



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 before to 4:30 p.m. on the day prior to 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 by phoning into the meeting at 312.667.4792 Conference Code 581537. If you have questions regarding communication to the Commission during the meeting, please contact Assistant Village Manager/Director of Public Safety Brad Bloom at 630.789.7007

**SPECIAL MEETING OF THE
ECONOMIC DEVELOPMENT COMMISSION
Wednesday, June 3, 2020
9:00 a.m.**

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- WAIVE
- 5. OLD BUSINESS**
- 6. NEW BUSINESS**
 - a) Shop Local/Welcome Back Campaigns-Calendar and Marketing pieces
 - b) Local Business Survey Results
- 7. OTHER BUSINESS/DISCUSSION ITEMS**
 - a) Retailer Sidewalk Access
 - b) Additional Ideas for driving business to local retailers
- 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.

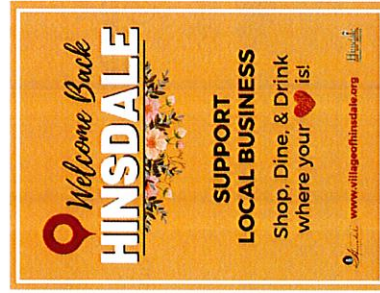
Visit the Village's Web Site at www.villageofhinsdale.org

Shop Local Marketing Execution Plan

Item 6A

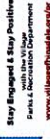
Print and Social Media

- X # of flyers distributed to each storefront. 11x16 for windows, 5x7 cashier desk (acrylic stand?)
- Banners on street posts
- Burlington Park signs
- Hinsdalean/Clarendon Courier Ads – ad and sticker
- Back of Hinsdale Park and Rec program booklet
- Flyer in Village mail to residents?
- Post on all Village and Chamber Instagram and Facebook pages and groups
- Digital badges for businesses and frames for residents on social media (full social media toolkit)
- Car Decals with Shop Local logo
- Postcards with Shop Local logo
- Water Bill Buck Slip
- #HinsdaleLovesLocal



Village, EDC & Chamber 6 Month Rolling Calendar

Item 6A

	Phase 2		Phase 3 (TBD)		Phase 4 (TBD)	
Tactic	April	May	June	July	August	September
Hinsdale To-Go Facebook Group						
To-Go Curbside Promotions			Father's Day Promotion		Back to School	
60 Second Survey to Businesses		60 Second SB Survey				
Virtual Restaurant Week						
Shop Local Marketing Campaign						
PROPOSE: Summertime Saturdays & Sundays Street Closures						
PROPOSE: Daily Sidewalk Shopping						
PROPOSE: Annual Sidewalk Sale						
PROPOSE: Hinsdale Garage Sale						Hinsdale Garage Sale @ new parking deck
PROPOSE: SB Virtual Workshops				Virtual Workshops		

60 Second Survey to Small Businesses

Item 6B

Hinsdale Small Business Feedback Request (60 seconds)

The Village of Hinsdale Economic Development Commission and the Hinsdale Chamber of Commerce are teaming up to better understand your business needs and reopening ideas. *Please take 60 seconds to complete this 5-question survey* to help us plan for a successful Hinsdale reopening. Summarized results of the survey will be available upon request.

1. Has your business applied for a Paycheck Protection Program (PPP) loan? **[Pick one]**

- Yes. Applied, approved and received PPP funds.
- Yes. Applied, approved, but have not yet received PPP funds.
- Yes. Applied, but waiting on approval and funding of PPP loan.
- Yes. Applied and was denied a PPP loan.
- No. Not yet but planning to apply for a PPP loan.
- No. Business is eligible but choosing not to apply for a PPP loan.
- No. Business is not eligible to apply for a PPP loan.
- No. I do not have enough information about the PPP loan program to know if I should apply.
- Other _____

2. Has your business applied for any other grants or loans since the start of COVID-19? **[Pick one]**

- Yes. Applied for loans at SBA and/or banks.
- Yes. Applied for Illinois and/or DuPage County funding.
- Yes. Other sources _____
- No. Additional funding not needed at this time
- No.

