

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, September 26, 2017

Members Present: Chair John Karstrand, Annette Brinkmeier, Jill Sunderson and Chris Schramko

Members Absent: Cathleen Stoelting, Michael Goebel and Michael Kiyosaki

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

Others Present: Dan Grisko, Direct Advantage Marketing

Call to Order (Agenda Item 1)

At 7:06 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, September 26, 2017.

Approval of Minutes (Agenda Item 2)

Jill Sunderson made a motion to approve the minutes of the meeting of the EDC from July 25, 2017. Chris Schramko seconded, and the motion was approved unanimously.

Review of Sales Tax Revenue (Agenda Item 3)

Anna Devries reviewed the new format of the sales tax revenue information that has been updated with the suggestions given by the EDC. Anna Devries provided an overview of the previous month's sales tax revenue and shared that the new formatted information now shows the breakdown of sales revenue divided out by revenue source. The Commission discussed the reformatted information and felt the information was much easier to process compared to the previous format. The Commission discussed the year to date actual sales tax revenue was 5% less than the year to date budgeted sales tax revenue. Anna reviewed that the Village budgets sales revenue in a lump sum for the year rather than monthly as revenues can vary greatly. Staff gave the example of sales revenue generated in December is greater than sales revenue in January because of the holiday season.

Review of FY 17/18 Marketing Initiatives (Agenda Item 4)

Dan Grisko reviewed the marketing efforts for the digital videos that the Commission had created to boost shopping and dining locally. Dan Drisko shared his team is in the process of purchasing ad words that would draw visitors to the EDC marketing videos each time those ad words are used in a search. Dan also showed the Commission that the three marketing videos are live on YouTube.com for people to view. Dan mentioned that by spending \$91 in digital ad space those videos have received over 800 views which he found to be very impressive in the short amount of time and small budget that was used. Anna Devries mentioned that the videos will also be shared with our local businesses and they will be encouraged to share them on their social media platforms and websites to expand the videos audience. Dan Grisko mentioned that as we get

closer to the holidays our digital marketing will increase to bring more attention to Hinsdale during the holiday season.

Review of FY 17/18 Budget and Capital Plan (Agenda Item 5)

Emily Wagner reviewed the FY 17/18 budget and the EDC's 5-year capital plan. Emily shared that three of the EDC's capital items were completed this year in conjunction with the CBD resurfacing. Emily Wagner shared that the Ogden Avenue entry marker is underway for 2017/2018. Burlington Park tree under lighting and the Burlington Train Station information kiosk are slated for 2018/2019. Emily shared that the wayfinding signs are currently slated for 2019/2020 in conjunction with the construction of the new parking deck as an ideal way to direct visitors of the downtown. Emily also shared that 2020/2021 and 2021/2022 have entry markers slated. Currently the Village has small entry markers around the community that are wooden and weathered. The EDC would like to upgrade these signs to match the new welcome sign that will be constructed on Ogden Avenue on a smaller scale. Lastly, the EDC has a CBD sound system slated for 2022/2023. Staff is still obtaining quotes for the new capital project items as well as reconfirming that previous quotes are still valid.

Other Business (Agenda Item 6)

Anna Devries gave an update on the following new businesses opening in town.

a) Small Business Saturday

Staff shared that the Village held a quarterly business meeting on September 14 to talk about marketing for the upcoming Small Business Saturday event. John Karstrand mentioned that the Village in conjunction with the Chamber and the Hinsdalean are communicating to the local businesses ways to bring excitement and involvement to the event. Dan Grisko shared that one of the marketing videos that the EDC had made will be updated to reflect the shop small campaign and used as a way to bring visitors into Hinsdale during Small Business Saturday.

b) 2017 Chamber of Commerce

John Karstrand shared that the Hinsdale Fall Fest has been moved from the Hinsdale Middle School (HMS) to the Community House this year as HMS is under construction. John also shared that the Chamber is working with the Village to have Santa's House moved from Burlington Park during the Christmas Walk to Washington Street to bring visitors into the downtown and to shop the local merchants.

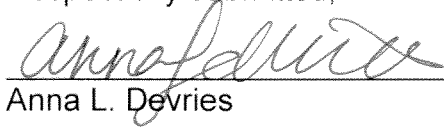
c) August 2017 Economic Development Monthly Report

- Anna Devries shared Kaehler Luggage is opening at 28 E. First Street.
- Anna Devries shared Yves Delorme is open at 38 E. Garfield which was previously Bedside Manor.
- Anna Devries shared that staff is working with multiple businesses on finding a location in Hinsdale.

Adjournment (Agenda Item 7)

Chris Schramko made a motion to adjourn the meeting and Annette Brinkmeier seconded. The motion was approved unanimously. The September 26, 2017, meeting of the EDC was declared adjourned at 8:16p.m.

Respectfully submitted,



Anna L. Devries