



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 before 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/88156770582?pwd=ZHlrRTBtVXN1UllFZXVLZFh3Ri93QT09>

OR

US: 312-626-6799 Meeting ID: 881 5677 0582 Passcode: 214301

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 25, 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 May 19, 2021
5. OLD BUSINESS
 - a) Six Month Rolling Calendar Review
 - b) Faces to Places/Summer Campaign Update
 - c) Hinsdale Gift Card Update
 - d) Wellness Week Update
 - e) Hinsdale Business Information
6. NEW BUSINESS
 - a) Wine Walk Update
 - b) Hinsdale for the Holidays
7. OTHER BUSINESS/DISCUSSION ITEMS
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.

VILLAGE OF HINSDALE
MINUTE OF THE MEETING
ECONOMIC DEVELOPMENT COMMISSION
Wednesday, May 19, 2021

DRAFT

1. CALL TO ORDER

Chairman Sunderson called the meeting to order at 8:45am.

2. ROLL CALL

Present Electronically: Chairman Jill Sunderson, Commissioners Richard Eck, Michael Kiyosaki, Carrie Thangamani and Angela Lavelli

Absent: Commissioners Lyn Burgess and Sue Tannura

Staff Present Electronically: Brad Bloom, Assistant Village Manager and Director of Public Safety
Heather Bereckis, Superintendent of Parks and Recreation
Sammy Hanzel, Recreation and Marketing Communications Manager
Joey Quarino, Parks and Recreation Intern
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
Beth Marchetti, DuPage Convention and Visitors Bureau

3. PUBLIC COMMENT

None.

4. APPROVAL OF MINUTES

a) Approval of minutes- Meeting November 18, 2020

Commissioner Kiyosaki motioned to approve the minutes of the November meeting as presented. Commissioner Lavelli seconded the motion. A voice vote was called and all were in favor. The motion carried.

5. OLD BUSINESS

a) Six Month Rolling Calendar Review

Ms. Bereckis provided an update on the rolling calendar. Staff has added a Wellness Week as well as a Faces to Places campaign. Outdoor dining has been extended and staff has ordered covers for the concrete barriers to promote outdoor dining.

b) Restaurant Week Update

Ms. Bereckis showed the Commission a snippet of the promotional video that Mr. Grisko put together for Restaurant Week. Mr. Grisko updated the Commission on the status of Restaurant Week, which is ongoing at this time. He will provide metric updates on website hits and event status after the event, but at this stage results look promising. Feedback has been positive.

c) Faces to Places/Summer Campaign Update

Ms. Bereckis showed the Commission the Summer marketing materials, which will be distributed and posted in several different places. Staff will be beginning a Faces to Places campaign to highlight small

businesses in the community.

d) Hinsdale Gift Card

The Village will begin selling Village gift cards to encourage people to Shop Local in the coming weeks and a marketing campaign has been put together to promote them. Gift cards can be purchased online or in person. Commissioner Thangamani recommended selling the plastics at the Farmer's Market or Uniquely Thursdays.

e) Wellness Week Update

Ms. Bereckis presented the information for Wellness Week (September 17-26). The rollout of this event will be related to the Farmer's Market. Staff is working on collecting information for participating businesses. This event will be focused on fitness studios, spas, and salons.

f) Hinsdale Business Information

Ms. Bereckis provided an update on newly opened and closed businesses in town.

6. NEW BUSINESS

a) CY Budget Planning Discussion 2022

Commissioner Sunderson called attention to the upcoming holiday season and requested input from the Commission on what the Village and Commission can do to improve in the coming years.

