VILLAGE OF Hinsdale Est. 1873

MEETING AGENDA

Due to the ongoing public health emergency, and based on the authority provided by Executive Order 2020-07, issued by Governor Pritzker on March 16, 2020, as most recently extended by Executive Order 2020-33, dated April 30, 2020, and Executive Order 2020-32, issued by Governor Pritzker on April 30, 2020, limiting public gatherings and suspending the Open Meetings Act physical presence requirement, this meeting will be conducted electronically.

Public comments are welcome on any topic related to the business of the Economic Development Commission at Regular and Special Meetings when received by email or in writing by the Village Clerk prior to 4:30 p.m. on the day of the meeting. Emailed comments may be sent to Village Clerk Christine Bruton at cbruton@villageofhinsdale.org. Written comments may be submitted to the attention of the Village Clerk at 19 E. Chicago Avenue, Hinsdale, Illinois 60521. While emailed or written comments are encouraged, ***public comment may also be made using Zoom*** *following the instructions below:*
From a PC, Mac, iPad, iPhone or Android device, please click on the following URL or copy and paste to your browser.
https://us02web.zoom.us/j/87013136682?pwd=cIZtU09Pb0IETStONS94SDZqNnhOUT09
OR
US: *312-626-6799* ***Meeting ID:*** *870 1313 6682* ***Passcode:*** *024751*
If you have questions regarding communication to the Board during the meeting, please contact Assistant Village Manager/Director of Public Safety Brad Bloom at 630.789.7007.

MEETING OF THE
ECONOMIC DEVELOPMENT COMMISSION
Wednesday, August 26, 2020
8:45 a.m.
Memorial Hall – Memorial Building
This meeting will be conducted electronically.
(Tentative and Subject to Change)

1. **CALL TO ORDER**

2. **ROLL CALL**

3. **PUBLIC COMMENT**

4. **APPROVAL OF MINUTES**
   a) Approval of minutes-Special Meeting June 3, 2020

5. **OLD BUSINESS**
   a) Shop Local/Welcome Back Week Review/Survey Results

6. **NEW BUSINESS**
   a) Fall/Winter Events- Wine Walk, Holidays in Hinsdale

7. **OTHER BUSINESS/DISCUSSION ITEMS**
   a) Market Analysis PowerPoint
   b) New Liaison-Nathan Parch
   c) Next Meeting Date: November 18th, 2020

8. **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 Board of Trustee approval at this meeting may be referred to the Board 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 789-7014 or by TDD at 789-7022 promptly to allow the Village of Hinsdale to make reasonable accommodations for those persons.

Visit the Village's Web Site at **www.villageofhinsdale.org**

DRAFT

4a.

VILLAGE OF HINSDALE
MINUTES OF THE SPECIAL MEETING
EDCONOMIC DEVELOPMENT COMMISSION
June 3, 2020

CALL TO ORDER

The specially scheduled meeting (conducted electronically) of the Village of Hinsdale Economic Development commission was called to order by Chairman Sunderson at 9:05 am.

ROLL CALL

Present:	Chairman Jill Sunderson Commissioners Dan Grisko, Vishnu Srinivasan, Richard Eck, Michael Kiyosaki,
Absent:	Commissioners Carrie Thangamani, Mike Merrill, Sue Tannura
Others Present:	Gretchen Barnard, Chamber of Commerce Representative
Staff Present:	Kathleen Gargano, Village Manager Brad Bloom, Assistant Village Manager/Director of Public Safety Heather Bereckis, Superintendent of Parks and Recreation Sammy Hanzel, Recreation Supervisor Jack Scotellaro, Parks and Recreation Intern Maggie South, Administrative Assistant

PUBLIC COMMENT

None.

APPROVAL OF MINUTES – WAIVED

OLD BUSINESS

None.

