



## MEETING AGENDA

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](mailto: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/87680660349?pwd=bGlzNHplSVN6VTJ4N0ovVFVhVHVNUT09>

OR

**US: 312-626-6799 Meeting ID: 876 8066 0349 Passcode: 587652**

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, May 19, 2021

8:45 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- Meeting November 18, 2020
5. OLD BUSINESS
  - a) Six Month Rolling Calendar Review
  - b) Restaurant Week Update
  - c) Faces to Places/Summer Campaign Update
  - d) Hinsdale Gift Card
  - e) Wellness Week Update
  - f) Hinsdale Business Information
6. NEW BUSINESS
  - a) CY Budget Planning Discussion 2022
7. OTHER BUSINESS/DISCUSSION ITEMS
  - a) DuPage Convention & Visitors Bureau Presentation
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 promptly Brad Bloom, ADA Coordinator, at 630-789-7007 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](http://www.villageofhinsdale.org)



4a.

**VILLAGE OF HINSDALE  
MINUTES OF THE MEETING  
ECONOMIC DEVELOPMENT COMMISSION  
Wednesday, November 18, 2020**



**CALL TO ORDER**

Chairman Sunderson called the meeting to order at 8:47am.

**ROLL CALL**

Present Electronically: Chairman Jill Sunderson, Commissioners Lyn Burgess, Richard Eck, Carrie Thangamani

Absent: Commissioners Michael Kiyosaki and Sue Tannura

Staff Present Electronically: Kathleen Gargano, Village Manager  
Brad Bloom, Assistant Village Manager/Director of Public Safety  
Christine Bruton, Village Clerk  
Heather Bereckis, Superintendent of Parks and Recreation  
Sammy Hanzel, Recreation Supervisor  
Maggie South, Administrative Assistant

Others Present Electronically: Gretchen Barnard, Hinsdale Chamber of Commerce Director  
Eva Field, Hinsdale Chamber of Commerce President and CEO  
Claudia Thornton, Hinsdale Chamber of Commerce Marketing Director  
Dan Grisko, Direct Advantage

Chairman Sunderson introduced new Commissioner Lyn Burgess to the Commission. Commissioner Burgess introduced herself and provided her background.

**PUBLIC COMMENT**

None.

**APPROVAL OF MINUTES**

**A. Approval of minutes- Meeting August 26, 2020**

Commissioner Eck made a motion to approve the minutes of the August meeting as presented. Commissioner Thangamani seconded the motion. A voice vote was called and all present were in favor. The motion passed.

**OLD BUSINESS**

**A. Six Month Rolling Calendar**

Ms. Bereckis presented the calendar. Currently, staff is in the midst of the Hinsdale To-Go and Shop Hinsdale for the Holidays campaigns. The Hinsdale for the Holidays campaign also includes a Secret Santa element. Many of those who have received Secret Santa gift cards are not Hinsdale residents, which is encouraging. Discussion regarding the status of the parking meters ensued. Thus far, feedback from the businesses regarding the Hinsdale for the Holidays and Small Business Spotlight campaigns has been positive at this time. The Shop Hinsdale for the Holidays campaign will be promoted in Hinsdale Living and The Hinsdelean through the end of December. The Small Business Spotlights are going through the eHinsdale and are posted on the Village website and Parks and Recreation, Fire, and Police social media accounts, as well as the Chamber of Commerce website and social media accounts. The Village is currently in the process of reviewing its social media policies. The Chamber of Commerce provided updates regarding the status of restaurants and retailers during the pandemic. Ms. Gargano explained that sales tax revenue and food and beverage tax numbers have been improving over the past few months, which is indicative of a positive turn. The Village Board did approve

an extension on outdoor dining through June of 2021. Staff will send out another survey to the local businesses in January 2021.

Staff is currently seeking guidance on how to transform the Shop Local campaign for the New Year. Staff is also exploring the option of hosting another virtual workshop. Staff would also like to promote new menus or new inventory in the new year. The Commission provided ideas for staff.

