



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, October 24, 2017
7:00 P.M.
VILLAGE BOARD ROOM – MEMORIAL BUILDING
(Tentative & Subject to Change)

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES** - Meeting of September 26, 2017
- 3. REVIEW OF SALES TAX REVENUE**
- 4. REVIEW OF FY 17/18 MARKETING INITIATIVES**
- 5. REVIEW OF FY 17/18 BUDGET AND CAPITAL PLAN**
- 6. OTHER BUSINESS**
 - a) Small Business Saturday
 - b) 2017 Chamber of Commerce
 - c) September 2017 Economic Development Monthly Report
- 7. 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

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, September 26, 2017

Members Present: Chair John Karstrand, Annette Brinkmeier, Jill Sunderson and Chris Schramko

Members Absent: Cathleen Stoelting, Michael Goebel and Michael Kiyosaki

Staff Present: Anna Devries, Economic Development Coordinator
Emily Wagner, Administration Manager

Others Present: Dan Grisko, Direct Advantage Marketing

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, September 26, 2017.

Approval of Minutes (Agenda Item 2)

Jill Sunderson made a motion to approve the minutes of the meeting of the EDC from July 25, 2017. Chris Schramko seconded, and the motion was approved unanimously.

Review of Sales Tax Revenue (Agenda Item 3)

Anna Devries reviewed the new format of the sales tax revenue information that has been updated with the suggestions given by the EDC. Anna Devries provided an overview of the previous month's sales tax revenue and shared that the new formatted information now shows the breakdown of sales revenue divided out by revenue source. The Commission discussed the reformatted information and felt the information was much easier to process compared to the previous format. The Commission discussed the year to date actual sales tax revenue was 5% less than the year to date budgeted sales tax revenue. Anna reviewed that the Village budgets sales revenue in a lump sum for the year rather than monthly as revenues can vary greatly. Staff gave the example of sales revenue generated in December is greater than sales revenue in January because of the holiday season.

Review of FY 17/18 Marketing Initiatives (Agenda Item 4)

Dan Grisko reviewed the marketing efforts for the digital videos that the Commission had created to boost shopping and dining locally. Dan Drisko shared his team is in the process of purchasing ad words that would draw visitors to the EDC marketing videos each time those ad words are used in a search. Dan also showed the Commission that the three marketing videos are live on YouTube.com for people to view. Dan mentioned that by spending \$91 in digital ad space those videos have received over 800 views which he found to be very impressive in the short amount of time and small budget that was used. Anna Devries mentioned that the videos will also be shared with our local businesses and they will be encouraged to share them on their social media platforms and websites to expand the videos audience. Dan Grisko mentioned that as we get

closer to the holidays our digital marketing will increase to bring more attention to Hinsdale during the holiday season.

Review of FY 17/18 Budget and Capital Plan (Agenda Item 5)

Emily Wagner reviewed the FY 17/18 budget and the EDC's 5-year capital plan. Emily shared that three of the EDC's capital items were completed this year in conjunction with the CBD resurfacing. Emily Wagner shared that the Ogden Avenue entry marker is underway for 2017/2018. Burlington Park tree under lighting and the Burlington Train Station information kiosk are slated for 2018/2019. Emily shared that the wayfinding signs are currently slated for 2019/2020 in conjunction with the construction of the new parking deck as an ideal way to direct visitors of the downtown. Emily also shared that 2020/2021 and 2021/2022 have entry markers slated. Currently the Village has small entry markers around the community that are wooden and weathered. The EDC would like to upgrade these signs to match the new welcome sign that will be constructed on Ogden Avenue on a smaller scale. Lastly, the EDC has a CBD sound system slated for 2022/2023. Staff is still obtaining quotes for the new capital project items as well as reconfirming that previous quotes are still valid.