NEW BUSINESS

A. Shop Local/Welcome Back Campaigns – Calendar and marketing pieces

Chairman Sunderson recapped the mission of the Economic Development Commission and the four main objectives of the Commission. She described the marketing promotions of the last few months during the pandemic, as well as what is planned for the future. In addition, businesses were asked to complete a sixty second survey to help determine their needs and how the Economic Development Commission could help. Other marketing plans involved the Take Out Hinsdale campaign and Virtual Restaurant Week. During Phase 3, Ms. Hanzel and Ms. Bereckis have begun the Shop Local Campaign, urging residents to "put their money where their heart is" at this time.

Other ideas, as Hinsdale comes out of the pandemic, include street closures for retail stores and restaurants, as well as bringing back the Hinsdale Merchant's Garage Sale. The Chamber has recommended pushing the annual sidewalk sale to July to allow retailers to sell through some merchandise before deeply discounting it.

Ms. Hanzel presented the Shop Local campaign in more detail. The campaign launched on June 1 with the beginning of Phase 3. Marketing materials have been placed in Burlington Park and on the light poles downtown, and more marketing materials, including car decals, will go out this weeks. Local papers will run advertisements, and a media kit has been shared with local businesses. A slip will go out with the June water billing with information about the campaign. The Welcome Back Campaign will begin with Phase 4, likely in early July.

B. Local Business Survey Results

Ms. Bereckis summarized the results of the survey sent to local business. A large majority of business have applied for the PPP loans and have received them, while some had applied and not received funds, or had applied and were waiting for approval. Commissioner Eck noted that PPP funds are still available and that businesses can still apply to receive the loans. Responses indicated that they had not applied for other loans. Respondents indicated that they were interested in seminars on social media marketing and other forms of marketing. Businesses noted that they are most interested in the Welcome Back Campaign and the Shop Local Campaign, as well as a Back to School Campaign. Some were interested in the Father's Day Take Out Campaign and the Sidewalk Sale. Other responses included a Health and Wellness Event, Community Care Packages promoting businesses in town, in studio visits, in-person incentives for people to come and shop, and an outdoor fitness schedule. Ms. Bereckis noted that two groups are already going to be holding classes in Burlington Park Tuesdays through Sundays, as well as classes during the Farmer's Market on Monday. Welcome Back Week will consist of another media push, including marketing materials and media kits. The Chamber is encouraging members to offer a promotion for Welcome Back Week, but there is no consistent amount offered. The Commission decided that July 6 would be a good date to begin the Welcome Back Campaign, provided everything moves as planned into Phase 4. The Chamber will work to make sure Welcome Back Week does not interfere with the Sidewalk Sale. Ms. Hanzel proposed a Pop-Up Market in Burlington Park for the retailers, where they could set up a booth and sell their items in Burlington Park. Commissioner Grisko proposed inviting BAM Theater to provide entertainment. Ms. Bereckis offered the idea of holding a Welcome Back Virtual Run to tie into the fitness component requested by businesses in the survey. The final part of the survey asked for the types of businesses who completed the survey, which were mainly retailers.

<u>OTHER BUSINESS/DISCUSSION ITEMS</u>

A. Retailer Sidewalk Access

B. Additional ideas for driving business to local retailers

Commissioner Grisko presented the idea to "Dine Under the Lights in Hinsdale" to encourage outdoor dining in Hinsdale at all times of day. It is a restaurant-specific promotion. This would run in the Hinsdalean or Hinsdale Living, as well as on social media. Chairman Sunderson pointed out that retailers have requested more media presence, since restaurants have received a lot of attention. The Commission decided to focus on the Welcome Back Campaign in the coming weeks.

<u>ADJOURNMENT</u>

There being no further business before the Commission, the meeting was adjourned at 10:05 am.

