

## MEETING AGENDA

**ECONOMIC DEVELOPMENT COMMISSION**  
**TUESDAY, April 25, 2017**  
**7:00 P.M.**  
**VILLAGE BOARD ROOM – MEMORIAL BUILDING**  
*(Tentative & Subject to Change)*

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES** - Meeting of March 28, 2017
- 3. REVIEW OF SALES AND FOOD-AND-BEVERAGE TAX REVENUE**
- 4. REVIEW OF FY 17/18 PROPOSED BUDGET**
- 5. OTHER BUSINESS**
  - a) Hinsdelean Open For Business Proposal
  - b) Central Business District Construction Update
  - c) EDC Vacancy
  - d) 2017 Chamber of Commerce
- 6. 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.

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**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the EDC Meeting on**  
**Tuesday, March 28, 2017**

**Members Present:** Chris Schramko, Annette Brinkmeier, Cathleen Stoelting and Mike Goebel

**Members Absent:** Chair John Karstand and Jill Sunderson

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

**Others Present:** Dan Grisko, Direct Advantage Marketing  
Jan Anderson, Hinsdale Chamber of Commerce  
Kimberly Fornek, Pioneer Press/The Doings

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

At 7:00 p.m., Chris Schramko called to order the meeting of the Economic Development Commission (EDC) of Tuesday, March 28, 2017.

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

Annette Brinkmeier made a motion to approve the minutes of the meeting of the EDC from October 25, 2016. Cathleen Stoelting seconded, and the motion was approved unanimously.

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

Anna Devries provided an overview of the previous month's sales and food/beverage tax revenue. The Commission discussed the overall increases and decreases of both the sales and food/beverage tax over the past five months. Anna Devries shared at the EDC meeting in May of 2017 the Commission will be able to do a full comparison of revenue collected in FY 15/16 compared to FY 16/17 from both sales and food/beverage tax.

**Review of FY 16/17 Budget Expenditures and Marketing Programs** (Agenda Item 4)

Emily Wagner discussed the FY 16/17 budget and explained the incurred costs came in about \$6,000 under budget. Dan Grisko explained this was the first year the Commission discontinued television advertising and instead used the funds for more print and digital ads. Chris Schramko discussed this year's holiday lighting and suggested the lights be more consistent throughout the Central Business District in the future. The Commission agreed that using more funds for digital advertising instead of print would have a greater return on the Commission's marketing efforts.

**Review of FY 17/18 Proposed Budget** (Agenda Item 5)

Jan Anderson proposed a concept for a Hinsdale rewards value card to be used in Central Business District businesses during the CBD resurfacing to help generate

business during the disruption. The Hinsdale Chamber proposed splitting the \$6,000 cost of the rewards cards with the EDC to help the program come to fruition. The Commission agreed that helping the businesses located in the CBD during the time of construction would greatly benefit the businesses; however, the Commission found the number of businesses that can participate on the rewards card to be very limiting and would like to discuss an opportunity that can support all the businesses located in the CBD.

The Commission discussed the three construction projects taking place in the CBD this year and discussed ways their funds can be allocated to better assist the CBD businesses during the construction. The Commission discussed the possibility of providing a valet service to shoppers and visitors in the CBD to help alleviate the limited parking available. The Commission would like to assess the parking situation, by possibly surveying the local businesses to determine what days and times have the greatest parking volumes. The Commission also discussed utilizing social media advertising to promote shopping local and community events to their target market. In preparation for the next meeting, staff will draft a proposed budget that can be discussed at the EDC's April meeting.

#### **Other Business** (Agenda Item 6)

**a) Parking Deck Update**

Emily Wagner discussed the proposed parking deck that will be constructed in conjunction with the Hinsdale Middle School. The project is going before the Zoning Board of Appeals for approval.

**b) Nicor Gas Project**

Emily Wagner shared information on Nicor's Investing in Illinois program that is currently taking place in the downtown. Emily shared that Nicor is contacting residents and businesses who are going to be affected by the work by mail, door hangers and door to door communication. Staff also shared that weekly updates will be available on the Village website.

**c) Central Business District Resurfacing Project Update**

Emily Wagner explained that the Central Business District (CBD) resurfacing project will begin on July 5 and will conclude before school is back in session. Emily reinforced checking the Village website for the most up to date information on Village construction updates.

**d) Welcome Sign Update**

Emily Wagner shared that the welcome sign is in the capital project plan for FY 17/18 and that the Village has been working with both the AMITA Cancer Treatment Center and the Cook County Forest Preserve on the location of the welcome sign. Once the location is finalized the Village will propose an artist rendering of the welcome sign for approval.

**e) EDC Vacancy**

Emily Wagner shared that the Economic Development Commission has an opening in the resident category. Emily encouraged the Commission if they knew of anyone who lives in Hinsdale to have them apply.

**f) Amling's Building Update**

Emily Wagner discussed that currently the building is going through a demolition process. The Commission was interested in learning more about the building and property as residents have asked the Commission members about the property. Staff shared that the Commission will be notified once more information is available on the property.

