



## MEETING AGENDA

### ECONOMIC DEVELOPMENT COMMISSION

Wednesday, May 18, 2022

8:45 A.M.

### MEMORIAL BUILDING – MEMORIAL HALL

19 E. Chicago Avenue, Hinsdale, IL

*(Tentative and Subject to Change)*

1. CALL TO ORDER
2. ROLL CALL
3. APPROVAL OF MINUTES
  - a) March 16, 2022
4. PUBLIC COMMENT
5. OLD BUSINESS
  - a) Rolling calendar review
  - b) Shop local campaign update
  - c) Hinsdale business information review
  - d) 2022 meeting schedule
6. NEW BUSINESS
7. OTHER BUSINESS/DISCUSSION ITEMS
  - a) Restaurant Week 2022
  - b) Health & Wellness Week 2022
  - c) Business Highlights/Ideas for Engagement
  - d) Hinsdale 150
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)



**VILLAGE OF HINSDALE  
ECONOMIC DEVELOPMENT COMMISSION  
MINUTES OF THE MEETING  
Wednesday, February 16, 2022**

**CALL TO ORDER**

The meeting of the Economic Development Commission was called to order by Chairman Jill Sunderson in the Memorial Building on Wednesday, February 16, 2022 at 8:48am. Roll was taken.

**ROLL CALL**

Present: Chairman Jill Sunderson, Commissioners Lyn Burgess, Richard Eck, Natalie Schied, and Carrie Thangamani  
Absent: Commissioners Michael Kiyosaki and Angela Lavelli  
Others Present: Gretchen Barnard, Hinsdale Chamber of Commerce Director  
Amanda Wagner and Ingrid Wittwer, Hinsdale Chamber of Commerce  
Staff Present: Kathleen Gargano, Village Manager  
Trevor Bosack, Assistant to the Village Manager  
Bethany Salmon, Village Planner  
Sammy Hanzel, Recreation & Marketing Communications Manager  
Maggie South, Administrative Assistant

Mr. Bosack introduced himself to the Commission and described the work he is doing for the Village.

**APPROVAL OF MINUTES**

**A. November 17, 2021**

Commissioner Eck motioned to approve the minutes as presented. Commissioner Thangamani seconded the motion. A voice vote was called and all were in favor. The motion passed.

**PUBLIC COMMENT**

None.

**OLD BUSINESS**

**A. Rolling calendar review**

Ms. Hanzel reviewed the rolling calendar. Staff is currently promoting the New Year, New Me campaign through the end of February. A refreshed Shop Local campaign will begin in March. The Face to Place campaign has ended. Ms. Hanzel thanked Commissioner Sheid for her work with the Face to Place campaign. Commissioner Eck proposed a Grand Marshall for the Fourth of July parade. The Commission proposed holiday-specific marketing campaigns.

**B. Shop local campaign update**

Ms. Hanzel presented the refreshed Shop Local campaign materials to the Commission. The Commission was in favor of the green heart.

**C. Marketing Seminar review**

Ms. Hanzel reviewed the influencer marketing seminar, which was the most well-attended thus far. Feedback indicated a need for a seminar focused on content creation or engaging with customers, which staff will explore for a future seminar. The Commission proposed a seminar on SEO or content scheduling. Ms. Barnard proposed a seminar on safety as well.

**D. Hinsdale business information review**

Ms. Hanzel provided the Commission with the overview of new and closed business. A handful of

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new businesses have opened, including Sauced Pizzeria. Hinsdale still maintains a low retail and office vacancy rate. The Commission recommended a program for staff to visit and check in on new businesses.

**E. 2022 meeting schedule**

Ms. Hanzel provided the updated meeting schedule.

**NEW BUSINESS**

None.

**OTHER BUSINESS/DISCUSSION ITEMS**

**A. Restaurant Week 2022**

Restaurant Week will tentatively be held May 13-22. Marketing materials will be finalized with Dan Grisko soon and staff will begin pushing it out once they are in place. Ms. Gargano and Mr. Bosack provided an update on outdoor dining. The Village hopes to have outdoor dining return by May 1<sup>st</sup> with a more uniform and clean look. Mr. Bosack is also working on the pedestrian walkway from the parking deck to the downtown. The Commission, Village staff, and Chamber staff discussed the ways to market the event.

**B. Spring Business Highlights**

Ms. Hanzel presented the Coupon Share program, as suggested by Commissioner Sheid. Commissioner Sheid elaborated on the program, which would allow the Village to share coupons and specials from local businesses with residents. The Chamber has a similar program that they are willing to share with Village staff. The Commission discussed the program and directed staff to explore ways to share with residents.