3. For workshop/seminar planning purposes, what type of information, professional development and/or consulting services would be most helpful to you? **[Pick 2]**

- Federal/State/Local Funding
- Website/E-commerce
- Social Media Marketing
- Financial Planning/Budgeting
- Cashflow Management
- Marketing/Sales Promotion
- Other _____

4. Which of the following Village events/activities would be most helpful to your business? **[Pick 5]**

- Shop Local Summer Campaign
- Welcome Back Week Promotional Campaign
- Downtown streets open for pedestrians only on weekends (3-4 streets TBD)

- Sidewalk shopping (racks/tables outside)
- Annual Sidewalk Sale
- Fall Garage Sale
- Back to School Promotional Campaign
- Father's Day Promotional Campaign
- Other _____

5. What other ideas or suggestions would like us to consider that would help the Village business community?

Describe: _____

Thank you for your input! Please provide your business information so we can categorize responses.

Type of Business: Add drop down menu of 5-10 major categories plus Other (Retail Goods, Restaurant, Fitness,

Spa & Salon, Personal Service, Office, Medical, Other)

Name of Business: _____

Email (Optional): _____

Survey Results

Item 6B

Q1

Q2

Q3

Q4

Q5

Q6

Q7

Q8

Q9

Q10

Q11

Q12

Q13

Q14

Q15

Q16

Q17

Q18

Q19

Q20

Q21

Q22

Q23

Q24

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Q294

Q295

Q296

Q297

Q298

Q299

Q300

Q301

Q302

Survey Results cont.

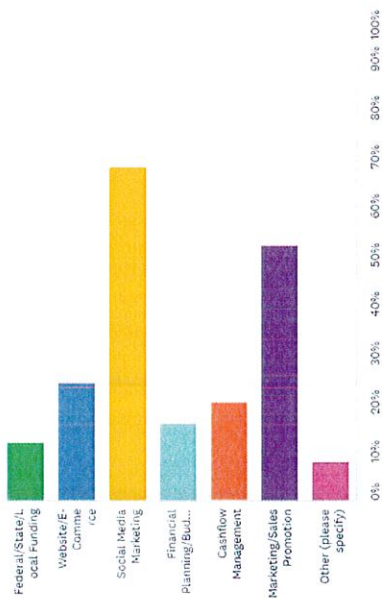
Item 6B

Q3

For workshop/seminar planning purposes, what type of information, professional development, and/or consulting services would be most helpful to you? (CHOOSE TWO)

Answered: 25 Skipped: 0

Customize Save as



ANSWER CHOICES

- Federal/State/Local Funding
- Website/E-Commerce
- Social Media Marketing
- Financial Planning/Budgeting
- Cashflow Management
- Marketing/Sales Promotion
- Other (please specify)

Total Respondents: 25

RESPONSES

- 12.00%
- 24.00%
- 68.00%
- 16.00%
- 20.00%
- 52.00%
- 8.00%

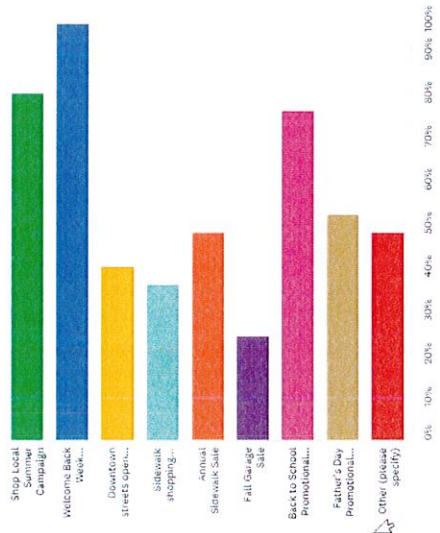
Responses

Q4

Which of the following Village events/activities would be most helpful to your business? (CHOOSE FIVE)

Answered: 25 Skipped: 0

Customize Save as



ANSWER CHOICES

- Shop Local Summer Campaign
- Welcome Back Week Promotional Campaign
- Downtown streets open for pedestrians only on weekends (3 to 4 streets TBD)
- Sidewalk shopping (racks/tables outside)
- Annual Sidewalk Sale
- Fall Garage Sale
- Back to School Promotional Campaign
- Father's Day Promotional Campaign
- Other (please specify)

Total Respondents: 25

RESPONSES

- 80.00%
- 96.00%
- 40.00%
- 36.00%
- 48.00%
- 24.00%
- 76.00%
- 52.00%
- 48.00%

Responses

Survey Results cont.