**g) Land Rover Update**

Emily Wagner shared that the Land Rover dealership entered into a tax sharing agreement with the Village to develop the property at 336 E. Ogden Avenue. Staff shared that permits for the construction might come in as early as this fall. The Village anticipates the current Land Rover property will be used for a similar use.

**h) 2017 Chamber of Commerce**

Jan Anderson shared that West Suburban Living Magazine named Hinsdale's Fine Arts Festival as third in the Best of the West 2017 festival category. Jan also shared this year is the 15th year of the Uniquely Thursdays Concert Series and they have a full line up of bands for the upcoming season.

Anna Devries reported on new businesses that the Economic Development staff has been working with that have recently opened as well as one that will be opening this year.

- Jimmy Johns will be opening in Gateway Square in a 2300 square feet end cap
- Panera Bread Café will be opening in the Hinsdale Oasis on April 10, 2017
- DK4Home, an interior design and retail store, opened at 102 S. Washington Street
- Amy Tripple Photography opened at 44 Harrison Place
- Nathalie Loma Designs, a custom made clothing designer whose designs are worn by news reporter Bela Gandhi on Fox News 32 opened at 50 S. Washington Street #201
- Verizon Wireless is relocating from 36 E. Hinsdale Avenue to 26 E. First Street. Currently the businesses is in for permitting with our Community Development Department
- EFP Opticians will be opening at 12 E. First Street

**Adjournment** (Agenda Item 7)

Chris Schramko made a motion to adjourn the meeting and Cathleen Stoelting seconded. The motion was approved unanimously. The March 28, 2017, meeting of the EDC was declared adjourned at 7:57 p.m.

Respectfully submitted,



Anna L. Devries

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

Receipt Month	Liability Month	FY 15/16	FY 16/17	Dollar Change	Percent Change	0 YTD	Per 2017 Approved Budget	Budget vs Actual	YTD Change	YTD % Change	Budget vs Actual %	Budget vs Actual - YTD	Budget vs Actual - YTD %
May	February	253,912	237,319	(16,593)	-6.5%	253,912	267,750	(30,431)	(16,593)	-6.5%	-11.37%	(30,431)	(0)
June	March	238,570	257,204	18,634	7.8%	492,482	267,750	(10,546)	2,041	0.4%	-3.9%	(40,977)	(0)
July	April	259,120	232,350	(26,770)	-10.3%	751,602	267,750	(35,400)	(24,729)	-3.3%	-13.2%	(76,377)	(0)
August	May	267,322	318,358	51,036	19.1%	1,018,924	267,750	50,608	26,307	2.6%	18.9%	(25,769)	(0)
September	June	241,439	271,479	30,040	12.4%	1,260,363	267,750	3,729	56,346	4.5%	1.4%	(22,041)	(0)
October	July	272,659	242,368	(30,291)	-11.1%	1,533,022	267,750	(25,382)	26,056	1.7%	-9.5%	(47,422)	(0)
November	August	272,526	255,172	(17,354)	-6.4%	1,805,548	267,750	(12,578)	8,702	0.5%	-4.7%	(60,000)	(0)
December	September	263,168	272,130	8,962	3.4%	2,068,716	267,750	4,380	17,664	0.9%	1.6%	(55,620)	(0)
January	October	270,394	257,000	(13,394)	-5.0%	2,339,110	267,750	(10,750)	4,270	0.2%	0.0%	(66,370)	(0)
February	November	244,737	254,990	10,253	4.2%	2,583,847	267,750	(12,760)	14,523	0.6%	0.0%	(79,130)	(0)
March	December	298,475	316,367	17,892	6.0%	2,882,322	267,750	48,617	32,415	1.1%	0.0%	(30,513)	(0)
April	January	221,687	239,452	17,765	8.0%	3,104,009	-	239,452	50,180		0.0%	208,939	0
Total		3,104,009	3,154,189	50,180			3,213,000	208,939			6.5%		

VILLAGE OF HINSDALE - FOOD & BEVERAGE TAX  
510-5273

Receipt Month	Collection Month	FY 15/16	FY 16/17	Dollar Change	Percent Change	0 YTD	Per 2017 Approved Budget	Budget vs Actual	Dollar Change	Percent Change	Budget vs Actual %
May	April	29,397	31,165	1,768	6.0%	29,397	36,250	(5,085)	1,768	6.0%	-14.03%
June	May	32,206	46,370	14,164	44.0%	61,603	36,250	10,120	15,932	25.9%	27.92%
July	June	29,627	31,819	2,192	7.4%	91,230	36,250	(4,431)	18,124	19.9%	-12.22%
August	July	38,232	43,355	5,123	13.4%	129,462	36,250	7,105	23,247	18.0%	19.60%
September	August	38,078	31,669	(6,409)	-16.8%	167,540	36,250	(4,581)	16,838	10.1%	-12.64%
October	September	33,232	36,944	3,712	11.2%	200,772	36,250	694	20,550	10.2%	1.91%
November	October	40,768	35,250	(5,518)	-13.5%	241,540	36,250	(1,000)	15,032	6.2%	-2.76%
December	November	35,860	33,891	(1,969)	-5.5%	277,400	36,250	(2,359)	13,063	4.7%	-6.51%
January	December	28,619	38,163	9,544	33.3%	306,019	36,250	1,913	22,607	7.4%	5.28%
February	January	37,226	29,759	(7,467)	-20.1%	343,245	36,250	(6,491)	15,140	4.4%	-17.91%
March	February	27,579	30,343	2,764	10.0%	370,824	36,250	(5,907)	17,904	4.8%	-16.29%
April	March	32,586	(32,586)	(32,586)	-100.0%	403,410	0	0	0		0.00%
Total		403,410	388,728	(14,682)	-3.6%		435,000	(10,022)			-2.30%

