



MEETING AGENDA

ECONOMIC DEVELOPMENT COMMISSION

Wednesday, February 16, 2022

8:45 a.m.

Memorial Hall Board Room

(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 17, 2021
5. OLD BUSINESS
 - a) Rolling calendar review
 - b) Shop local campaign update
 - c) Marketing Seminar review
 - d) Hinsdale business information review
 - e) 2022 meeting schedule
6. NEW BUSINESS
7. OTHER BUSINESS/DISCUSSION ITEMS
 - a) Restaurant Week 2022
 - b) Spring Business Highlights
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

4a.

**VILLAGE OF HINSDALE
MINUTES OF THE MEETING
ECONOMIC DEVELOPMENT COMMISSION
Wednesday, November 17, 2021**

DRAFT

CALL TO ORDER

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

ROLL CALL

Present:	Chairman Jill Sunderson, Commissioners Natalie Schied, Ly Burgess, Angela Lavelli, Richard Eck, and Carrie Thangamani
Absent:	Commissioner Michael Kiyosaki
Others Present:	Gretchen Barnard, Hinsdale Chamber of Commerce Director
Staff Present:	Heather Bereckis, Superintendent of Parks & Recreation Bethany Salmon, Village Planner Sammy Hanzel, Recreation & Marketing Communications Manager Maggie South, Administrative Assistant

New Commission Member Introduction-Natalie Scheid

Commissioner Schied introduced herself to the Commission and described her qualifications to the Commission. Ms. Bereckis also introduced Ms. Salmon to the Commission.

PUBLIC COMMENT

None.

APPROVAL OF MINUTES

A. Approval of minutes- Meeting August 25, 2021

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

OLD BUSINESS

A. Rolling calendar review

Ms. Bereckis presented the rolling calendar and highlighted the first six months of the year. Ongoing campaigns include Faces to Places, and upcoming events include Hinsdale for the Holidays, a small business spotlight, and New Years and Valentine's campaigns.

B. Current campaigns review

Ms. Bereckis reviewed the current campaigns, including Shop Local and Faces to Places. Feedback has been positive. Interested parties can contact the Village or have been approached in person by staff and Commission members to participate. Staff would like to see the program expand. The Facebook page has become the Village of Hinsdale page and it is verified. The Shop Local campaign was redesigned for 2021 and Ms. Bereckis sought feedback for the coming year. Staff will look at refreshing the campaign for 2022.

C. Hinsdale gift card update

Gift cards are still selling well. All of the gift cards have been spent in Hinsdale thus far. The Commission directed staff to place a gift card ad in the Hinsdalean for the holidays and Small Business Saturday. The current agreement expires in May, so this item will be brought forward to the Commission in 2022 for further consideration.

D. Wellness Week review

16 total businesses participated in Wellness Week. Although the kick-off event was rained out, the event was a success. Ms. Bereckis would like to expand this event and has budgeted it for 2022.

DRAFT

E. Hinsdale business information review

New businesses include Mirabella Home. Frederick Lyn Haberdashery was approved for exterior improvements and has begun work on the interior improvements. The Commission and staff discussed potential uses for the first floor of the store. Retail occupancy is very high, at 98.7%. Office occupancy is at 89.7%.

F. Wine Walk review

Ms. Barnard provided an update on Wine Walk. All 500 tickets sold out within two weeks. The retailers and restaurants were happy with the event, and participants were shopping and dining in Hinsdale. Participating businesses are not interested in hosting a second walk, so the Chamber will continue status quo for 2022. From a Village and police stand point, there were no major issues. A portion of ticket sales goes to charity, and the remainder is used to help the Chamber put on their events and pay for the wine for the event.

G. Hinsdale for the Holidays update

Holidays in Hinsdale is returning. The Christmas Tree Lighting and Christmas Walk will take place on December 3. Holidays in Hinsdale will be on December 11 and 18 in Burlington Park, with carriage rides, cookie decorating, and visits with Santa.

The Commission discussed the parking meters and crime in the community. Ms. Bereckis will follow up with Chief King and Mr. Bloom.

NEW BUSINESS

A. 2022 Budget allotment review

Ms. Bereckis presented the 2022 marketing budget. The holiday lights are being updated and could be expanded for the coming years. The Commission discussed offering trees to decorate for businesses or community groups. The budget for Wellness Week was increased and staff will look for a sponsor for additional funds.

OTHER BUSINESS/DISCUSSION ITEMS

A. 2022 campaigns and seminar discussion

Ms. Bereckis presented the Window Wonderland presentation for storefronts to create a "Macy's" feel for the windows in the downtown as an added element for Christmas Walk. Staff will explore the possibility of serving alcohol at the Christmas Walk in 2022.

