,475)	-100.0%	2,882,322	237,319	267,750	(2,645,003)	-91.8%	(267,750)	-100.0%	(2,707,931)	(11)
April	January	221,687	-	(221,687)	-100.0%	3,104,009	237,319	267,750	(2,866,690)	-92.4%	(267,750)	-100.0%	(2,975,681)	(13)
Total		3,104,009	237,319	(2,866,690)				3,213,000			(2,975,681)	-92.6%		

VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX
510-5273

Receipt Month	Collection Month	2015	2016	Dollar Change	Percent Change	2015 YTD	2016 YTD	Dollar Change	Percent Change	2016 Budget	Budget vs Actual	Budget vs Actual %
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	37,226	6,454	21.0%	304,780	343,245	38,465	12.6%	30,917	6,309	20.41%
March	February	30,454	27,579	(2,875)	-9.4%	335,234	370,824	35,590	10.6%	30,917	(3,338)	-10.80%
April	March	37,422	32,586	(4,836)	-12.9%	372,656	403,410	30,754	8.3%	30,917	1,669	5.40%
Total		<u>372,656</u>	<u>403,410</u>	<u>30,754</u>	8.3%					371,000	32,410	8.74%

May 24, 2016

To: EDC Commissioners

From: Dan Grisko

Attached are three new ad campaigns for Village of Hinsdale EDC marketing efforts.

Our brand identity has been developed over the past several years and includes the tagline "Distinctly Hinsdale." Our graphics consist of the red/burgundy color scheme, clean design with one or two images, and short, smart copy.

You will notice all campaigns focus on the four primary retail categories we promote in all ads: Dining, Fashion, Spas and Home Décor.

The media plan includes both local and regional campaigns. The local efforts in the Hinsdalean speak specifically to the Village of Hinsdale residents, asking them to support our local business community. The regional efforts have slight twists in the copy, inviting our neighbors from the surrounding community to shop and dine in Hinsdale.

The three campaigns are titled:

- 1) In Hinsdale
- 2) You've Found Your Place
- 3) Hinsdale Redefined

Each follows our developing brand identity but presents options for our image and positioning in this next fiscal year. A print ad and digital banner ad for each campaign and each primary retail category are included for your review.



Eat Well In Hinsdale.

Every time you support a local restaurant in Hinsdale, you nourish the local economy. Every bagel. Every burger. Every bottle of red and binto box helps to keep our Village safe and strong.



FULLER HOUSE
35 E. First St.

GIULIANO'S PIZZA
40 Village Place

IL POGGIOLO
8 E. First St.

TONI PATISSERIE
51 S. Washington

VISTRO
112 S. Washington



Shop Well In Hinsdale.

Every time you visit a boutique in Hinsdale, you find something new. The latest trends. The hottest designers. That one special item you didn't know you needed and now you simply can't live without. For those who know living well means shopping well.



THE GREEN GODDESS BOUTIQUE
52 S. Washington St.

HINSDALE FURRIERS
33 E. First St.

HOLLIS AC
102 S. Washington St.

J MCLAUGHLIN
53 S. Washington St.



Feel Well **In** Hinsdale.

Every time you support a local spa or salon in Hinsdale, you revitalize the local economy. Every mani. Every pedi. Every style, clip and curl helps keep our Village looking it's very best. Relaxing locally helps us all.



AVANTI HAIR SALON
250 E. Ogden Ave.

FIXE SELF CENTER
18 W. First St.

FIRST STREET SALON
8 W. First St.

THE LASHE SPOT
6 W. Hinsdale Ave.



Live Well **In Hinsdale.**

Every time you support a local home store in Hinsdale, you improve the local economy. Every photo frame. Every philodendron. Every duvet, vase and valance you purchase in Hinsdale invigorates the Village we call home. Shopping locally helps us all.