\* Revenue collected in this month may include revenue from prior months

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### EDC Funds Proposed - FY 2017/2018

Date	Type of Advertising	Incurred or Proposed	Cost
Ongoing	Direct Advantage Agency Retainer	Ongoing	\$ 24,000
June-August	Valet Parking 13 Saturdays 10am-5pm	Proposed	\$ 7,500
Jan	West Suburban Living Magazine Dining Guide	Proposed	\$ 1,250
June-April	Hinsdalean Ads (1 ad/month, 7 months)	Proposed	\$ 1,700
June-April	Digital ads (Facebook, StyleChicago, Youtube digital video advertising)	Proposed	\$ 17,064
Nov-Dec	Hinsdale for the Holiday Print Ads, 2 weeks	Proposed	\$ 486
December	Hinsdale for the Holidays Costs (two weeks of cookie tent, horse and carriage, etc)	Proposed	\$ 10,000
December	Holiday Lights and Decorations	Proposed	\$ 28,000

Total Incurred:

Total Proposed: \$ 90,000

Total Budgeted: \$ 90,000

\$ -

**"Open for Business" advertising promotion proposal for the  
Hinsdale Economic Development Commission — April 25, 2017**

Background

There are more than 70 merchants and businesses in Hinsdale's central business district that will face the challenge of a road reconstruction project this summer.

Proposal

We would like to present the Village of Hinsdale/Economic Development Commission with an opportunity to create a marketing campaign that will help all of these businesses.

Details

- Two full pages would run each week from July 6 to Aug. 31 to promote the CBD as being "Open for Business." The 18 full pages over the course of the campaign will drive home the message that the CBD is alive and well and "Open for Business."
- One page would feature artwork and a list of businesses in the CBD, organized by type.
- One page would feature eight ads for CBD businesses. Two large spaces would be for the business offering the best deal that week encouraging Hinsdaleans to visit the CBD during reconstruction. There will be no charge for these ads, and each business in the CBD will have the opportunity to have one ad during the campaign as well as the weekly listing.
- Businesses would be randomly assigned a run date. Merchants that do not respond will have their name/logo, address, phone number and website featured in their ad.
- The Hinsdalean staff will handle the design and scheduling work involved with this promotion.
- The Village of Hinsdale/Economic Development Commission will be featured as the sponsor of this campaign.

Cost

The two pages would be offered at half price or \$680 a week, for a total investment of \$6,120.





## Hinsdale Chamber of Commerce 2017 Schedule of Events

- April 22 –** **AT HOME IN HINSDALE- A Boutique HOME SHOW**, Saturday, The Community House, 10:00 a.m. – 3:00 p.m. Over 50 home remodeling and building based companies. Seminars throughout the day, giveaways and more.
- June 10 - 11** **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 15 - August 17** **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 5 - October 9** **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 14 & 15** **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 16** **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 21** **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 1** **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.*



## 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.

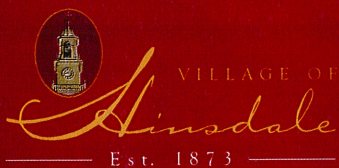


THE GREEN  
GODDESS BOUTIQUE  
52 S. Washington St.

KARAT  
JEWELRY GROUP  
9 E. First St.

NATHALIE LOMA  
CUSTOM MADE DESIGNS  
50 S. Washington St. #201

THE TRUNK CLUB  
30 E. Hinsdale Ave.



[HINSDALEFASHION.COM](http://HINSDALEFASHION.COM)





## 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 keep our Village sustainable and strong.



**BARLEY TWIST**  
18 W. Hinsdale Ave.

**BEDSIDE MANOR**  
38 S. Garfield St.

**DK 4HOME**  
102 S. Washington St.

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



VILLAGE OF  
*Hinsdale*  
— Est. 1873 —

[WWW.HINSDALEFORTHETHEHOME.COM](http://WWW.HINSDALEFORTHETHEHOME.COM)



## 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 its very best. Relaxing locally helps us all keep our Village sustainable and strong.



BIEN ASSORTI  
777 York Rd.

JACK'S HAIR DESIGN  
15 W. First St. - #1

NAIL TIME  
10 E. Hinsdale Ave.

TEN FRIENDS BLOW DRY  
& STYLE HOUSE  
11 E. First St.



[WWW.HINSDALESPAS.COM](http://WWW.HINSDALESPAS.COM)