Other Business (Agenda Item 6)

Anna Devries gave an update on the following new businesses opening in town.

a) Small Business Saturday

Staff shared that the Village held a quarterly business meeting on September 14 to talk about marketing for the upcoming Small Business Saturday event. John Karstrand mentioned that the Village in conjunction with the Chamber and the Hinsdalean are communicating to the local businesses ways to bring excitement and involvement to the event. Dan Grisko shared that one of the marketing videos that the EDC had made will be updated to reflect the shop small campaign and used as a way to bring visitors into Hinsdale during Small Business Saturday.

b) 2017 Chamber of Commerce

John Karstrand shared that the Hinsdale Fall Fest has been moved from the Hinsdale Middle School (HMS) to the Community House this year as HMS is under construction. John also shared that the Chamber is working with the Village to have Santa's House moved from Burlington Park during the Christmas Walk to Washington Street to bring visitors into the downtown and to shop the local merchants.

c) August 2017 Economic Development Monthly Report

- Anna Devries shared Kaehler Luggage is opening at 28 E. First Street.
- Anna Devries shared Yves Delorme is open at 38 E. Garfield which was previously Bedside Manor.
- Anna Devries shared that staff is working with multiple businesses on finding a location in Hinsdale.

Adjournment (Agenda Item 7)

Chris Schramko made a motion to adjourn the meeting and Annette Brinkmeier seconded. The motion was approved unanimously. The September 26, 2017, meeting of the EDC was declared adjourned at 8:16p.m.

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Anna L. Devries", is written over a horizontal line.

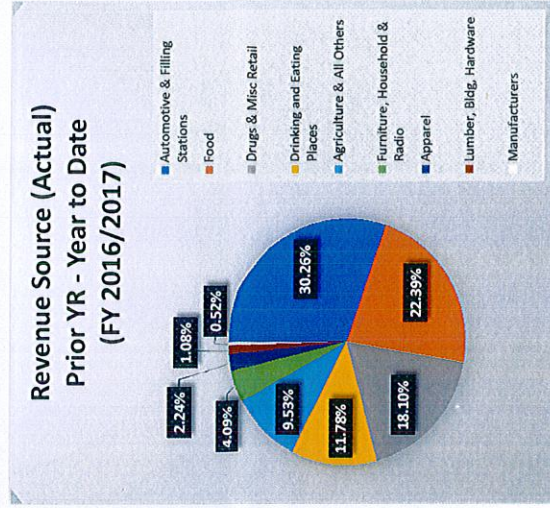
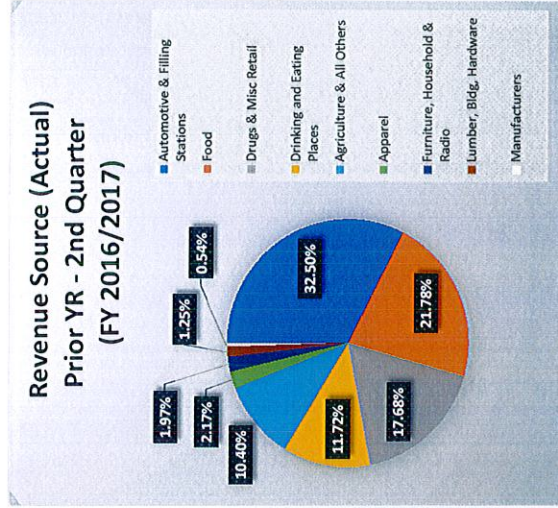
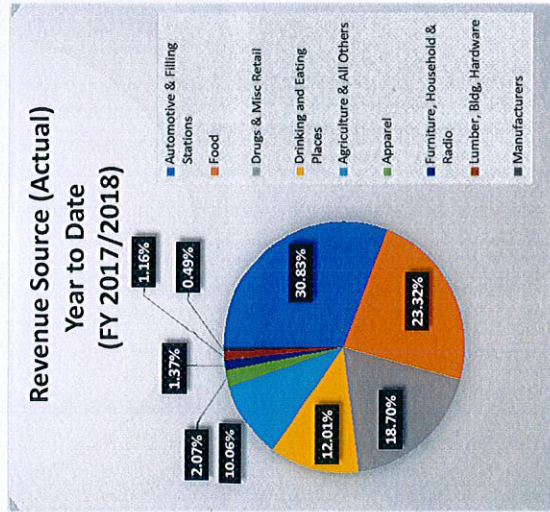
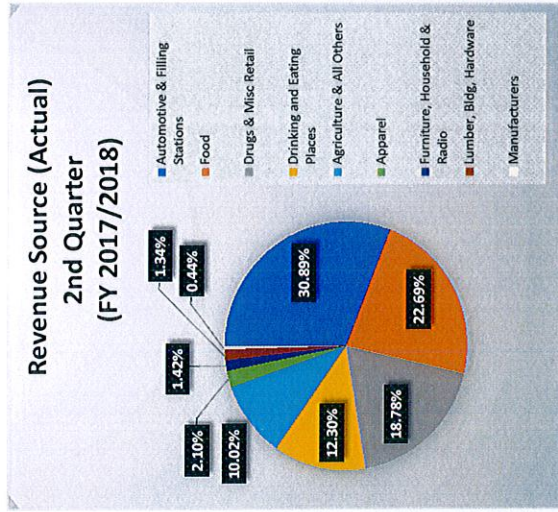
Anna L. Devries