BARLEY TWIST

18 W. Hinsdale Ave.

HINSDALE LIGHTING

18 W. Hinsdale Ave.

LAVENDER

10 W. Hinsdale Ave.

TRUMEAU DESIGN & DECOR

28 W. Hinsdale Ave.



Eat Well In Hinsdale.



distinctly
Linsdale
Since 1873

Search



Shop Well **In** Hinsdale.



distinctly
Hinsdale
Since 1873

Search



© ThinkStock
by Scott Freeman



Feel Well In Hinsdale.



distinctly
Linsdale
Since 1873

Search



Live Well *In* Hinsdale.



distinctly
Hinsdale
Since 1873

Search



FULLER HOUSE
35 E. First St.

GIULIANO'S PIZZA
40 Village Place

IL POGGIOLO
8 E. First St.

TONI PATISSERIE
51 S. Washington

VISTRO
112 S. Washington

When you make your home in Hinsdale,
you know you have arrived. It's special.
It's unique. It's distinct.

All the same traits you'll find when you dine
here at home. Be it perfectly seared tuna or
freshly baked scones...

You've Found Your Place.



THE GREEN
GODDESS BOUTIQUE
52 S. Washington St.

HINSDALE FURRIERS
33 E. First St.

HOLLIS AC
102 S. Washington St.

J MCLAUGHLIN
53 S. Washington St.

STOCKHOLM OBJECTS
39 S. Washington St.

When you visit Hinsdale, you know you
have arrived. The glow of the streetlamps.
The cobblestone streets.

The welcoming smiles.

And whether you're here to line your
closet with the newest fashions, or raise a
glass of something vintage, you'll know
right away...

You've Found Your Place.



AVANTI HAIR SALON
250 E. Ogden Ave.

FIXE SELF CENTER
18 W. First St.

FIRST STREET SALON
8 W. First St.

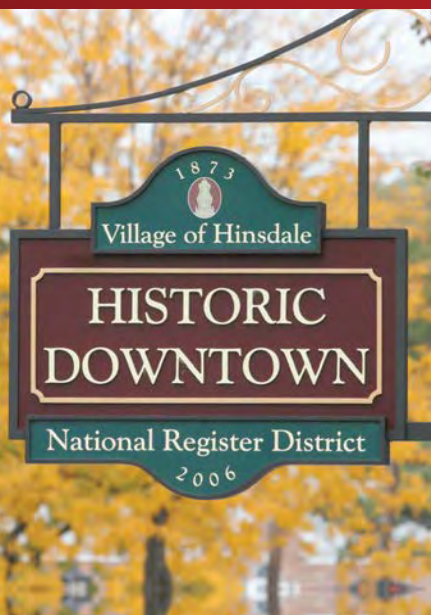
THE LASHE SPOT
6 W. Hinsdale Ave.

YOUR NATURAL ELEMENT
DAY SPA & SALON
49 1/2 S. Washington St.

When you make your home
in Hinsdale, you know how
special it is. It's relaxing.
It's beautiful. It's distinct.

All the same traits you'll find when
you enjoy a spa or salon treatment
here at home. Weather you're in
search of a summer cut and style or
simply a day of west suburban bliss...

You've Found Your Place.



BEDSIDE MANOR
38 S. Garfield St.

BARLEY TWIST
18 W. Hinsdale Ave.

HINSDALE LIGHTING
18 W. Hinsdale Ave.

LAVENDER
10 W. Hinsdale Ave.

**TRUMEAU
DESIGN & DECOR**
28 W. Hinsdale Ave.

When you make your home in Hinsdale,
you know how wonderful it is.

It's charming. It's stylish. It's distinct.

All the same traits you'll find when
you shop for your house, right here at
home. Whether you're in search of
fresh cut flowers or custom cut curtains...

You've Found Your Place.



Best Dinning in Western Suburbs

Search

You've Found Your Place.





Best Shopping in Western Suburbs

Search

You've Found Your Place.





Best Spas in Western Suburbs

Search

You've Found Your Place.





Best Home Deco in Western Suburbs

Search

You've Found Your Place.