Item 6B

Q5

Save as

What other suggestions/ideas would you like us to consider that would help the Village business community?

Answered: 14 Skipped: 11

RESPONSES (14) WORD CLOUD TAGS (0)

Apply to word cloud

Search responses

Sentiments: OFF

Q

Showing 14 responses

To remember while we all see the need to get restaurants up and running - most were open partially by take out orders which was creating revenue for them. It seems the higher priority should have been the businesses and retail stores that were forced to shut down 100 percent of their businesses during covid thereby producing little to zero revenue.

5/21/2020 11:20 PM

View respondent's answers Add tags

Wellness campaign to benefit the health and wellness community

5/21/2020 1:51 PM

View respondent's answers Add tags

Nothing

5/19/2020 11:45 AM

View respondent's answers Add tags

Close street for all summer for businesses. Utilize one way for cars/curbside to still get through.

5/18/2020 10:56 PM

View respondent's answers Add tags

Lower property taxes so the building owners can lower rent, by lowering rent the merchants do not have to charge ridiculously high prices for their merchandise. Thus forcing shoppers to shop elsewhere.

5/18/2020 10:14 PM

View respondent's answers Add tags

Relaxed parking rules & regulations.

5/18/2020 4:03 PM

View respondent's answers Add tags

Help connect us now to schools, athletic teams, corporations using Gympass who would benefit from utilizing our awesome At Home Virtual Platform of workouts, seminars, health coaching and more! More about us: For 8 weeks, F4S has helped clients stay in shape, gain more energy and better focus while in quarantine. We pivoted to a virtual platform and added a Couch to Gym Low Impact program for those needing a gentle start back into fitness. Even after businesses open, many immune compromised people will not be able to re-enter public spaces so giving them access to fitness is truly the best gift we can offer. Lastly, many clients live alone and having access to our weekly health coaching Zoom sessions keep them mentally grounded, cared for in a like-minded community, and inspired to take care of their physical well-being. F4S is offering all of this on our virtual platform. Many thanks! F4S Strong, Lorraine Patel 312 909 9638

Consider free parking downtown during the weekends. Not closing streets

5/18/2020 3:27 PM

View respondent's answers Add tags

0/4

5/18/2020 3:19 PM

View respondent's answers Add tags

NA

5/18/2020 3:12 PM

View respondent's answers Add tags

Don't forget about the business in Gateway Square. Thank you!

5/18/2020 2:14 PM

View respondent's answers Add tags

Businesses appreciate the parking support (no parking tickets) during this time.

5/19/2020 1:46 PM

View respondent's answers Add tags

none

5/19/2020 1:42 PM

View respondent's answers Add tags

I would be interested in spearheading an organized outdoor fitness class schedule :)

5/19/2020 1:09 PM

View respondent's answers Add tags

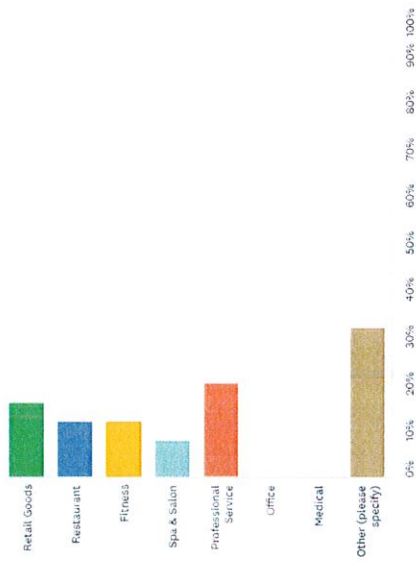
Survey Results cont.

Item 6B

Q6

Type of business

Answered: 25 Skipped: 0



ANSWER CHOICES

- ▶ Retail Goods
- ▶ Restaurant
- ▶ Fitness
- ▶ Spa & Salon
- ▶ Professional Service
- ▶ Office
- ▶ Medical
- ▶ Other (please specify)

TOTAL

RESPONSES

- 16.00%
- 12.00%
- 12.00%
- 8.00%
- 20.00%
- 0.00%
- 0.00%
- 32.00%

Responses

25

Businesses providing survey data:

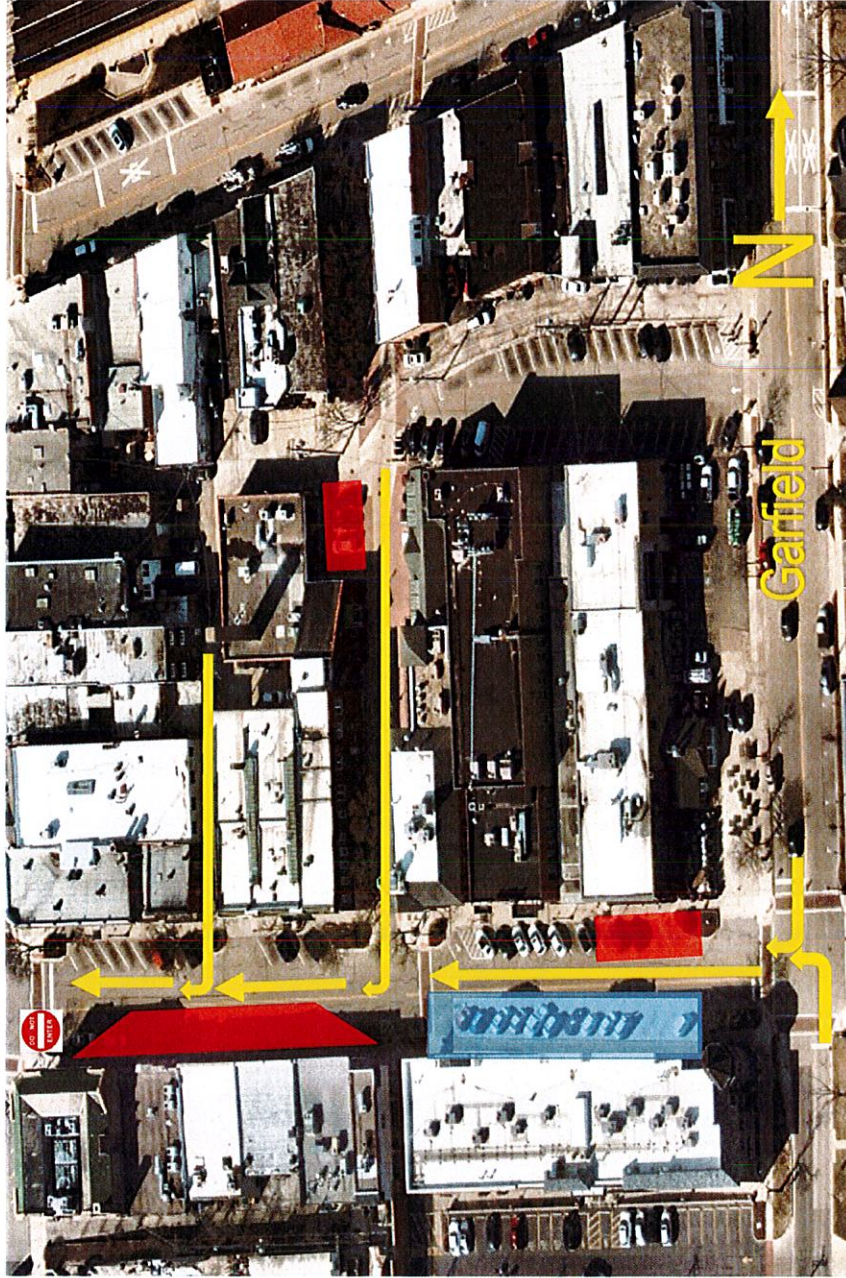
Toni Patisserie & Café
Work-Shop
Altamura Pizza
Freeze Fix/Cryoeffect
Orangetheory Fitness
Koshgarian Rug & Carpet Cleaners
Fuller House
Event Staffing by Paige
Holland Hardware
Kingswood Academy
Schramko Real Estate
F45 Training
Sweet William
Bellehaven Designs
Starbucks
The French Seam
i Design Salon
Babes & Beaus Model & Talent
Sweet Ali's
Lannert Homes
Vintage Charm
Inner Jasmine
Top Driver
Bank of America

Discussion Items

Item 7B

- Gather ideas: Please provide any additional ideas on how we can best drive awareness and foot traffic to our local small businesses, in particular our retailers and restaurants during Phase 3 and 4 of Covid-19.
 - Eyes and ears open to what other towns may be doing across the country
 - Social media ideas
 - Hearing needs from neighbors