Upcoming events in March include Restaurant Week, which will either be virtual or in-person. The Hinsdale To-Go page is still active and transitions with the marketing pieces. Staff is promoting Take-Out Tuesdays. Restaurants can use the page to self-promote. Staff will send out a reminder to restaurants that they can utilize this page and work on a handout for restaurants.

### **B. Current Campaign Update**

This item was discussed as part of the Six Month Rolling Calendar.

### **C. Hinsdale Business Information Q1 & Q2**

Ms. Bereckis presented the current business mix. Staff has been in contact with Choose DuPage relating to the vacancies in the downtown. Hinsdale is still above what DuPage County considers a healthy amount of vacant businesses and is on the lower end of vacancies. Ms. Gargano provided more context to the occupancies and vacancies in the downtown. Businesses and residents are migrating from the city to the suburbs, and Hinsdale is a popular destination. The parking deck is a definite plus for attracting businesses. The Village will continue to invest in the downtown and making it a desirable location. There is a tremendous amount of interest from businesses in coming to Hinsdale.

Ms. Bereckis presented the sales tax revenue report. Staff noted a slight increase in household improvement and home goods. There have not been any significant drops in sales tax revenue.

Ms. Bereckis presented the current EDC marketing budget. Staff will do more work in house, but there will be an increase in spending for social media and digital promotion, particularly in Restaurant Week. Mr. Grisko has suggested that the Village not pay him a retainer going forward, and instead pay him on an as-needed basis. The Commission discussed moving Restaurant Week to later in the year to encourage outdoor dining, as well as ways to encourage outdoor dining through the winter.

The Christmas Walk has officially been cancelled. The Village will be holding a Virtual Tree Lighting. Parks and Recreation will be hosting Socially Distant Pictures with Santa and the holiday carriage rides.

### **NEW BUSINESS**

None.

### **OTHER BUSINESS/DISCUSSION ITEMS**

Going forward, meetings will be held quarterly as usual at 8:45am.

### **ADJOURNMENT**

A motion to adjourn was made by Commissioner Eck. Commissioner Burgess seconded the motion. A voice vote was called and all present were in favor. The meeting was adjourned at 9:36am.

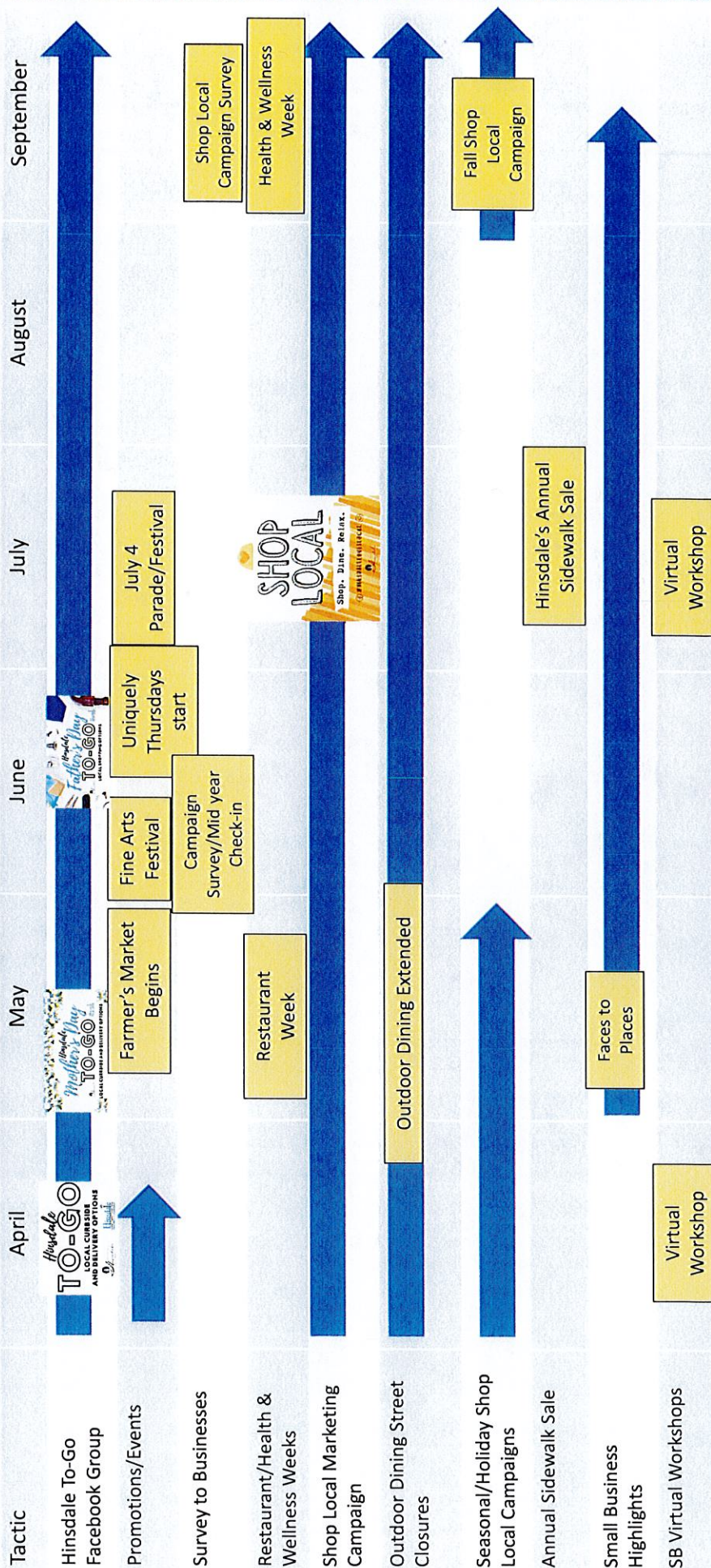
ATTEST:

\_\_\_\_\_  
Maggie South, Administrative Assistant



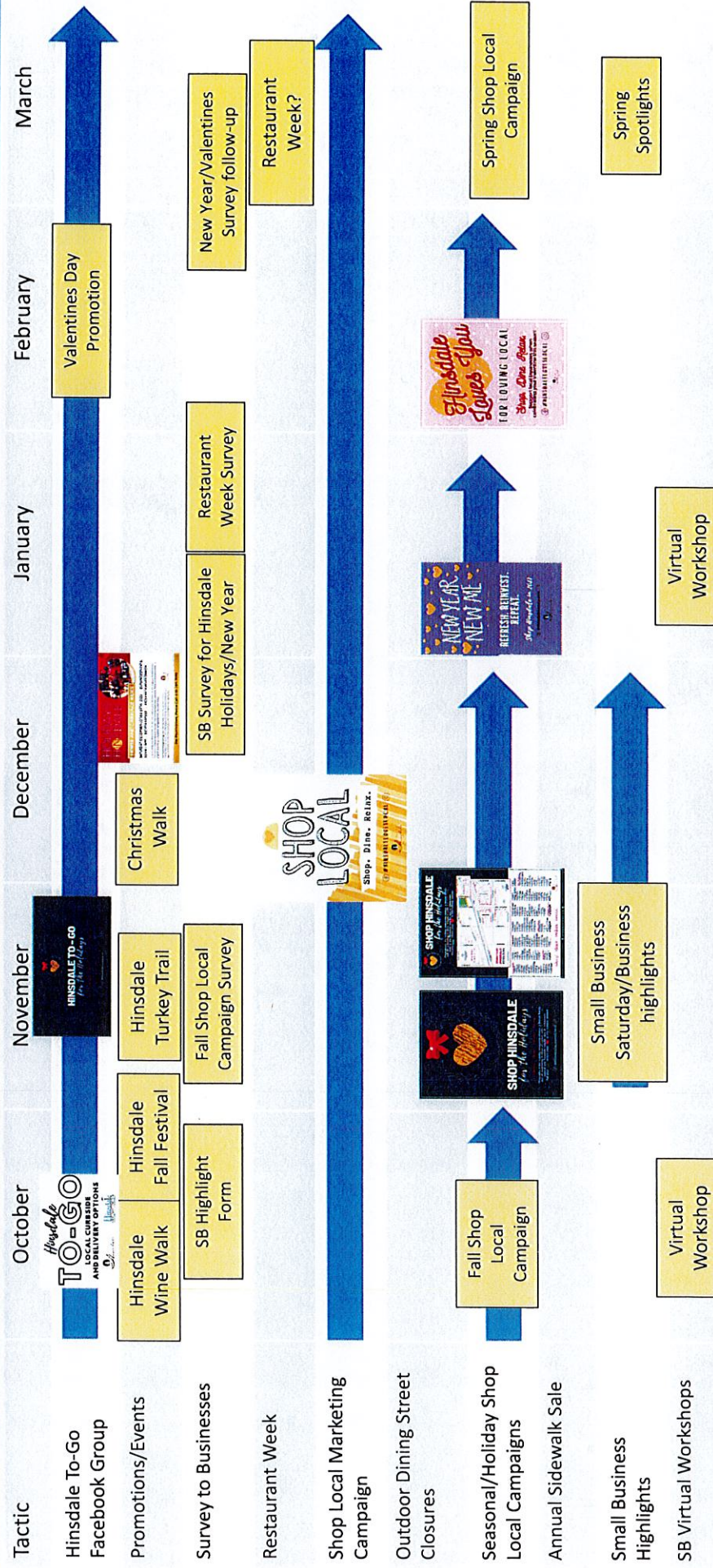
# Village, EDC & Chamber 12 Month Rolling Calendar 2021