5a

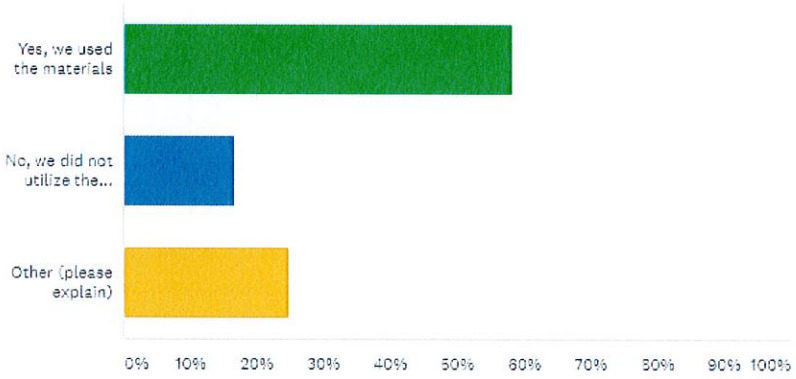
EDC/Chamber Survey-Campaign Follow-up

Q1

Customize Save as

Did your business utilize the marketing materials provide by the Village of Hinsdale/Chamber of Commerce for the Welcome Back Campaign? (items included postcards, window flyers, social media marketing kit, bumper sticker etc)

Answered: 12 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes, we used the materials		58.33%	7
No, we did not utilize the materials		16.67%	2
Other (please explain)	Responses	25.00%	3

RESPONSES (3) WORD CLOUD TAGS (0) Sentiments: OFF

RESPONSES (3) WORD CLOUD TAGS (0) Sentiments: OFF

Add tags Filter by tag Search responses

Showing 3 responses

We used only the poster.

8/19/2020 12:18 PM View respondent's answers Add tags

We did not use not because they were not good, they were, just not a fit with my business

8/14/2020 4:56 PM View respondent's answers Add tags

we hung sign in window but the campaign was launged WAY too late. We were open since June 1 and had already emailed and social media messaged that we are back open...so I did not use the material because it was too late to be relevant for us unfortunately

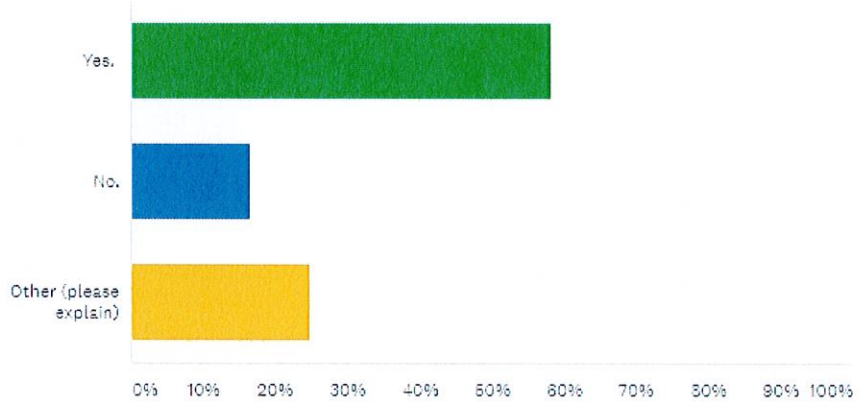
8/14/2020 4:02 PM View respondent's answers Add tags

Q2

Customize Save as

The Welcome Back campaign was launched the week of July 6th in the Hinsdalean and continues on social media. Do you feel the campaign has had a positive effect on your business?

Answered: 12 Skipped: 0



ANSWER CHOICES		RESPONSES	
Yes.		58.33%	7
No.		16.67%	2
Other (please explain)	Responses	25.00%	3

