



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION
TUESDAY, September 26, 2017
7:00 P.M.
VILLAGE BOARD ROOM – MEMORIAL BUILDING
(Tentative & Subject to Change)

- 1. CALL TO ORDER**
- 2. APPROVAL OF MINUTES** - Meeting of July 25, 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) August 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.

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VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, July 25, 2017

Members Present: Chair John Karstrand, Mike Goebel, Annette Brinkmeier, Cathleen Stoelting, Jill Sunderson and Mike Kiyosaki

Members Absent: Chris Schramko

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

Others Present: Dan Grisko, Direct Advantage Marketing
Ken Knutson, The Hinsdalean
Michael Ripani

Call to Order (Agenda Item 1)

At 7:07 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, July 25, 2017.

Approval of Minutes (Agenda Item 2)

Mike Goebel made a motion to approve the minutes of the meeting of the EDC from April 25, 2017. Jill Sunderson 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. Anna Devries reviewed the liability month of April, receipt month of July and there was an increase in the sales tax of \$38,078 in FY 17/18 compared to FY 16/17. In the liability month of May, receipt month of June there was a \$12,786 decrease in the food and beverage tax revenue in FY 17/18 compared to FY 16/17. The Commission discussed reformatting the information on the current sales tax and food and beverage tax spreadsheets to better compare the information. Michael Kiyosaki suggested creating a graph to show the difference in revenues divided out by revenue source. Staff will work on implementing the changes for the upcoming EDC meeting.

Review of Proposed Welcome Sign Design (Agenda Item 4)

The Commission reviewed five design concepts that were created by Hitchcock Design Group. Hitchcock Design Group has assisted with the design of the Hinsdale historic district signage, the wayfinding signage and the Oak Street Bridge. To keep with the overall consistency of the design of the new welcome sign, Hitchcock Design Group has included elements from other signage in Hinsdale. Anna Devries shared that the red bricks that are in many of the concept drawings are original Hinsdale bricks that the Village has recovered from past Hinsdale brick streets. Collectively the Commission liked the look of design D, which included the red bricks that matched the brick pavers in the downtown and the clean field stone look that made the name Hinsdale very easy

to read. Staff will work with Hitchcock Design Group to refine the design based on the Commission's comments.

Review of Marketing Initiatives (Agenda Item 5)

Staff reviewed the first three Open for Business advertisements in the Hinsdelean. Staff shared that the two page spread is highlighting shopping locally during construction as well as the free valet service. Dan Grisko presented three different marketing videos for the Commission to discuss. The purpose of the videos is to reinforce Hinsdale as a shopping destination to both Hinsdale residents and those outside of Hinsdale. The videos will be placed in paid search areas on Facebook, Instagram and YouTube as well shared on the Village's electronic newsletter and website. All three of the videos are short and attention grabbing with either a traditional or a modern approach. For various reasons the Commission liked both approaches and suggested adding more of an eye level perspective to highlight the charming tree lined streets and bustling business district. Dan Grisko is going to refine the videos to include the Commissioner's feedback.

Review of FY 17/18 Budget (Agenda Item 6)

Staff reviewed the current budget including the addition of the preliminary designs by Hitchcock Design Group for the Hinsdale welcome sign. Staff also discussed using a small portion of the budget to partner with the Hinsdale Chamber and the Hinsdelean to promote Small Business Saturday and the importance of shopping locally.

Other Business (Agenda Item 7)

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

- Freeze Fix is opening at 24B W. Chicago Avenue
- A nail salon is in the permitting process for 24A W. Chicago Avenue
- Verizon Wireless is moving from Hinsdale Avenue to Garfield Crossing
- Construction on the new Jimmy Johns opening at 777 N. York Road will begin shortly
- Construction on the new Impact Physical Therapy business opening at 777 N. York Road will begin shortly
- A new take and bake pizza company is interested in 9 W. First Street
- A large new retailer is opening at 101 S. Washington Street
- Kaehler Luggage is now in for permitting for a new space in Garfield Crossing

Anna Devries shared the new event coming to Hinsdale call Fueled Coffee & Classics and encouraged the Commission to attend the new event.