## Phase 4/Bridge Phase continued





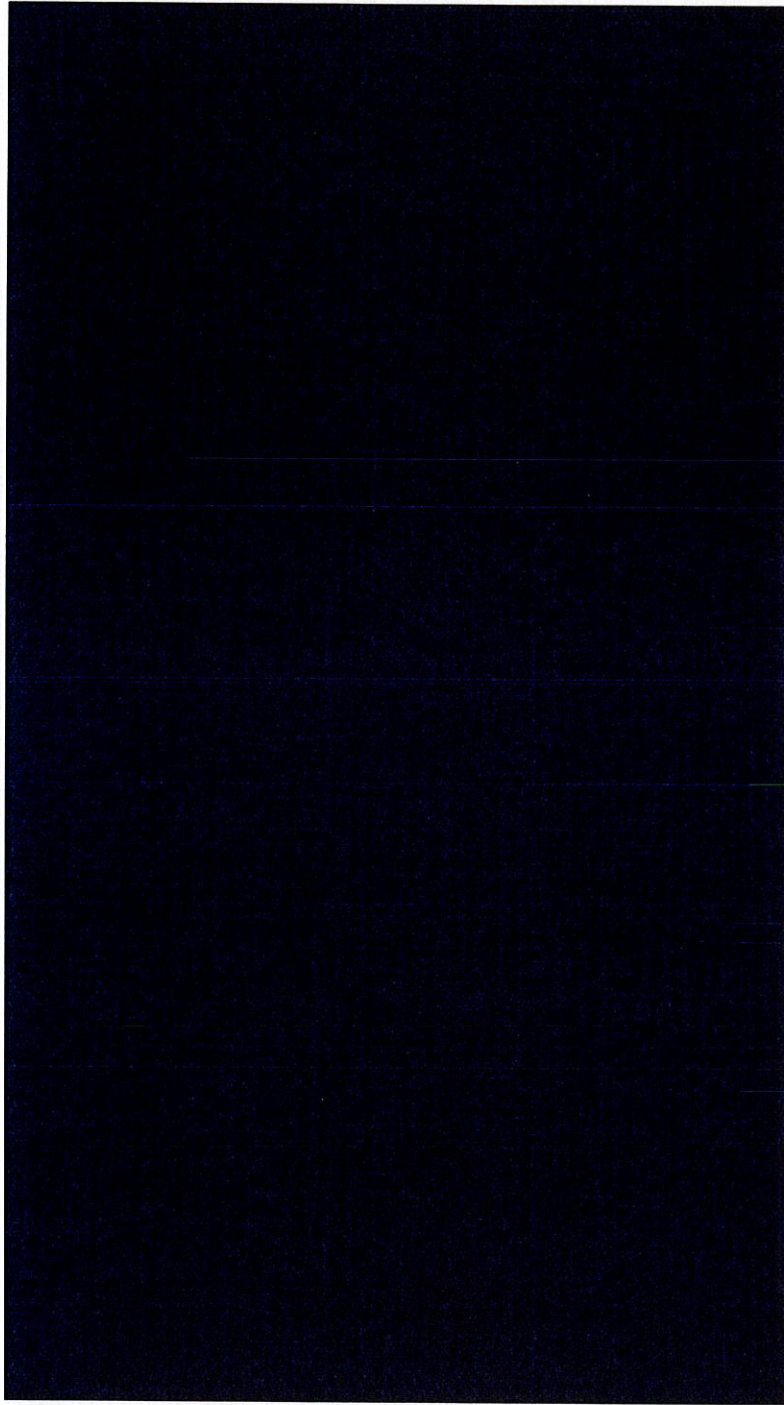
## Bridge Phase/Phase 5?