An influencer marketing seminar will be held in January for interested businesses.

B. Updated entry marker and wayfinding signs

Ms. Bereckis and Ms. Salmon presented the replacement signs for the Village entry signs and wayfinding signs. The new signs match the existing downtown branding. New street marker and corner signs will also be installed in the Robbins Park Historic District. Landscape improvements have also been budgeted for the parking deck and the walkway by the Chamber offices and permanent outdoor dining opportunities and planning.

C. 2021 Q3 Economic Indicators report from Choose DuPage

Ms. Bereckis presented the report to the Commission.

D. 2022 meeting schedule

Ms. Bereckis presented the 2022 meeting schedule. The Commission will continue to meet quarterly. The proposed dates are February 16, May 18, August 17, and November 16. The Commission indicated that August 24th would be a preferred date for the August meeting. All meetings would be held at 8:45am.

ADJOURNMENT

There being no further business before the Commission, Commissioner Lavelli motioned to adjourn the meeting. Commissioner Thangamani seconded the motion. A voice vote was called and all were in favor. The meeting was adjourned at 9:49am.

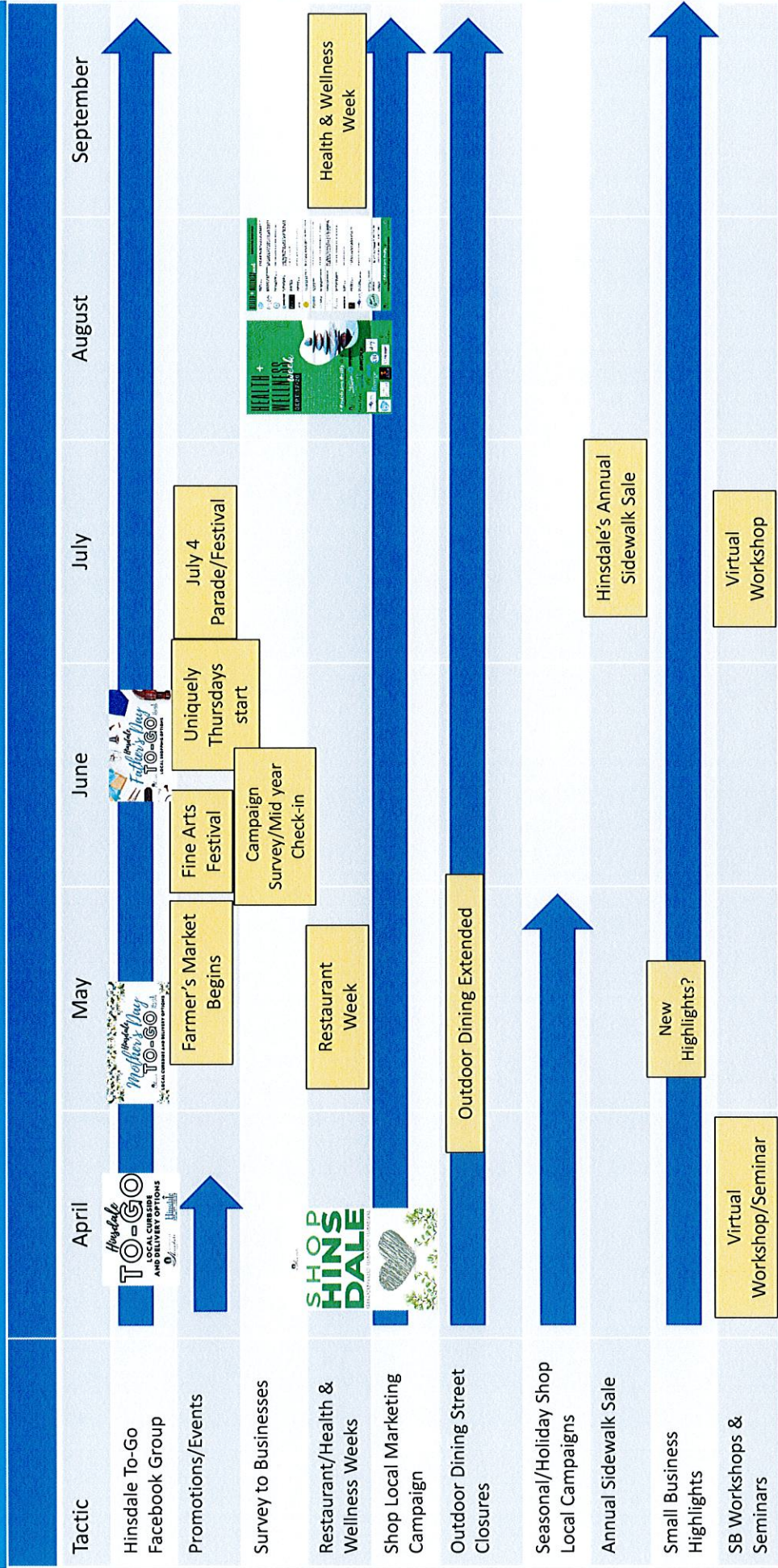
ATTEST:

Maggie South, Administrative Assistant

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

Tactic	October	November	December	January	February	March
Hinsdale To-Go Facebook Group						
Promotions/Events	Hinsdale Wine Walk Hinsdale Fall Festival	Hinsdale Turkey Trail	Christmas Walk			
Survey to Businesses				SB Survey for Hinsdale Holidays		
Restaurant Week						
Shop Local Marketing Campaign						
Outdoor Dining Street Closures						
Seasonal/Holiday Shop Local Campaigns		 		 		
Annual Sidewalk Sale	Hinsdale's Annual Fall Sidewalk Sale					
Small Business Highlights		Faces to Places con't				Create New Small Business Spotlights?
SB Virtual Workshops						

Village, EDC & Chamber 12 Month Rolling Calendar 2022



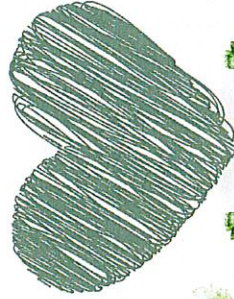
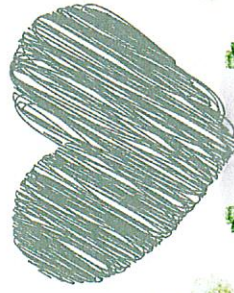
Ongoing Shop Local Campaign



SHOP
HINSDALE
HINSDALE LOVES LOCAL



DINE
HINSDALE
HINSDALE LOVES LOCAL



Relax and Play versions to be added.

Marketing

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

Influencer Marketing Seminar

Village of Hinsdale EDC
A.M. SEMINAR SERIES

INFLUENCER MARKETING 101
Wednesday, January 19, 2022
9:00am - 10:00am | FREE ZOOM SEMINAR

Sassy Confetti

SPEAKER: Alex Stewart of Sassy Confetti
Alex Stewart is a Chicago Blogger, owner of Sassy Confetti. She is a blogger and social media influencer focusing on every corner of the lifestyle market.

In this webinar, Alex dives in on what exactly "influencing" is, and what professional influencers provide for clients - from contract to execution and data delivery.

Alex will discuss how to best use an influencer to market your product, and what you should expect and look for when hiring an influencer to help grow your business.

An opportunity will be held at the end of the seminar for a Q&A with Alex.

CONNECT WITH ALEX & SASSY CONFETTI:
Blog - sassyconfetti.com
Instagram - @SassyConfetti
Facebook - @SassyConfetti
Pinterest - www.pinterest.com/sassyconfetti

Have a topic you'd like to learn about?
Contact the Village of Hinsdale with topic suggestions, or questions about this series. shirley@villageofhinsdale.org or (630)769-7027

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www.villageofhinsdale.org

- 15 total participants
 - Hinsdale community members and businesses as well as other local organizations
- High level of engagement and interaction compared to previous seminars
- Feedback asked for more social media forward workshops
 - Possibly one on creating engaging content/ how to create content

Hinsdale Businesses New/Closed

Hinsdale Businesses New/Closed				
Name	New	Closed	Address	Type
Marabella Home	X		28 E Hinsdale Ave	Home Goods
Premier Martial Arts	X		777 N. York Rd	Athletics
Indifference Salon	X		6 W. Hinsdale Ave	Retail
Sauced Pizzeria	X		114 S. Washington St.	Restaurant
Silver Birch	X		16 W. Hinsdale Ave	Home Design Center & Showroom
The Derm Institute	X		902 N. York Rd	Retail
Current Automotive	X		300 E. Ogden Ave	Automotive
Bella Lash Studio	X		36 E. Hinsdale Ave.	Salon
Color Me Lola	X		36 E. Hinsdale Ave.	Salon
				Formerly Campus Colors
				Formerly Baldinelli Pizza