Adjournment (Agenda Item 8)

Mike Kiyosaki made a motion to adjourn the meeting and Jill Sunderson seconded. The motion was approved unanimously. The July 25, 2017, meeting of the EDC was declared adjourned at 8:18p.m.

Respectfully submitted,

Anna L. Devries

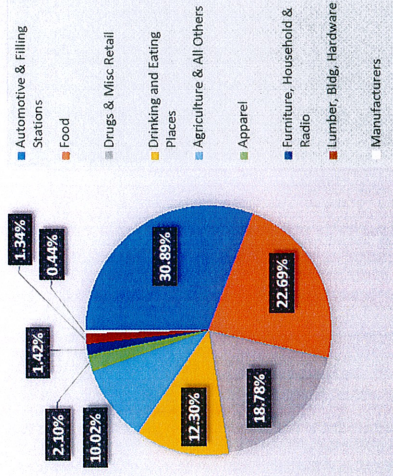
Sales Tax Revenue

| Receipt Month | Liability Month | Prior Year MTD Actual FY 16/17 | Actual MTD FY 17/18 | YTD Actual FY 17/18 | YTD Budgeted FY 17/18 | YTD Variance Budget (%) FY 17/18 | YTD Variance Prior Year (%) FY 16/17 | 3 YR MTD Actual Average 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 | 463,405.00 | 536,312.00 | -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 | 1,072,624.00 | -7% | -2% | 288,279.27 |
| September | June | 271,479.00 | 275,264.00 | 1,277,602.00 | 1,340,780.00 | -5% | -2% | 259,571.22 |
| October | July | | | | | | | 261,598.43 |
| November | August | | | | | | | 271,607.03 |
| December | September | | | | | | | 260,471.00 |
| January | October | | | | | | | 265,915.05 |
| February | November | | | | | | | 250,546.72 |
| March | December | | | | | | | 307,716.84 |
| April | January | | | | | | | 232,707.09 |
| | | | | | | | | |
| TOTALS | | 1,316,710.00 | 1,277,602.00 | N/A | N/A | N/A | N/A | 3,144,009.99 |

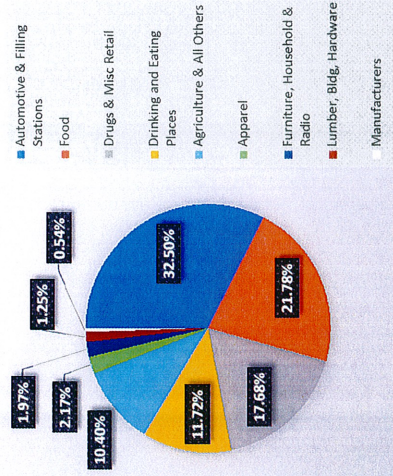
Sales Tax Revenue

| 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 |

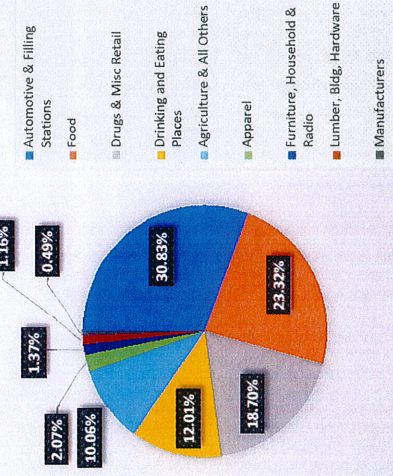
Revenue Source (Actual)
2nd Quarter
(FY 2017/2018)