Quaintessential:

(Kwant - i - sen shal) noun/adj hybrid

Possessing traits of charm and authenticity. Most commonly associated with Hinsdale, IL.
“The flavor is very **quaintessential**. This tastes amazing!”

See Also: Virant, iL Poggiolo, Nabuki, Fuller House, etc...



VILLAGE OF
Hinsdale

— Est. 1873 —

REDEFINED

hinsdaledining.com



Zookish:

(Zoo - kish) noun/adj hybrid

Exhibiting the distinctive traits of noted architect R. Harold Zook, who's work endures in Hinsdale, IL.
"The hand-crafted windows were wonderfully **Zookish**, giving the estate a distinct, historical feel."

See Also: Art Quest Gallery, Deep Creek Art, Expressions in Fine Art, Hinsdale Gallery

It's architecture redefined. It's Distinctly Hinsdale.



VILLAGE OF
Hinsdale

— Est. 1873 —

REDEFINED

hinsdaleforthehome.com



Hinstincts:

(Hin - stincts) noun/adj hybrid

The ability to follow one's first instinct when shopping or dining in Hinsdale, IL
"I couldn't choose between white or black, so I went with my **Hinstincts** and chose periwinkle"

See also: The Green Goddess, Stockholm Objects, Tigers & Tulips, Sweet William

It's dining redefined. It's Distinctly Hinsdale.



VILLAGE OF
Hinsdale

— Est. 1873 —

REDEFINED

hinsdalefashion.com



Hinsdelectable:

(Hins-DE-lectable) noun/adj hybrid

A meal of great flavor enhanced by the
charming backdrop of Hinsdale, IL.



VILLAGE OF

Hinsdale

EST. 1873

REDEFINED



Boutinct:

(boo-tee-n-kt) noun/adj hybrid

The Distinct, one-of-a-kind items
found in the boutiques of Hinsdale, IL



VILLAGE OF

Hinsdale

EST. 1873

REDEFINED



Hinselect:

(HIN-sell-ect) noun/adj hybrid

Fine clothing, crafts and specialty
items found in the exclusive shopping
districts of Hinsdale, IL.



VILLAGE OF
Hinsdale

EST. 1873

REDEFINED



MEMORANDUM

DATE: May 18, 2016

TO: Economic Development Commission (EDC) Commissioners

FROM: Anna Devries, Economic Development Coordinator / Finance Clerk

CC: Emily Wagner, Administration Manager

RE: Distinctly Hinsdale Website Proposal

Overview

Below please find a summary of the Distinctly Hinsdale (DH) website proposal from the Village's website host, Revize. This proposal is in response to the request of the Commissioners at the April 26 EDC meeting to review alternative options to the current economic development website, Distinctly Hinsdale.

The current Distinctly Hinsdale (DH) website is out of date both in terms of aesthetics and content, it is difficult for users to navigate and presents challenges when updating. At the time the DH website was created, it served its purpose to educate the community about the Hinsdale business community. From the public's point of view, having separate websites for the Village of Hinsdale, DH and the Chamber of Commerce can cause confusion when learning about businesses and events.

As you know, the Village of Hinsdale has an updated and aesthetically-appealing website that can host the information from the DH website. The Village went live with a new website in fall of 2015. To date, the website has been a successful communication tool to deliver current information to residents and visitors. The Village staff has received positive feedback from the community on the new user-friendly website and logo. Directing users to one location can help streamline the communication with businesses and residents.

Proposal Benefits

Transferring the DH website into the Village's website will allow for a more user friendly website for the public and improve communication between the business districts and its customers. Having a professional website will provide visitors with the best experience possible and generate more traffic on the website, which can ultimately lead to more foot traffic in the local businesses. With the websites merged, updating and editing content can be done more easily.

The current DH website URL can be set to automatically redirect users to the Village's website. Similar redirecting can be used for the micro sites within the DH website, i.e. Hinsdale fashion, Hinsdale for the home, etc. Templates for the new DH page will match the existing website templates to create one cohesive look.



