

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the EDC Meeting on
Tuesday, July 25, 2017

Members Present: Chair John Karstrand, Mike Goebel, Annette Brinkmeier, Cathleen Stoelting, Jill Sunderson and Mike Kiyosaki

Members Absent: Chris Schramko

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

Others Present: Dan Grisko, Direct Advantage Marketing
Ken Knutson, The Hinsdalean
Michael Ripani

Call to Order (Agenda Item 1)

At 7:07 p.m., John Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, July 25, 2017.

Approval of Minutes (Agenda Item 2)

Mike Goebel made a motion to approve the minutes of the meeting of the EDC from April 25, 2017. Jill Sunderson 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. Anna Devries reviewed the liability month of April, receipt month of July and there was an increase in the sales tax of \$38,078 in FY 17/18 compared to FY 16/17. In the liability month of May, receipt month of June there was a \$12,786 decrease in the food and beverage tax revenue in FY 17/18 compared to FY 16/17. The Commission discussed reformatting the information on the current sales tax and food and beverage tax spreadsheets to better compare the information. Michael Kiyosaki suggested creating a graph to show the difference in revenues divided out by revenue source. Staff will work on implementing the changes for the upcoming EDC meeting.

Review of Proposed Welcome Sign Design (Agenda Item 4)

The Commission reviewed five design concepts that were created by Hitchcock Design Group. Hitchcock Design Group has assisted with the design of the Hinsdale historic district signage, the wayfinding signage and the Oak Street Bridge. To keep with the overall consistency of the design of the new welcome sign, Hitchcock Design Group has included elements from other signage in Hinsdale. Anna Devries shared that the red bricks that are in many of the concept drawings are original Hinsdale bricks that the Village has recovered from past Hinsdale brick streets. Collectively the Commission liked the look of design D, which included the red bricks that matched the brick pavers in the downtown and the clean field stone look that made the name Hinsdale very easy to read. Staff will work with Hitchcock Design Group to refine the design based on the

Commission's comments.

Review of Marketing Initiatives (Agenda Item 5)

Staff reviewed the first three Open for Business advertisements in the Hinsdelean. Staff shared that the two page spread is highlighting shopping locally during construction as well as the free valet service. Dan Grisko presented three different marketing videos for the Commission to discuss. The purpose of the videos is to reinforce Hinsdale as a shopping destination to both Hinsdale residents and those outside of Hinsdale. The videos will be placed in paid search areas on Facebook, Instagram and YouTube as well shared on the Village's electronic newsletter and website. All three of the videos are short and attention grabbing with either a traditional or a modern approach. For various reasons the Commission liked both approaches and suggested adding more of an eye level perspective to highlight the charming tree lined streets and bustling business district. Dan Grisko is going to refine the videos to include the Commissioner's feedback.

Review of FY 17/18 Budget (Agenda Item 6)

Staff reviewed the current budget including the addition of the preliminary designs by Hitchcock Design Group for the Hinsdale welcome sign. Staff also discussed using a small portion of the budget to partner with the Hinsdale Chamber and the Hinsdelean to promote Small Business Saturday and the importance of shopping locally.

Other Business (Agenda Item 7)

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


- Freeze Fix is opening at 24B W. Chicago Avenue
- A nail salon is in the permitting process for 24A W. Chicago Avenue
- Verizon Wireless is moving from Hinsdale Avenue to Garfield Crossing
- Construction on the new Jimmy Johns opening at 777 N. York Road will begin shortly
- Construction on the new Impact Physical Therapy business opening at 777 N. York Road will begin shortly
- A new take and bake pizza company is interested in 9 W. First Street
- A large new retailer is opening at 101 S. Washington Street
- Kaehler Luggage is now in for permitting for a new space in Garfield Crossing

Anna Devries shared the new event coming to Hinsdale call Fueled Coffee & Classics and encouraged the Commission to attend the new event.

Adjournment (Agenda Item 8)

Mike Kiyosaki made a motion to adjourn the meeting and Jill Sunderson seconded. The motion was approved unanimously. The July 25, 2017, meeting of the EDC was declared adjourned at 8:18p.m.

Respectfully submitted,



Anna L. Devries