Sales Tax Revenue

Receipt Month	Expiry Month	Prior Year MID Actual FY 16/17	Actual FY 16/17	Prior Year MID Actual FY 15/16	Actual FY 15/16	YTD Variance Budget FY 16/17	YTD Variance Prior Year FY 15/16	3 YR MID Actual Average FY 14/15, 15/16, 16/17
May	Feb	237,319.00	220,707.00	220,707.00	268,156.00	-18%	-11%	234,899.33
June	March	257,204.00	242,698.00	242,698.00	236,312.00	-14%	-8%	254,544.33
July	April	232,350.00	270,428.00	733,833.00	804,468.00	-9%	-10%	256,153.67
August	May	318,358.00	268,505.00	1,002,338.00	1,007,262.00	-7%	-2%	288,279.21
September	June	271,479.00	275,264.00	1,277,602.00	1,340,780.00	-5%	-2%	259,571.22
October	July	242,363.00	254,723.00	1,528,723.00	1,608,936.00	-5%	-3%	261,598.43
November	August							271,607.03
December	September							269,471.00
January	October							265,915.05
February	November							250,546.72
March	December							307,716.84
April	January							282,707.09
TOTALS		1,559,008.00	1,528,723.00	N/A	N/A	N/A	N/A	3,144,009.99

Sales Tax Revenue

Revenue Source (Actual)	
2nd Quarter (FY 2017/2018)	
Automotive & Filling Stations	\$ 215,157
Food	\$ 158,060
Drugs & Misc Retail	\$ 130,828
Drinking and Eating Places	\$ 85,695
Agriculture & All Others	\$ 69,810
Apparel	\$ 14,596
Furniture, Household & Radio	\$ 9,903
Lumber, Bldg. Hardware	\$ 9,361
Manufacturers	\$ 3,066
Revenue Source (Actual)	
Year to Date (FY 2017/2018)	
Automotive & Filling Stations	\$ 400,005
Food	\$ 302,618
Drugs & Misc Retail	\$ 242,615
Drinking and Eating Places	\$ 155,787
Agriculture & All Others	\$ 130,470
Apparel	\$ 26,812
Furniture, Household & Radio	\$ 17,736
Lumber, Bldg. Hardware	\$ 15,100
Manufacturers	\$ 6,355
Revenue Source (Actual)	
Prior Year - 2nd Quarter (FY 2016/2017)	
Automotive & Filling Stations	\$ 232,068
Food	\$ 155,473
Drugs & Misc Retail	\$ 126,201
Drinking and Eating Places	\$ 83,662
Agriculture & All Others	\$ 74,225
Apparel	\$ 15,466
Furniture, Household & Radio	\$ 14,048
Lumber, Bldg. Hardware	\$ 8,949
Manufacturers	\$ 3,860
Revenue Source (Actual)	
Prior Year - Year to Date (FY 2016/2017)	
Automotive & Filling Stations	\$ 403,382
Food	\$ 298,445
Drugs & Misc Retail	\$ 241,282
Drinking and Eating Places	\$ 157,026
Agriculture & All Others	\$ 127,055
Furniture, Household & Radio	\$ 54,551
Apparel	\$ 29,883
Lumber, Bldg. Hardware	\$ 14,374
Manufacturers	\$ 6,951



HISTORIC HOLIDAYS HINSDALE

FUN FOR
EVERYONE!