RESPONSES (3) WORD CLOUD TAGS (0) Sentiments: OFF

RESPONSES (3) WORD CLOUD TAGS (0) Sentiments: OFF

Add tags Filter by tag Search responses

Showing 3 responses

Not sure

8/19/2020 12:18 PM View respondent's answers Add tags

I would say indifferent

8/18/2020 3:36 PM View respondent's answers Add tags

hard to say. how to measure? Nobody mentioned..thats put it that way

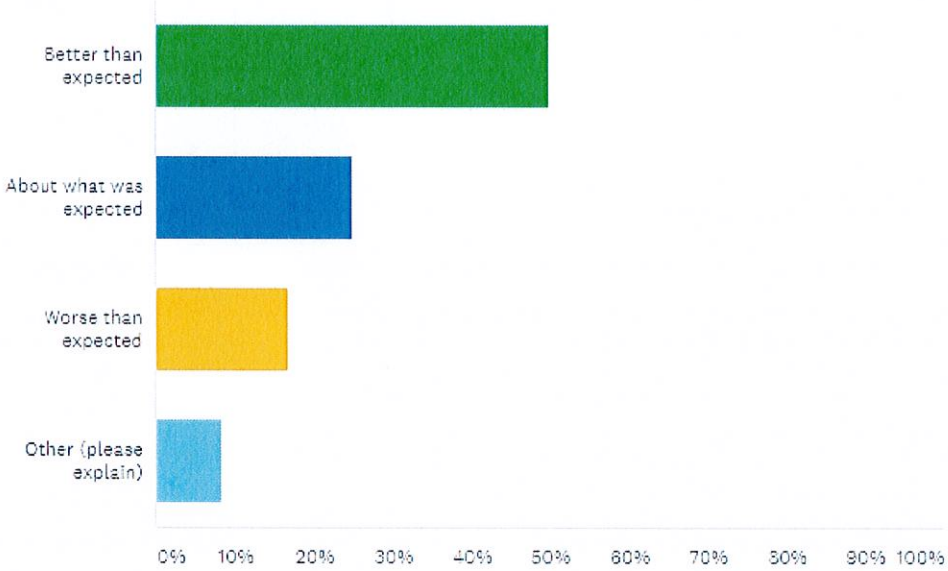
8/14/2020 4:02 PM View respondent's answers Add tags

Q3

Customize Save as

In general, how has business/customer counts been at your business?

Answered: 12 Skipped: 0



ANSWER CHOICES		RESPONSES	
Better than expected		50.00%	6
About what was expected		25.00%	3
Worse than expected		16.67%	2
Other (please explain)	Responses	8.33%	1
TOTAL			12

Q4

Save as

What future marketing campaigns would you like to see the Village and Chamber initiate?

Answered: 11 Skipped: 1

RESPONSES (11) WORD CLOUD TAGS (0)

Sentiments: OFF

Apply to selected Filter by tag

Search responses

Showing 11 responses

Do more creative marketing to family owned businesses focus on the boutiques as much as you put the energy into the restaurants.

8/19/2020 12:18 PM View respondent's answers Add tags

more collaborative events might help all of us

8/19/2020 11:57 AM View respondent's answers Add tags

Perhaps something promoting holiday shopping when the time nears

8/19/2020 9:59 AM View respondent's answers Add tags

Drive customers to support local business.

8/18/2020 3:36 PM View respondent's answers Add tags

Free parking

8/18/2020 3:25 PM View respondent's answers Add tags

continue shop local

8/18/2020 12:52 PM View respondent's answers Add tags

A Fall campaign Something unique for the holidays such as a special light display or unique store decorations to attract people who feel comfortable walking outdoors.

8/16/2020 4:00 PM View respondent's answers Add tags

parking we have needed for 30 plus years ; thats 75% of problem of Hinsdale

8/16/2020 9:11 AM View respondent's answers Add tags

Anything to help our restaurants

8/14/2020 4:56 PM View respondent's answers Add tags

continue shop local and feature individual businesses one at a time making it personal about owners or staff that by shopping local customers support actual people and families.

8/14/2020 4:02 PM View respondent's answers Add tags

Spotlight a different business each week.

8/14/2020 2:48 PM View respondent's answers Add tags

Q5

Save as

What suggestions do you have for the Village and Chamber to help your business succeed during this time?

Answered: 11 Skipped: 1

RESPONSES (11) WORD CLOUD TAGS (0) Sentiments: OFF

Apply to selected Filter by tag Search responses

Showing 11 responses

Continuing to do more advertising do interesting banners in the town feature different boutiques and restaurants once a week more marketing on Facebook offer incentives to Customers that come to the village.

8/19/2020 12:18 PM View respondent's answers Add tags

eliminate no parking signs in front of stores, free parking on Saturdays once a month, again send a letter to all the stores to enforce free parking in the garage, employees still take customers spots

8/19/2020 11:57 AM View respondent's answers Add tags

Keep doing what you are doing!