**ADJOURNMENT**

There being no further business before the Commission, Commissioner Burgess 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 9:27

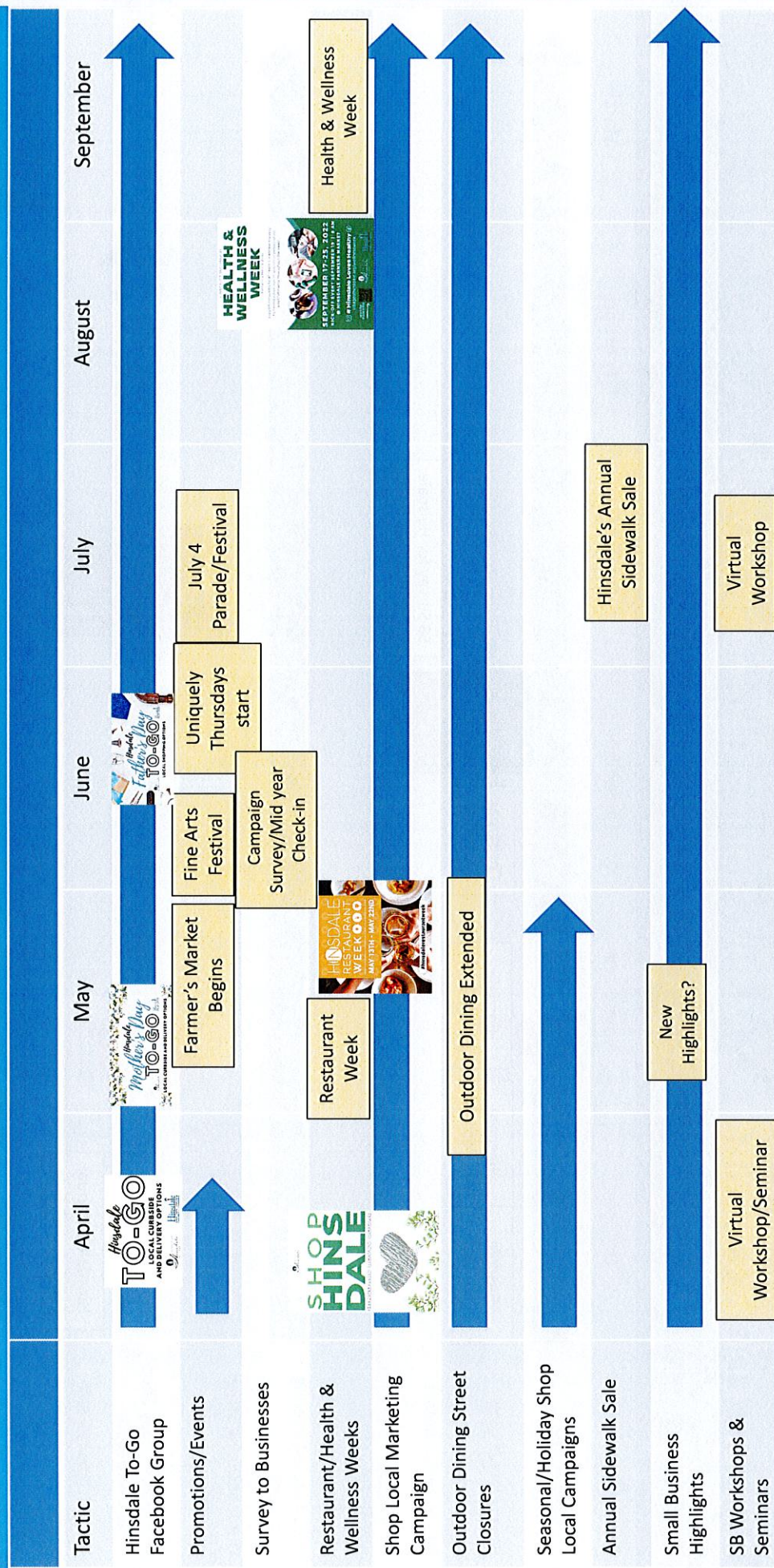
ATTEST:

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









# Village, EDC & Chamber 12 Month Rolling Calendar 2022





# Village, EDC & Chamber 12 Month Rolling Calendar 2022-2023

	October	November	December	January	February	March
Tactic						
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						Create New Small Business Spotlights?
SB Virtual Workshops						



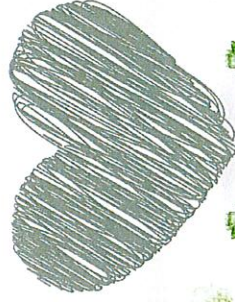
## Ongoing Shop Local Campaign



SHOP  
HINS  
DALE  
HINSDALE LOVES LOCAL



DINE  
HINS  
DALE  
HINSDALE LOVES LOCAL



### 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

## Hinsdale Businesses New/Closed

### Hinsdale Businesses New/Closed

Name	New	Closed	Address	Type	Notes
Marabella Home	X		28 E Hinsdale Ave	Home Goods	
Premier Martial Arts	X		777 N. York Rd	Athletics	Formerly
Indifference Salon	X		6 W. Hinsdale Ave	Retail	Campus Colors
Sauced Pizzeria	X		114 S. Washington St.	Restaurant	Formerly Baldinelli Pizza
Silver Birch	X		16 W. Hinsdale Ave	Home Design	
The Derm Institute	X		902 N. York Rd	Center & Showroom	
Current Automotive	X		300 E. Ogden Ave	Retail	
Bella Lash Studio	X		36 E. Hinsdale Ave.	Automotive	
Color Me Lola	X		36 E. Hinsdale Ave.	Salon	
Every Day's a Sundae	X		14 W. Hinsdale	Salon	
				Restaurant	Art Quest Gallery
Garden Berry Café	X		777 N. York Rd	Restaurant	Formerly Egg Harbor