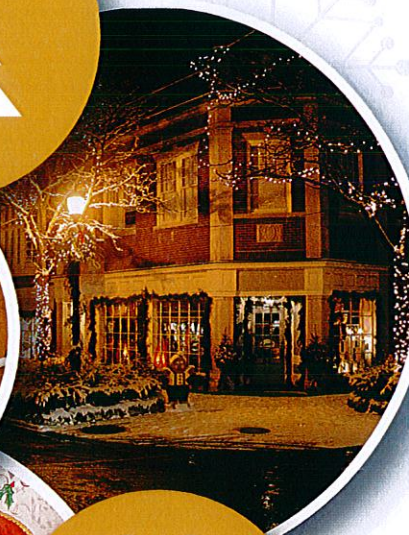
Held On Two Saturdays!

December 9th & 16th
11:00 a.m. to 3:00 p.m.

- Free Events IN Burlington Park
- Meet Santa Claus
- Gingerbread Cookie Decorating
- Horse Drawn Carriage Rides
- Boutique and Holiday Shopping

Join us for these **FREE**, joy-filled family events and then explore the unique boutiques and delicious dining that your hometown offers with pride.

All events take place in Burlington Park in the heart of historic downtown Hinsdale. (Located at the southeast corner of Washington and Chicago, just north of the railroad tracks.)



FREE HOLIDAY
EVENTS!



VILLAGE OF
Hinsdale
Est. 1873

Budget- FY 2017/2018			
Date	Type of Advertising	Incurred or Budgeted	Cost
Ongoing	Direct Advantage Agency Retainer	Ongoing	\$ 24,000
June-April	Digital ads (Facebook, StyleChicago, Youtube digital video advertising)	Ongoing	\$ 17,064
July-August	Hinsdalean Open for Business Promotion	Incurred	\$ 6,120
July	Hitchcock Design Group Welcome Sign Preliminary Design Services	Incurred	\$ 2,900
November	Small Business Saturday Promotion	Budgeted	\$ 180
Nov-Dec	Hinsdale for the Holiday Print Ads, 2 weeks	Budgeted	\$ 486
December	Hinsdale for the Holidays Costs (two weeks of cookie tent, horse and carriage, etc)	Budgeted	\$ 10,000
December	Holiday Lights and Decorations	Budgeted	\$ 28,000
January	West Suburban Living Magazine Dining Guide	Budgeted	\$ 1,250

Total Marketing Budget: \$ 90,000



bc

MEMORANDUM

DATE: October 6, 2017

TO: Kathleen A. Gargano, Village Manager

CC: President Cauley and the Village Board of Trustees

FROM: Anna Devries, Economic Development Coordinator / Finance Clerk
Emily Wagner, Administration Manager

RE: September Economic Development Monthly Report

The following economic development updates are for your review:

- The Economic Development Commission (EDC) met on September 26. The next meeting is scheduled for October 24. A meeting summary is enclosed in the September 29 Manager's Notes.
- Throughout September, staff members have been acquiring quotes for the upcoming EDC capital projects.
- On September 7, Baird & Warner held a ribbon cutting in their new fully remodeled location at 25 W. Chicago Avenue.
- On September 7, LaMantia Design & Remodeling Showroom held an open house to showcase their new showroom located at 20 E. Ogden Avenue that opened in March of 2017.
- Yves Delorme opened at 38 S. Garfield Street. Yves Delorme is a high end bedding company with stores all over the world as well as Chicago, Lake Forest and Winnetka.
- On September 11, staff met with the Hinsdale Chamber and the Hinsdalean to further discuss marketing strategies and promotion for the upcoming Small Business Saturday Event.
- On September 14, the Village held a Business Quarterly meeting to discuss the importance of Small Business Saturday. Staff, together with the Hinsdale Chamber and The Hinsdalean shared ways the business community can get involved in event and provided a tips to help our businesses get the most out of the event.
- On September 18, staff attended a Chamber Membership meeting to discuss new businesses recruitment and the membership ambassador program.
- On September 19, staff attended the Chamber of Commerce quarterly businesses meeting to network with local businesses and to share Village updates.
- On September 27, staff met with Jim Richard from RME Audio Video to obtain a quote on adding a unified music system to the Central Business District.
- Kaehler Luggage is opening at 28 E. First Street. Currently the business is in the build out phase.