8/19/2020 9:59 AM View respondent's answers Add tags

Promote advertising

8/18/2020 3:36 PM View respondent's answers Add tags

Flexibility and outside the box.

8/18/2020 3:25 PM View respondent's answers Add tags

continue shop local

8/18/2020 12:52 PM View respondent's answers Add tags

By offering free parking in the garage and relaxed parking meter monitoring has helped and will continue to help

8/16/2020 4:00 PM View respondent's answers Add tags

hope that we don'tgo out of business

8/16/2020 9:11 AM View respondent's answers Add tags

Keep the street venues for dining going You should consider closing 1/2 of First St every year

8/14/2020 4:56 PM View respondent's answers Add tags

events that bring business to town. but also campaigns that emphazise the safety measures necessary to stay open like wearing masks etc

8/14/2020 4:02 PM View respondent's answers Add tags

short video showcasing each store that can be posted weekly on social media channels

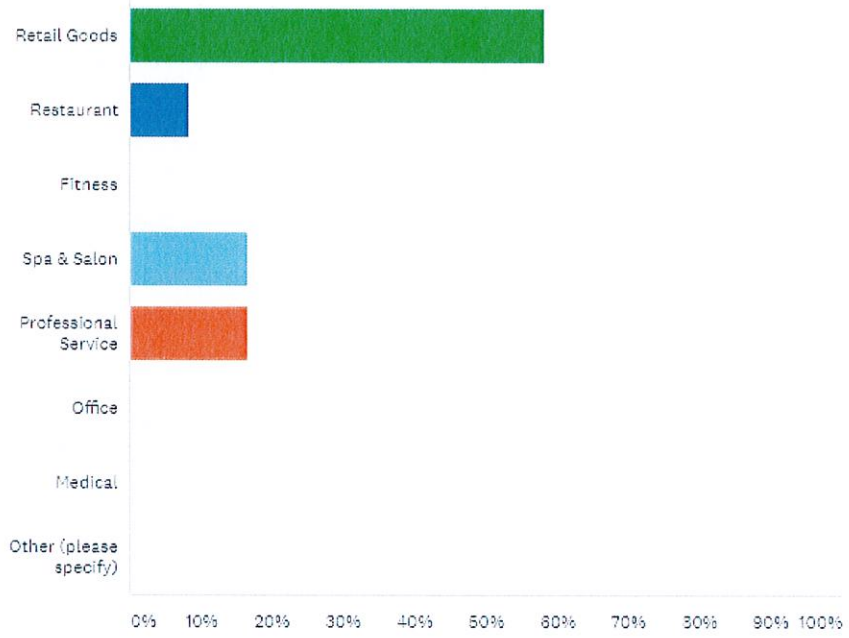
8/14/2020 2:48 PM View respondent's answers Add tags

Q6

Customize Save as

Type of business

Answered: 12 Skipped: 0



ANSWER CHOICES		RESPONSES	
Retail Goods		58.33%	7
Restaurant		8.33%	1
Fitness		0.00%	0
Spa & Salon		16.67%	2
Professional Service		16.67%	2
Office		0.00%	0
Medical		0.00%	0
Other (please specify)	Responses	0.00%	0
TOTAL			12

<u>Businesses that completed the Survey</u>

Hinsdale Furriers Holland Hardware

Yankee Peddler Yves Delorme

YiaYia's Zazu Salon

Sweet William Stockholm Objects

J.McLaughlin Unknown

James Joseph Experience

MPI Wealth Management

Market Research – List of Villages Researched

Which Villages/cities are you researching?

- Include some North Shore (Winnetka and others), some local (Elmhurst, LaGrange), some big suburban (Naperville), and others outside IL (Greenwich?)