7. OTHER BUSINESS/DISCUSSION ITEMS

a) DuPage Convention & Visitors Bureau Presentation

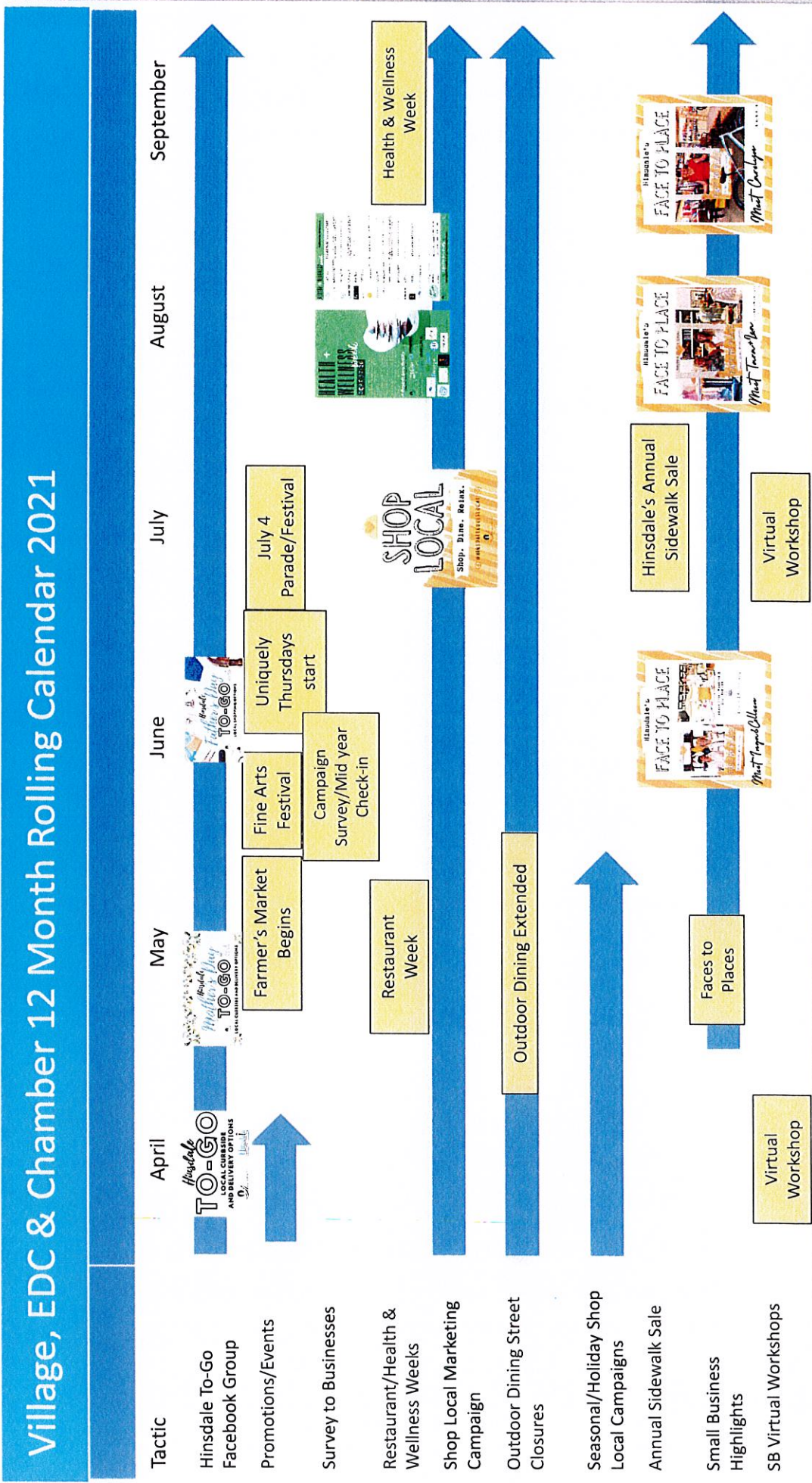
Beth from the DuPage Convention and Visitors Bureau presented an overview of what the Bureau does for communities in DuPage County and as well as an in-depth breakdown of revenues generated in the County and the importance of supporting businesses in the County. She also provided a proposal on the relationship Hinsdale could have with the Bureau.