MEMORANDUM

Proposal

Due to the time that will be necessary to complete the website migration, the proposal includes the cost for Revize to manage the website transfer. The estimated cost to migrate all pages from the Distinctly Hinsdale website to the Village of Hinsdale's websites is \$3,000.

The website transfer will include site map development, and content migration from the old website into the new website. After the merge is complete, Village staff and Direct Advantage will be able to edit, update and add content to the new Distinctly Hinsdale section on the Village of Hinsdale's website. The timeline for the website merge will take approximately five weeks.

Revize is skilled and trained in website migrations and web design. Their staff can focus on the website transfer allowing the Village staff to focus on the actual content. Revize will provide a webpage for the DH content in keeping with the look and feel of the templates currently on the Village website.

EDC Funds Incurred and Proposed - FY 2016/2017

Date	Type of Advertising	Incurred or Proposed	Cost
June-April	Hinsdalean Ads (2 ads/month, 7 months)	Proposed	\$ 3,402
Sept/Nov	West Suburban Living Magazine, 2 issues	Proposed	\$ 3,824
Jan	West Suburban Living Magazine Dining Guide	Proposed	\$ 1,250
November	Hinsdalean Small Biz Saturday	Proposed	\$ -
December	Hinsdale for the Holidays Costs (two weeks of cookie tent, horse and carriage, etc)	Proposed	\$ 11,000
Nov-Dec	Hinsdale for the Holiday Print Ads, 2 weeks	Proposed	\$ 486
June-April	8 Months digital ads (Facebook, StyleChicago, ChicagoMag.com	Proposed	\$ 12,000
June-July	Website Migration	Proposed	\$ 3,000
Ongoing	Direct Advantage Agency Retainer	Ongoing	\$ 24,000
December	Holiday Lights and Decorations	Proposed	\$ 31,000

Incurred:

Proposed: \$ 89,962

Total: \$ 89,962



HINSDALE SHOPPER PARKING MAP MAY 2016





Hinsdale Chamber of Commerce 2016 Schedule of Events

- June 11 - 12** **HINSDALE FINE ARTS FESTIVAL**, Saturday and Sunday, in Burlington Park, 10:00 a.m. – 5:00 p.m. both days. Over 135 juried artists take to the park for this wonderful, eclectic art show. Music, children's activities, giveaways and more.
- June 9 -
August 11** **UNIQUELY THURSDAYS**, Thursday evenings, 6:00 – 9:00 p.m., in Burlington Park, located between Garfield and Washington Streets on Chicago Avenue. Live music by some of the Midwest's top bands. Food vendors, sponsor giveaways, family fun each Thursday night in Hinsdale.
- June 6 -
October 10** **FARMER'S MARKET**, Mondays only, in Burlington Park, located between, Garfield and Washington Streets on Chicago Avenue. From 7:00 a.m. to 1:00 p.m. Over 25 vendors displaying the area's finest home grown, home spun products.
- July 8 & 9** **SIDEWALK SALE**, Friday and Saturday, on sidewalks in front of participating businesses, from 9:00 a.m. to 5:00 p.m, both days.
- September 17** **MERCHANTS GARAGE SALE** – in the Public Works Garage- Saturday from 9:00 a.m. to 4:00 p.m. for the general public. No junk, no joke! Come early to get up to 75% off!
- October 22** **HINSDALE FALL FESTIVAL** – Saturday in Burlington Park, 11:00 a.m. – 2:00 p.m. In conjunction with the Village of Hinsdale – Halloween fun in downtown Hinsdale.
- December 2** **CHRISTMAS WALK** – Friday, from 4:00 p.m. to 8:00 p.m. in all business districts – downtown, Grant and Gateway Squares. Merchant's stores open to celebrate the holiday season with customers and visitors to Hinsdale. Live music, trackless train, ice carvers, costume characters, giveaways and more!

**events and/or scheduled dates subject to change upon approval of the Chamber Board of Directors.*