Retail Occupancy Rate

Retail and Office Occupancy Rates

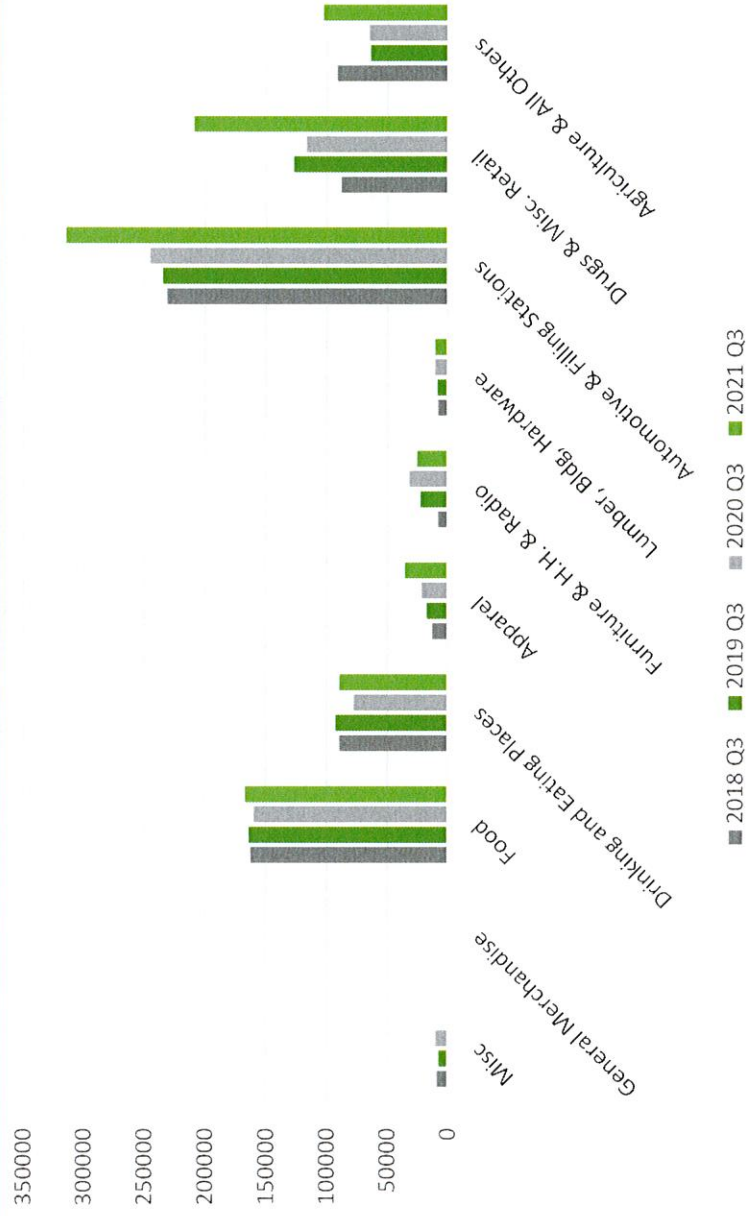
Community	Retail Vacancy Rate	Office Vacancy Rate
Hinsdale	1.10%	9.70%
Clarendon Hills	7.50%	2.10%
Elmhurst	3.20%	9.20%
Glen Ellyn	6.20%	13.40%
Downers Grove	9.50%	15.60%
DuPage County	7.80%	15.90%

Over the past twelve quarters the Village's retail occupancy rate has increased from 94.7% to 98.9%. Choose DuPage suggests 90% occupancy as a healthy goal for the retail category.

Over the past twelve quarters the Village's office occupancy rate has increased from 86.8% to 90.3%. Choose DuPage suggests 75% occupancy as a healthy goal for the office category.

Data provided by Choose DuPage

Sales Tax Revenue



When comparing the totals from Q3 2020 to Q3 2021, the Village of Hinsdale's sales tax revenue increased by \$213,999.01. Overall in Q3 2021 total state sales tax revenue* equaled \$957,386.94, and equaled \$743,387.93 in Q3 2020. Q3 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.

Upcoming 2022 Meeting Dates

- February 16, 2022
- May 18, 2022
- August 24, 2022*
- November 16, 2022

FOR THE VILLAGE OF HINSDALE

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COUPON SHARE

A traffic to business driver

Overview

COUPON SHARE

The Village of Hinsdale seeks a relationship with local businesses whereby, the businesses send in timely promotions and coupons. The Village then "shares" them.

W E

WELCOME TO
MARCUS

Enjoy 10% Off
Your Next Order
L _____)

CODE: WELCOME10

SHOP NEW ARRIVALS

O M E L

The Inspiration

VISION AND MISSION

This Idea was born when a friend shared a local businesses promotional email offering \$100 off any item in store. I wouldn't have known about this offer or felt compelled to shop if she didn't share. The Village can be the friend that spreads the word. The result will be in store and online sales for business, restaurants and services.

Share Process



Step 1

Local businesses send the Village promo codes or other forms of coupons.



Step 2

The Village shares them to their social media channels and e-Blast.



Step 3

This provides content for the Village to engage with the community.

The community shops locally and visits local businesses social pages.