First Street Traffic Plan- One way traffic

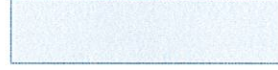


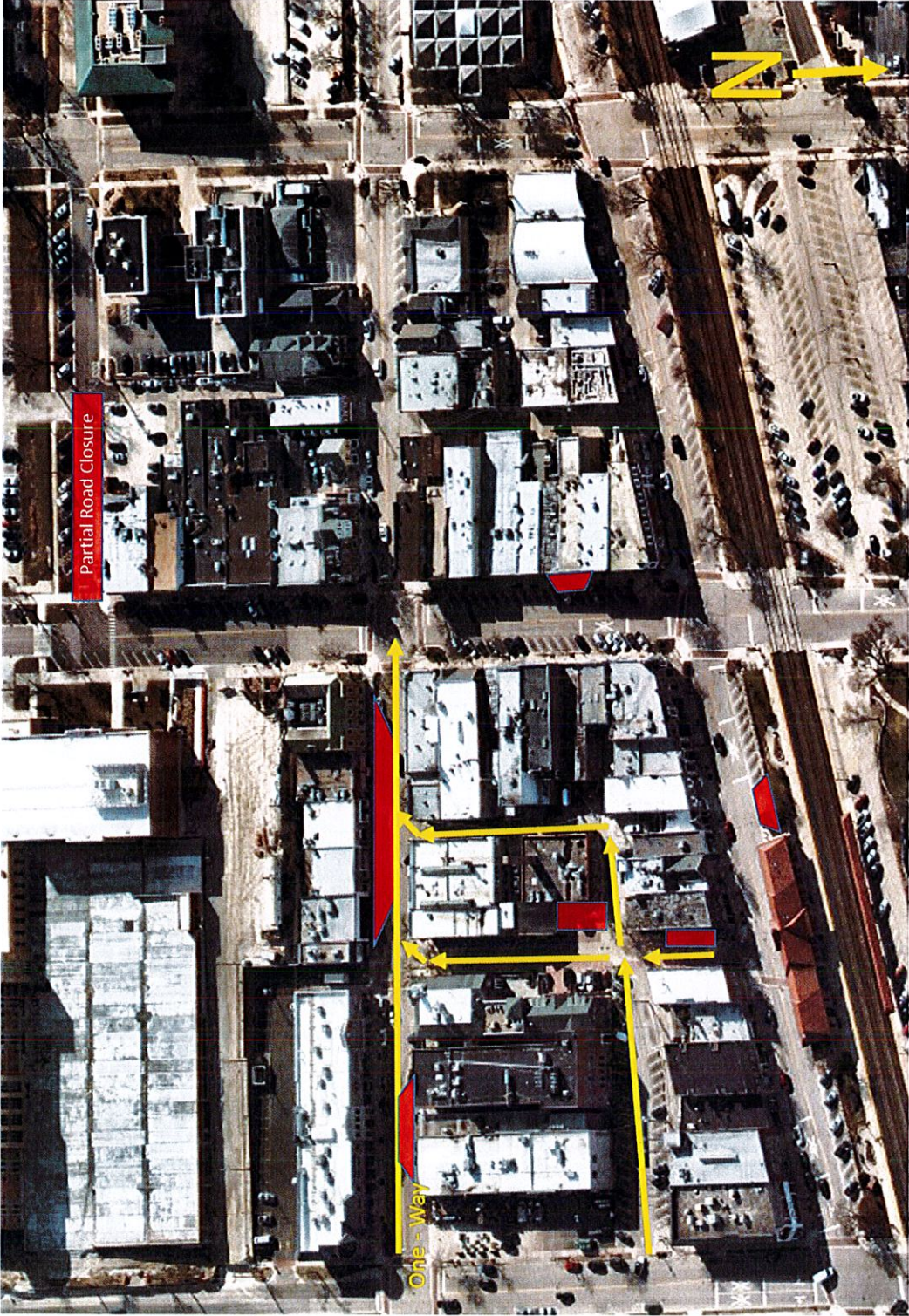
- Enclosed outdoor dining with use of concrete barrier



- One-way traffic flow

Conversion of 9 parallel parking spaces up to 14 angled parking spaces





Enclosed outdoor
dining with use of
concrete barrier