8. Adjournment

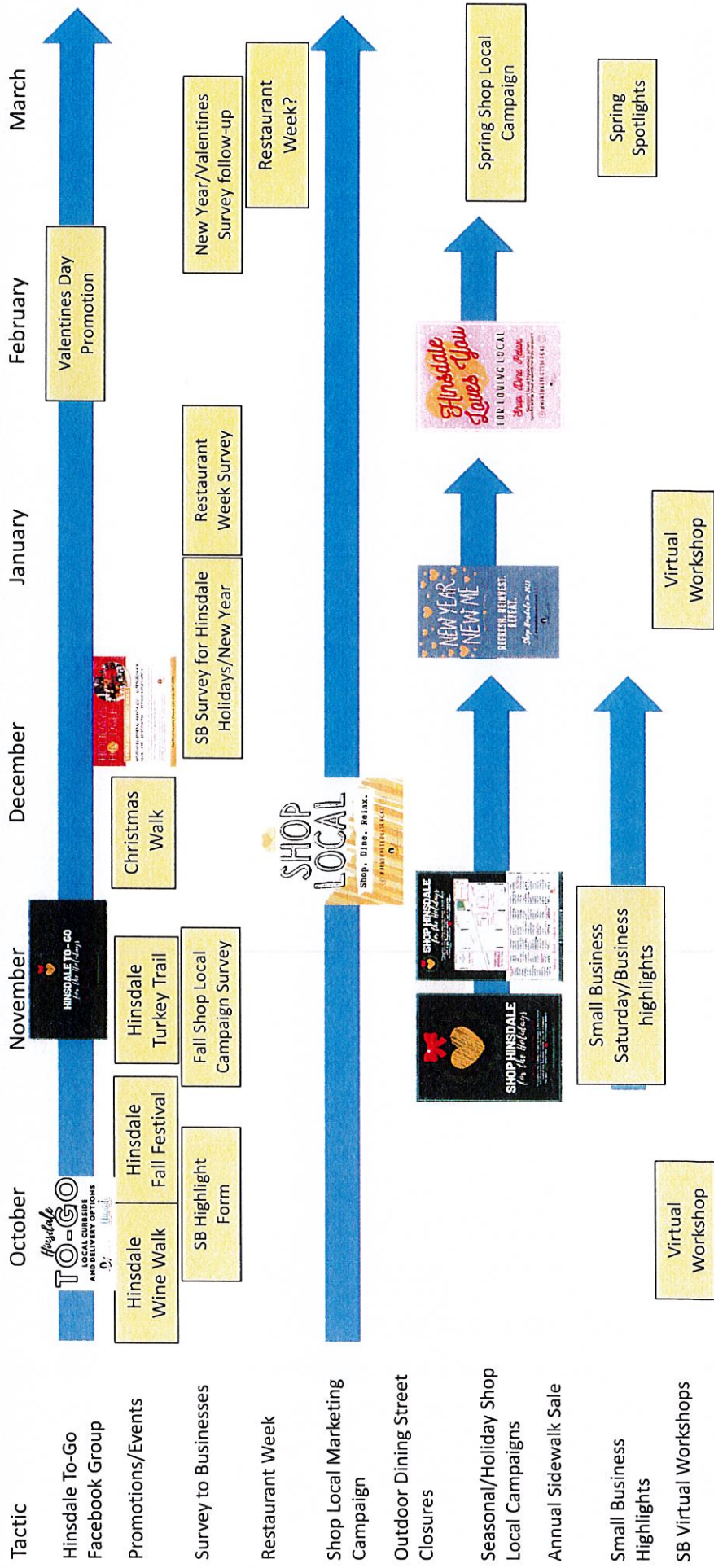
Commissioner Thangamani motioned to adjourn the meeting at 9:46am. Commissioner Kiyosaki seconded the motion. A voice vote was called and all were in favor. The motion carried. The meeting was adjourned at 9:46am.