Winnetka
LaGrange
Elmhurst
Naperville
Evanston
Lake Forest
Greenwich, Connecticut
Mamaroneck, New York
Newport Beach, California
Grosse Pointe, Michigan

Market Research – Promotional Ideas

Interesting promotions, social media ideas, marketing campaigns, etc from other Villages/Towns/Cities/Chamber of Commerces

Winnetka: "Open Air Shopping Spree" - Similar to a sidewalk sale, local businesses that had been closed and/or limited in indoor capacity brought their inventory outside (both onto the sidewalk and the street) and sold both discounted and full-price products over the course of a weekend.

LaGrange: The LaGrange Chamber of Commerce produced a short YouTube video highlighting small businesses and their owners that was displayed on their website's homepage.

Elmhurst: A couple years ago, the Elmhurst Chamber of Commerce created a Monopoly style coupon book for local businesses in the area.

Naperville: "Business Power Hour" - Each month, a different speaker presents a topic to the Naperville business community. One possibility is to reach out to different business classes at HCHS/HMS/CHMS and see if local business owners would be interested in speaking to the classes.

Greenwich, Connecticut: Greenwich has a page of "Member to Member deals." This feature offers members of the town's Chamber of Commerce exclusive deals and discounts to local stores and restaurants that are facilitated by the chamber and change monthly.

Grosse Pointe, Michigan: Grosse Pointe hosts a tailgate before the football game between the town's two teams, with food provided by the local restaurants in the town

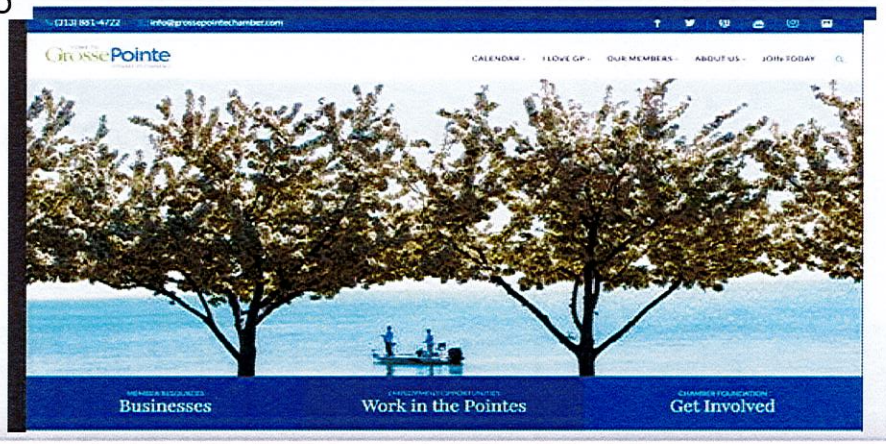
Market Research – Branding Ideas

Do any Village branding, logos, taglines, etc speak to you more than Hinsdale's branding? Why do you like particular ones?

Winnetka has a nice color scheme and solid combination of both modernity and character

Grosse Pointe has a very easy to use interface with a clean design that still provides all the necessary information

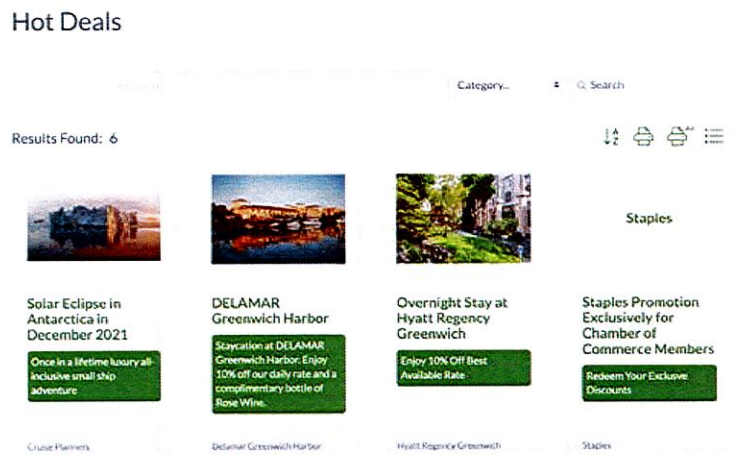
Both of these logos have a similar color scheme and feel to the current Hinsdale logo, so adopting something similar to these two logos wouldn't be a complete overhaul of the current logo.

