

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, March 28, 2017

Members Present: Chris Schramko, Annette Brinkmeier, Cathleen Stoelting and Mike Goebel

Members Absent: Chair John Karstand and Jill Sunderson

Staff Present: Anna Devries, Economic Development Coordinator
Emily Wagner, Administration Manager

Others Present: Dan Grisko, Direct Advantage Marketing
Jan Anderson, Hinsdale Chamber of Commerce
Kimberly Fornek, Pioneer Press/The Doings

Call to Order (Agenda Item 1)

At 7:00 p.m., Chris Schramko called to order the meeting of the Economic Development Commission (EDC) of Tuesday, March 28, 2017.

Approval of Minutes (Agenda Item 2)

Annette Brinkmeier made a motion to approve the minutes of the meeting of the EDC from October 25, 2016. Cathleen Stoelting seconded, and the motion was approved unanimously.

Review of Sales and Food-and-Beverage Tax Revenue (Agenda Item 3)

Anna Devries provided an overview of the previous month's sales and food/beverage tax revenue. The Commission discussed the overall increases and decreases of both the sales and food/beverage tax over the past five months. Anna Devries shared at the EDC meeting in May of 2017 the Commission will be able to do a full comparison of revenue collected in FY 15/16 compared to FY 16/17 from both sales and food/beverage tax.

Review of FY 16/17 Budget Expenditures and Marketing Programs (Agenda Item 4)

Emily Wagner discussed the FY 16/17 budget and explained the incurred costs came in about \$6,000 under budget. Dan Grisko explained this was the first year the Commission discontinued television advertising and instead used the funds for more print and digital ads. Chris Schramko discussed this year's holiday lighting and suggested the lights be more consistent throughout the Central Business District in the future. The Commission agreed that using more funds for digital advertising instead of print would have a greater return on the Commission's marketing efforts.

Review of FY 17/18 Proposed Budget (Agenda Item 5)

Jan Anderson proposed a concept for a Hinsdale rewards value card to be used in Central Business District businesses during the CBD resurfacing to help generate

business during the disruption. The Hinsdale Chamber proposed splitting the \$6,000 cost of the rewards cards with the EDC to help the program come to fruition. The Commission agreed that helping the businesses located in the CBD during the time of construction would greatly benefit the businesses; however, the Commission found the number of businesses that can participate on the rewards card to be very limiting and would like to discuss an opportunity that can support all the businesses located in the CBD.

The Commission discussed the three construction projects taking place in the CBD this year and discussed ways their funds can be allocated to better assist the CBD businesses during the construction. The Commission discussed the possibility of providing a valet service to shoppers and visitors in the CBD to help alleviate the limited parking available. The Commission would like to assess the parking situation, by possibly surveying the local businesses to determine what days and times have the greatest parking volumes. The Commission also discussed utilizing social media advertising to promote shopping local and community events to their target market. In preparation for the next meeting, staff will draft a proposed budget that can be discussed at the EDC's April meeting.

Other Business (Agenda Item 6)

a) Parking Deck Update

Emily Wagner discussed the proposed parking deck that will be constructed in conjunction with the Hinsdale Middle School. The project is going before the Zoning Board of Appeals for approval.

b) Nicor Gas Project

Emily Wagner shared information on Nicor's Investing in Illinois program that is currently taking place in the downtown. Emily shared that Nicor is contacting residents and businesses who are going to be affected by the work by mail, door hangers and door to door communication. Staff also shared that weekly updates will be available on the Village website.

c) Central Business District Resurfacing Project Update

Emily Wagner explained that the Central Business District (CBD) resurfacing project will begin on July 5 and will conclude before school is back in session. Emily reinforced checking the Village website for the most up to date information on Village construction updates.

d) Welcome Sign Update

Emily Wagner shared that the welcome sign is in the capital project plan for FY 17/18 and that the Village has been working with both the AMITA Cancer Treatment Center and the Cook County Forest Preserve on the location of the welcome sign. Once the location is finalized the Village will propose an artist rendering of the welcome sign for approval.

e) EDC Vacancy

Emily Wagner shared that the Economic Development Commission has an opening in the resident category. Emily encouraged the Commission if they knew of anyone who lives in Hinsdale to have them apply.

f) Amling's Building Update

Emily Wagner discussed that currently the building is going through a demolition process. The Commission was interested in learning more about the building and property as residents have asked the Commission members about the property. Staff shared that the Commission will be notified once more information is available on the property.

g) Land Rover Update

Emily Wagner shared that the Land Rover dealership entered into a tax sharing agreement with the Village to develop the property at 336 E. Ogden Avenue. Staff shared that permits for the construction might come in as early as this fall. The Village anticipates the current Land Rover property will be used for a similar use.

h) 2017 Chamber of Commerce

Jan Anderson shared that West Suburban Living Magazine named Hinsdale's Fine Arts Festival as third in the Best of the West 2017 festival category. Jan also shared this year is the 15th year of the Uniquely Thursdays Concert Series and they have a full line up of bands for the upcoming season.

Anna Devries reported on new businesses that the Economic Development staff has been working with that have recently opened as well as one that will be opening this year.

- Jimmy Johns will be opening in Gateway Square in a 2300 square feet end cap
- Panera Bread Café will be opening in the Hinsdale Oasis on April 10, 2017
- DK4Home, an interior design and retail store, opened at 102 S. Washington Street
- Amy Tripple Photography opened at 44 Harrison Place
- Nathalie Loma Designs, a custom made clothing designer whose designs are worn by news reporter Bela Gandhi on Fox News 32 opened at 50 S. Washington Street #201
- Verizon Wireless is relocating from 36 E. Hinsdale Avenue to 26 E. First Street. Currently the businesses is in for permitting with our Community Development Department
- EFP Opticians will be opening at 12 E. First Street

Adjournment (Agenda Item 7)

Chris Schramko made a motion to adjourn the meeting and Cathleen Stoelting seconded. The motion was approved unanimously. The March 28, 2017, meeting of the EDC was declared adjourned at 7:57 p.m.

Respectfully submitted,

Anna L. Devries
