

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**  
**Minutes of the EDC Meeting on**  
**Tuesday, October 25, 2016**

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

**Members Missing:** Mike Goebel and Cathleen Stoelting

**Staff Present:** Anna Devries, Economic Development Coordinator

**Others Present:** Marco Bucciarelli, Public  
Gina Bucciarelli, Public

**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, October 25, 2016.

**Approval of Minutes** (Agenda Item 2)

Annette Brinkmeier made a motion to approve the minutes of the meeting of the EDC from September 27, 2016. Craig Chapello 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. In the receipt month of September/collection month August, the Village received \$31,669 in food and beverage tax in this fiscal year compared to \$38,078 at the same time in the previous fiscal year. In the receipt month of October/liability month of July, the Village received \$242,368 in sales tax in this fiscal year compared to \$272,659 at the same time in the previous fiscal year. Anna Devries added the food and beverage revenue collected in the receipt month may include revenue from prior months.

**FY 16/17 Marketing & Capital Projects Update** (Agenda Item 4)

Anna Devries shared the four different ideas for the light pole banners and Burlington Park posters. The Commission chose their favorite design to print on six light pole banners and two posters. Anna Devries shared that bringing in a window decorator is not feasible for this holiday season. Of the two different locations that were chosen to be decorated, one will be under construction and the other property owner is not interested in having their windows decorated. Anna Devries discussed FY 16/17 capital projects. Staff shared that the Burlington Park electrical upgrade is underway and set to be completed by the end of next week. Staff also shared in anticipation of the entire Central Business District repaving project, staff has completed site visits to all CBD businesses to gather contact information. The contact information will then be used by the Village Engineers to communicate with residents and business owners during the CBD capital

improvements. Anna Devries shared that the Village has been in contact with Jim Today at AMITA Health to discuss the location of the gateway welcome sign on Ogden and I-294. Jim Today has also shared the welcome sign drawings with his Board Members for their feedback. Staff shared that the holiday lighting should be going up in the middle of November.

**a) Budget**

Staff reviewed the EDC budget as well as the holiday lighting bid that came in under budget. With the \$6,000 savings from the holiday lighting, the Commission discussed hiring a valet parking service for the CBD during the holiday season. Staff will determine if this is feasible. The Commission also recommended using funds for a retailer networking event.

**b) Holiday Marketing**

Staff reviewed the Distinctly Hinsdale for the Holiday marketing advertisement for Suburban Living Magazine. To help draw attention to the downtown and spur holiday shopping, the Commission suggested turning on the holiday lights in Burlington Park and the Central Business District as soon as possible to grab the attention of the train commuters.

**c) Future Capital Projects**

At the last EDC meeting the Commission was asked to start thinking of ideas they would like to discuss and possibly add to the five year capital projects plan. The Commission suggested adding Wi-Fi to the downtown and Burlington Park to help visitors and residents gather in those areas. The Commission also suggested contacting the Tollway to learn when they are looking to reconstruct the overpass and possibly apply for grants.

**Other Business** (Agenda Item 5)

**a) 2016 Chamber of Commerce Events**

Anna Devries reviewed the Chamber of Commerce Holiday Walk on December 2. Staff shared the Chamber is looking to add a few new additions to the walk this year, possibly a full size carousel and ice carvers. Anna Devries also shared the Chamber is currently accepting applications for a Director of Marketing and Events.

**Adjournment** (Agenda Item 6)

Jill Sunderson made a motion to adjourn the meeting and Craig Chapello seconded. The motion was approved unanimously. The October 25, 2016, meeting of the EDC was declared adjourned at 7:31 p.m.

Respectfully submitted,

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Anna L. Devries