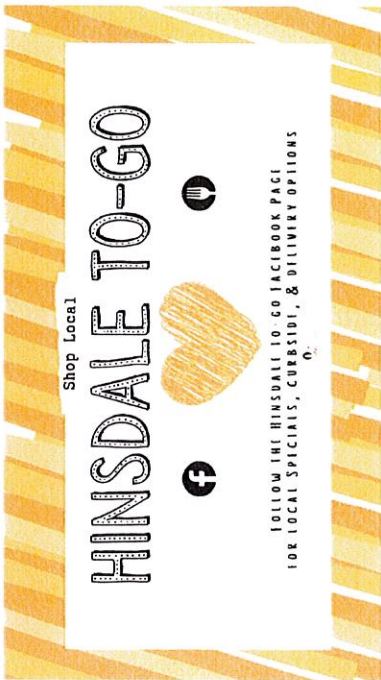
ATTEST:

Maggie South, Administrative Assistant



Village, EDC & Chamber 12 Month Rolling Calendar 2021/2022





SHOP LOCAL

Shop. Dine. Relax.



Shop. Dine. Relax.



#HINDALLOVISLOCAL

Marketing

- Hinsdalean Ads Monthly
- Light pole Banners
- Burlington Poster
- Water Bill Buck Slip
(below)
- TO-GO Page
- Social Media
- E-News
- Village Website
- Flyers to Businesses

SHOPPING LOCAL IS SIMPLE!



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/faceto-place or email chris@villageofhinsdale.org

#HinsdaleLovesLocal

We want to meet you!

YOUR DESIGN HERE

Meet Pete

PROUD OWNER OF
RESTAURANT NAMI
901 N. WASHINGTON

FACE TO PLACE

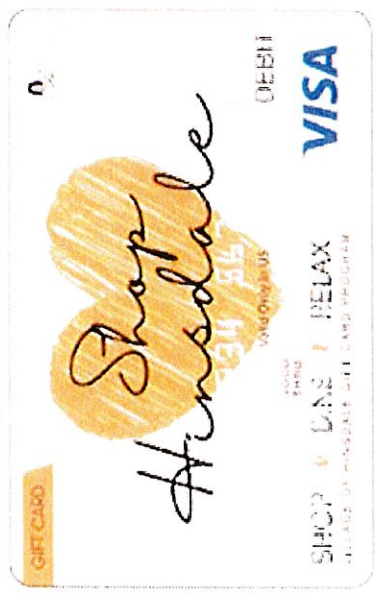
Shop. Dine. Relax. Local.

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>

Hinsdale Gift Card www.villageofhinsdale.org/giftcards



Marketing

- Hinsdale Ads monthly
- Social Media
- Village website
- Outdoor Dining Barrier Covers
- Burlington Poster
- E-news/email blasts
- Business postcard displays
- School Virtual Backpack/PTO

To: *From Amount*

9

The Village of Hinsdale is not responsible for the loss or theft of a gift card. If a gift card is lost or stolen, the cardholder should contact the Village of Hinsdale immediately. The Village of Hinsdale is not responsible for the loss or theft of a gift card. If a gift card is lost or stolen, the cardholder should contact the Village of Hinsdale immediately.

OTHER	NON-REDEMPTIBLE FEE	NO CHARGE	NO CHARGE
ADDITIONAL CARD	\$2.95	NO CHARGE	NO CHARGE
REDEMPTION	\$2.95	NO CHARGE	NO CHARGE

GIFT CARD FEE SUMMARY



A GIFT FOR YOU

WWW.VILLAGEOFHINSDALE.ORG





NOW AVAILABLE

GIVE THE GIFT OF SHOPPING LOCAL!

GIFT CARDS VALID AT EVERY HINSDALE RESTAURANT & RETAILER

PURCHASE ONLINE or AT VILLAGE HALL








VILLAGEOFHINSDALE.ORG/GIFTCARDS

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

HEALTH + WELLNESS week

BUSINESS SPECIALS

Barre Bunks 700 N. York Road Hinsdale, IL 60521 255 Park Avenue #222	CH 111 W. Chicago Avenue #200	CRYOEFFECT 2400 East 1st Ave Chicago, IL 60611	Cenergie 1800 N. York Road #110	Life Insight 111 S. York Street	Myrehab 111 S. York Street	SHRED4US 330 East Ogden
1. Complimentary 45-min private massage & wellness consult. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value. 2. 30% off body wrap. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value.	30% off body wrap. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value.	1. 1-week complimentary 45-min private massage & wellness consult. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value. 2. 30% off body wrap. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value.	1. 1-week complimentary 45-min private massage & wellness consult. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value. 2. 30% off body wrap. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value.	1. 1-week complimentary 45-min private massage & wellness consult. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value. 2. 30% off body wrap. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value.	1. 1-week complimentary 45-min private massage & wellness consult. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value. 2. 30% off body wrap. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value.	1. 1-week complimentary 45-min private massage & wellness consult. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value. 2. 30% off body wrap. Book by 9/17 or 9/24. 1st & 2nd time only. \$100 value.