## 2021 Restaurant Week Updates – May 14-23

Promotional Video







# Faces to Places

HINSDALE'S LOCAL



**Hinsdale's**  
**FACE TO PLACE**


The friendly faces and hardworking individuals in our local business community are what make Hinsdale a great place to live and shop! We want to showcase just that...

The Village will feature these amazing individuals in our upcoming Face to Place campaign. A different local business owner or employee will be featured every week, FOR FREE, on social media, our website and via Village e-newsletters.

To be featured and tell your businesses' story, complete the brief form at [villageofhinsdale.org/facetoplace](http://villageofhinsdale.org/facetoplace) or email [shanice@villageofhinsdale.org](mailto:shanice@villageofhinsdale.org) #HinsdaleLovesLocal



*We want to meet you!*

**Hinsdale's**  
**FACE TO PLACE**

**YOUR**  
  
**DESIGN HERE**

*Meet Pete*

**PROUD OWNER OF**  
**RESTAURANT MAHI**  
 49 S. WASHINGTON

**FACE TO PLACE**

Shop. Dine. Relax. Local.

## Faces to Places

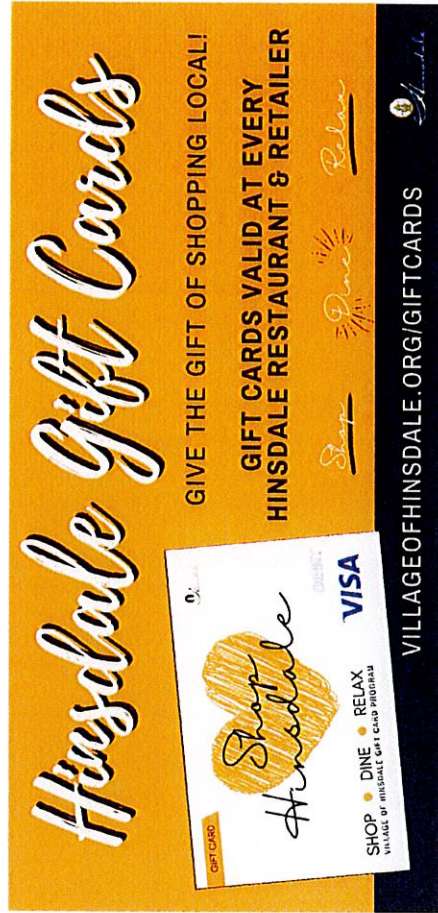
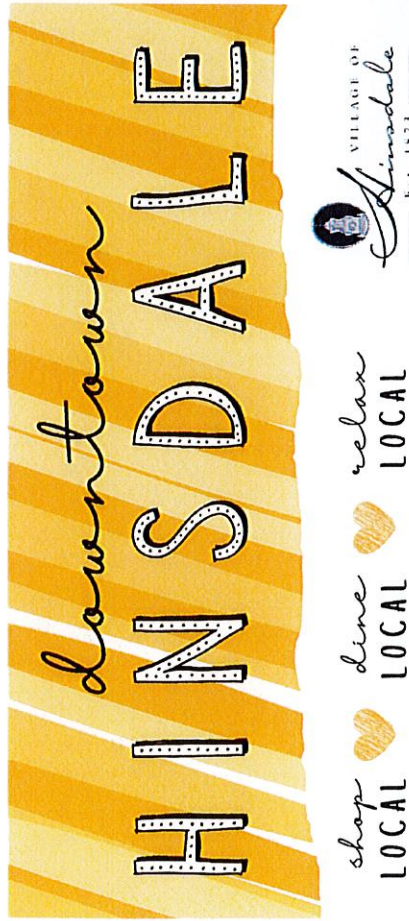
- Announcement included in EDC e-blast (May 5)
- Intent is to gather info via form, and take photos with the frame onsite
- Highlighted in e-news, on website, and on social media
- Form available on Village Website
  - <https://www.villageofhinsdale.org/business/face-to-place.php>