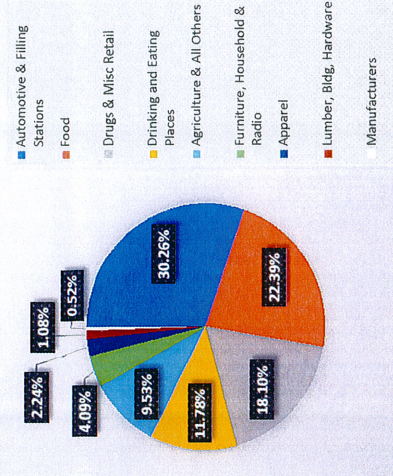
Revenue Source (Actual)
Prior YR - 2nd Quarter
(FY 2016/2017)



Revenue Source (Actual)
Year to Date
(FY 2017/2018)



Revenue Source (Actual)
Prior YR - Year to Date
(FY 2016/2017)



| Budget- FY 2017/2018 | | | |
|-----------------------------|---|-----------------------------|-------------|
| Date | Type of Advertising | Incurred or Proposed | Cost |
| Ongoing | Direct Advantage Agency Retainer | Ongoing | \$ 24,000 |
| June-April | Digital ads (Facebook, StyleChicago, Youtube digital video adertising) | 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 | Proposed | \$ 180 |
| 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 |
| January | West Suburban Living Magazine Dining Guide | Proposed | \$ 1,250 |
| | | | |

Total Budgeted: \$ 90,000

Total Remaining: \$ 80,980

Total Incurred: \$ 9,020



MEMORANDUM

DATE: September 26, 2017

TO: Economic Development Commission

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

RE: FY 2018/19 Capital Budget

Below please find a summary of proposed FY 18/19 – FY 22/23 capital expenditures. Historically, the EDC receives \$60,000 in funds annually to utilize toward capital projects. Staff is in the process of finalizing price estimates for these items. Please note that the prices provided below are only estimates provided by contractors and are not the result of a formal bidding process.

- Remaining in 2017/18: Ogden Avenue entry marker sign
- 2018/2019:
 - o Burlington Park tree underlighting (\$5,318)
 - o Burlington Train Station information kiosk
- 2019/2020:
 - o Wayfinding signs (in conjunction with new parking deck) (\$85,690)
- 2020/2021
 - o Entry marker sign – 55th Street (eastbound)
- 2021/2022
 - o Entry marker sign – 55th Street (westbound)
- 2022/2023
 - o Central Business District sound system (speakers and music)



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.*



MEMORANDUM

DATE: September 5, 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: August Economic Development Monthly Report

The following economic development updates are for your review:

- Throughout August, staff members Anna Devries, Jean Bueche and Emily Wagner volunteered at the Chamber of Commerce's Uniquely Thursday concert series.
- The Economic Development Commission (EDC) meeting was cancelled in August. The next meeting is scheduled for September 26.
- On August 3, staff attended the International Council of Shopping Centers (ICSC) Retail Connection event in Rosemont. This annual event allows staff to gain insight from brokers and real estate developers regarding upcoming business development initiatives.
- On August 10, staff attended a Chamber of Commerce Board of Directors meeting to learn about upcoming initiatives and to share Village updates.
- On August 14, staff attended the Hinsdale Middle School ground breaking ceremony to show support for the new construction.
- On August 21, staff attended a Chamber Membership meeting to discuss new businesses and member engagement.
- On August 23, staff attended a Chamber of Commerce Community Mobile App meeting along with the Hinsdale Library, the Hinsdale Historical Society, the Community House, Hinsdale School District 181 and the Hinsdale Rotary to further discuss the mobile app components and feasibility.
- On August 24, staff met with the Chamber of Commerce to further discuss boosting the marketing and promotion for the upcoming Small Business Saturday event, which is held nationwide the Saturday after Thanksgiving to promote shopping locally.
- Throughout August, staff has been working with Tim King from Hitchcock Design Group to develop the new welcome sign drawing using design elements from the Oak Street Bridge and the Central Business District signage to be consistent with current signage in Hinsdale.
- On August 15 and August 31, staff has participated in ERP demonstrations to learn about potential software and applications the Village could utilize.
- Throughout the month, staff attended a weekly construction meeting to learn about the upcoming CBD construction project and to communicate it with the business community.