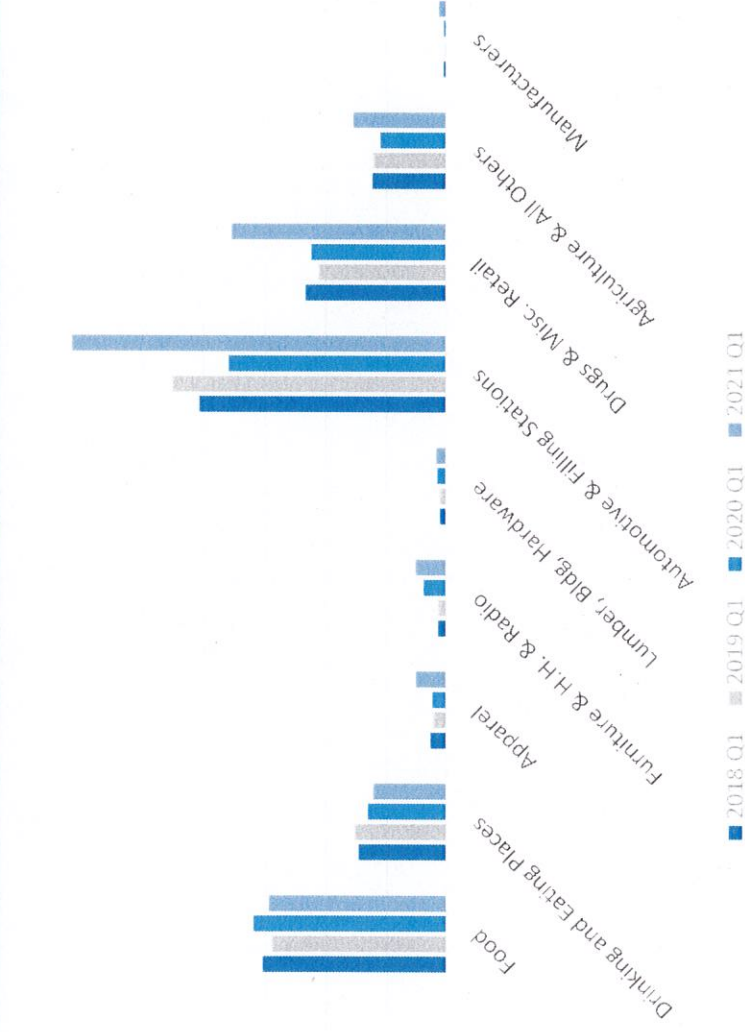
HEALTH + WELLNESS week											
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
AUGUST MARKETING CALENDAR											
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					
SEPTEMBER MARKETING CALENDAR											
1	2	3	4	5	6	7	8	9	10	11	12
13	14	15	16	17	18	19	20	21	22	23	24
25	26	27	28	29	30	31					

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

Hinsdale Businesses New/Closed

Hinsdale Businesses New/Closed					Notes
Name	New	Closed	Address	Type	
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	Formerly Nick's Silver Shears
Milt & Mike's Barber Parlor	X		32 E. Hinsdale Ave	Retail	
Virgil Catherine Gallery	X		45 S. Washington St	Retail	

Sales Tax Revenue



When comparing the totals from Q1 2020 to Q1 2021, the Village of Hinsdale's sales tax revenue increased by \$221,498.30. Overall in Q1 2021 total state sales tax revenue* equaled \$838,083.41, and equaled \$616,585.11 in 2020. Q1 from 2018 and 2019 are included for reference.

* Does not include Non-Home Rule Sales Tax

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.

Remaining 2021 Meeting Dates

- November 17, 2021