## Outdoor Dining Barricade Covers





## Inaugural Health & Wellness Week- September 17-26

**HEALTH + WELLNESS**  
week  
SEPT 17-26

Support Hinsdale's health & wellness industry during our first ever Hinsdale Health & Wellness Week. Take advantage of specials at participating establishments! Through the active pursuit of healthy habits, you will attain better physical, social, & mental well-being. Encourage yourself to thrive, not just survive!

@ #HinsdaleLovesHealthy®  
villageofhinsdale.org/wellnessweek  
Hinsdale  
A VILLAGE OF ILLINOIS

Supporting Hinsdale's health & wellness industry. Encouraging the community to take advantage of specials at participating establishments.

### Tagline

Through the active pursuit of healthy habits, you will attain better physical, social, & mental well-being. Encourage yourself to thrive, not just survive.

### Sub-Committee

- Local Business Owners- Katya Sidelnik & Lisa Romberger
- Village Staff- Heather Bereckis & Sammy Hanzel
- Chamber Staff- Eva Field & Claudia Thornton
- EDC Members-Jill Sunderson & Mike Kiyosaki

### Next Steps

- Collecting Participating Business information
- Press Release
- Creating Marketing Plan
- Next Meeting June 9<sup>th</sup>, 11am



## Hinsdale Businesses New/Closed

Hinsdale Businesses New/Closed				Type
Name	New	Closed	Address	
Kaehler Luggage		X	28 E. 1st St	Retail
Hinsdale Furriers		X	33 E. 1st St	Clothier
Burdi Clothing	X		24 W. Hinsdale Ave	Clothier
Harry & Eddie's		X	29 E. 1st St.	Restaurant
Circa Lighting	X		26 E. 1st St.	Home Goods
Favorite	X		50 S. Washington	Retail
Campus Colors		X	777 N. York Rd	Clothier
Turkoise		X	10 E. 1st St.	Home Goods
Frederick Lynn Haberdashery	X		33 E. 1st St	Clothier
Egg Harbor	X	X	moved to 29 E. 1st St.	Restaurant
Meredith Jaye	X		48 S Washington St.	Clothier
Expressions Galleries of Fine Art	X	X	moved to 10 E. 1st St.	Retail

## 2021 Marketing Budget

### Proposed Budget- CY 2021

Date	Type of Advertising	Cost
Ongoing	Video Updates	\$ 4,000
Ongoing	Social Media promotion and updated photos	\$ 4,000
Ongoing	Quarterly Educational Event	\$ 0
Ongoing	Village Promotional Digital Ads	\$ 7,500
March	Restaurant Week	\$ 20,000
October	Hinsdale Wine Walk	\$ 1,000
November	Small Business Saturday Promotion	\$ 500
December	Hinsdale For The Holidays	\$ 14,000
December	Holidays Lights and Decorations	\$ 28,000
Ongoing	Shop Local Campaigns/Print Marketing	\$ 7,500
Ongoing	Direct Advantage Production Items	\$ 3,500
	<b>Total 2020 Marketing Budget:</b>	<b>\$ 90,000</b>



## Future Meeting Dates

It is proposed that the Economic Development Commission meets on the third Wednesday of the second month of each quarter at 8:45 a.m.

### **Proposed 2021 Meeting Dates**

- August 25, 2021
- November 17, 2021