## Retail Occupancy Rate

### Retail and Office Occupancy Rates

Community	Retail Vacancy Rate	Office Vacancy Rate
Hinsdale	1.90%	9.70%
Clarendon Hills	3.80%	3.20%
Elmhurst	2.70%	7.50%
Glen Ellyn	5.90%	12.30%
Downers Grove	10.10%	14.90%
Wheaton	11.40%	6.20%
DuPage County	7.70%	17.20%

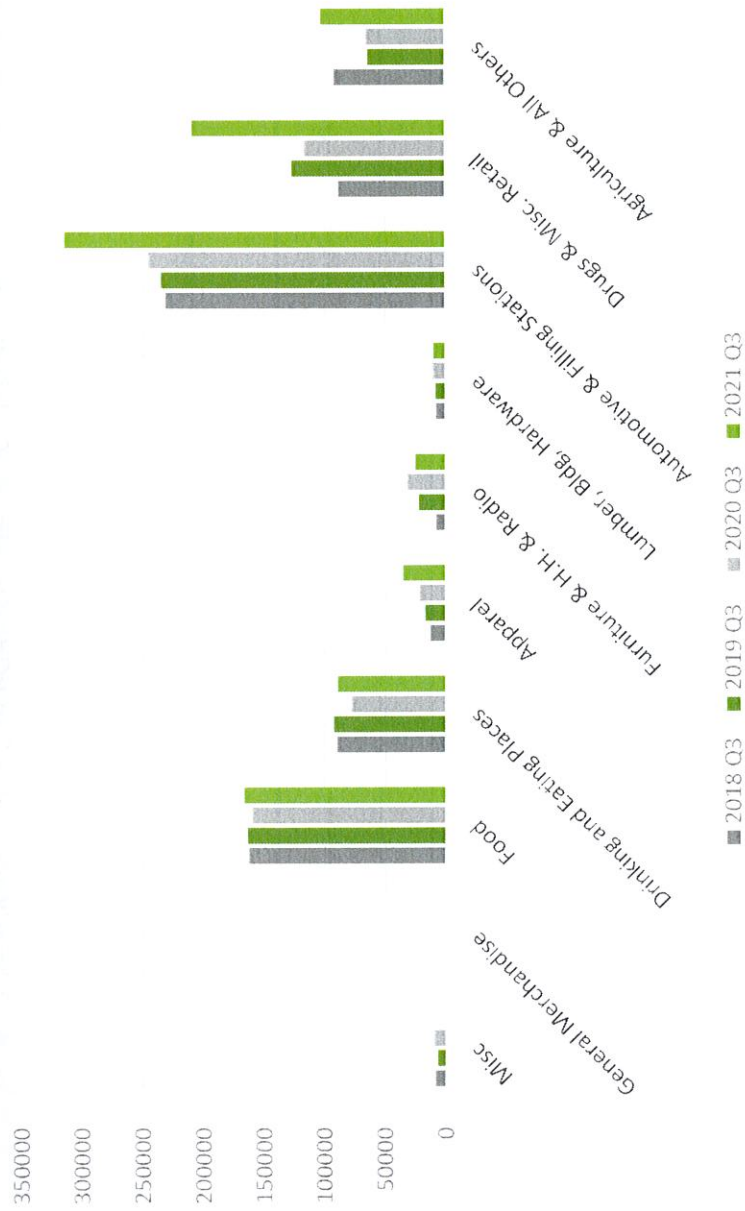
Over the past twelve quarters the Village's retail occupancy rate has increased from 94.7% to 98.1%. Choose DuPage suggests 90% occupancy as a healthy goal for the retail category.

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 Q4 2020 to Q4 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

- August 24, 2022\*
- November 16, 2022





HINSDALE'S 2ND ANNUAL

# HEALTH & WELLNESS WEEK

Nurturing Mind & Body

Support Hinsdale's local Health & Wellness Industry  
by taking advantage of specials at participating  
establishments throughout the week!



## SEPTEMBER 17-25, 2022

KICK-OFF EVENT SEPTEMBER 19 | 8 AM  
@ HINSDALE FARMERS MARKET

 **#Hinsdale Loves Healthy** 

[villageofhinsdale.org/wellnessweek](https://villageofhinsdale.org/wellnessweek)

scan for  
more info!