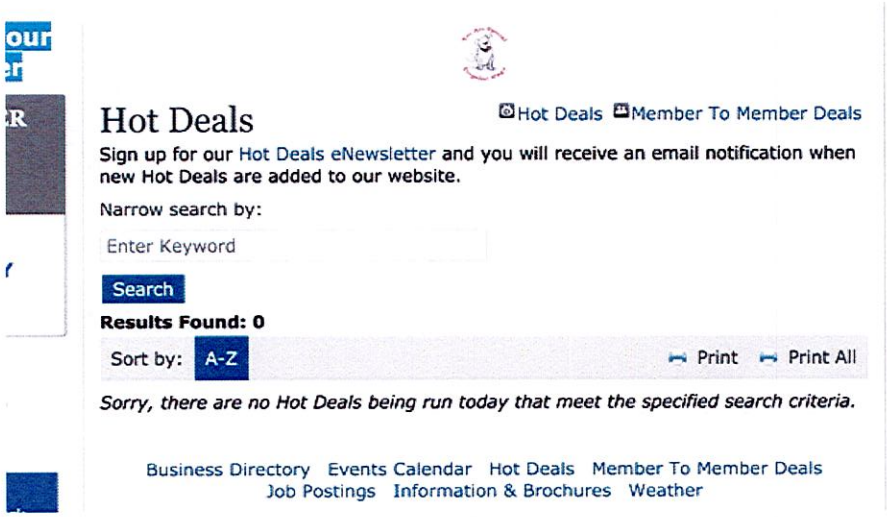


Branding cont.

Do any Village branding, logos, taglines, etc speak to you more than Hinsdale's branding? Why do you like particular ones?

Specifically liked the "Hot Deals" display on Greenwich's page, attached is a side by side comparison of the Hinsdale "Hot Deals" compared with the Greenwich website.





Branding cont.

Do any Village branding, logos, taglines, etc speak to you more than Hinsdale's branding? Why do you like particular ones?

Both Elmhurst and Evanston had slogans that I felt gave a good introduction to what their Chamber of Commerce is hoping to achieve. To be clear, "Shop, Dine, Discover" is a great, concise slogan that works well as is.

Evanston: "Making connections, Building Visibility, Delivering Business Intelligence"

Elmhurst: "Promoting an environment that creates success for local businesses and the community"

Market Research – Storefront Ideas

Golf Simulator and Restaurant Appealing to High School and College Students

When surveying my friends on their favorite restaurants, almost none of them listed restaurants that are located within Hinsdale. Through my surveys, I found a few commonalities between the group's favorite restaurants. Mainly, the two qualities that stood out were pricing and late night availability. The most popular restaurant for Lyons Township students is DiNico's Pizza, located in downtown LaGrange. Their signature deal is 2 slices of pizza and a drink for $5 dollars, and has late night availability.

For Hinsdale Central students and graduates, there are several restaurants in the surrounding towns that consistently get their business over the restaurants in Hinsdale. Some notable examples include Portillo's in Willowbrook, Taco Grill in Westmont, and the aforementioned DiNico's. Looking at Portillo's, they are hugely popular amongst high school students for the simple factthat they are open one hour later than most of the restaurants in the area - staying open until 11 PM. This is especially appealing during football and basketball season, when games start at 7:30 and end around two hours later. Portillo's providing a place to congregate for an extra hour is very appealing to a high school student, more so than anything on their menu.

I attend school at University of Wisconsin-Madison, and in the past school year a bar/restaurant that features several golf simulator modules opened up on State Street, which is the equivalent of Hinsdale's main street. It has exploded in popularity, despite existing in an area with almost exclusively college students who don't have a lot of disposable income and do not generally fit in with the demographics of golf enthusiasts. When one thinks of how popular golf and golf culture is in Hinsdale and the surrounding areas, something similar to 7 iron Social would be a great way to take advantage of the strong golf community Hinsdale has, while also providing a fun night out.

Additonal Info

7 Iron Social Photos/Website

Website