

VILLAGE OF HINSDALE
ECONOMIC DEVELOPMENT COMMISSION (EDC)
Minutes of the Meeting on
Tuesday, March 24, 2015

Members Present: Luis Alvarez, Craig Chapello, Elizabeth Garvey, Mike Goebel, Jan Grisemer, John Karstrand, Elyce Rembos, and Chris Schramko

Members Missing: None

Staff Present: Timothy Scott, AICP, CNU-A
Director of Economic Development & Urban Design

Others Present: Jan Anderson, Hinsdale Chamber of Commerce and Dan Grisko, Direct Advantage

Call to Order

At 7:02 p.m., Mr. Karstrand called to order the meeting of the Economic Development Commission (EDC) of Tuesday, March 24, 2015. (Agenda Item 1)

Approval of Minutes

Ms. Grisemer made a motion to approve the minutes of the special meeting of the EDC that was held on October 28, 2014. Mr. Schramko seconded, and the motion was approved unanimously. (Agenda Item 2)

Review of Sales and Food-and-Beverage Tax Revenue

Mr. Scott reported that total sales tax for the first eleven months of the fiscal year, reflecting sales through December 31, 2014, exceeded the same period last year by \$116,982 or 4.1% and the Village's budget projection by \$49,350 or 1.7%. Mr. Scott also relayed that food-and-beverage tax revenue for the first ten months of the current fiscal year exceeded the same period last year by \$19,115 or 6.7% and by \$18,113 or 6.3% in relation to budget. (Agenda Item 3)

Review of Budget and Work Program for Fiscal Year 2014-15

Mr. Scott relayed that the EDC's work program was on track and that approximately 84% of the group's promotional budget had been spent to date. Mr. Scott then reported on the EDC's capital projects in Burlington Park, highlighting (1) the completed community information signs and the pending landscaping of their bases and (2) the completion of the first phase of the electric system upgrades, which brought power to the eastern third of the park and to both of the community information signs. With

respect to promotional work remaining for the current fiscal year, Mr. Goebel made a motion to approve implementation of items as presented. Ms. Grisemer seconded, and the motion was approved unanimously. (Agenda Item 4)

Review of Budget and Work Program for Fiscal Year 2015-16

Members reviewed the new fiscal year's potential initiatives as presented, first focusing on the five-year capital plan. While support remained for the projects as shown, members suggested that different sequencing could be considered. The alternative approach to sequencing as discussed would: (1) swap the Ogden Avenue gateway entry marker and downtown hardscape projects so that the gateway would be in year one and downtown hardscape in year three and then (2) swap Village Place decorative pavement and the Garfield Lot plaza so that Village Place would be addressed in year two and the Garfield Lot plaza in year four. Members then discussed and considered the promotional plan, with the holiday season seeing additional emphasis through expanded lighting, two weeks of festivities, and the potential for a retail-centric event to supplement the Annual Christmas Walk. Additional items considered by members included exploration of either a new EDC website or improvements to the existing main site and four categorical micro-websites (for fashion, dining, spas, and home décor). (Agenda Item 5)

Update on Hinsdale Chamber of Commerce Activities

Ms. Anderson reviewed the Chamber's Village-approved event calendar for calendar year 2015 and highlighted individual events, including but not limited to the upcoming 2nd Annual At Home in Hinsdale on April 11th at The Community House and the 50th Annual Christmas Walk. (Agenda Item 6)

Other Business

No additional business topic was raised by members of the EDC. However, Mr. Schramko revisited the new fiscal year work program by recommending that use of a specific print publication (not included in the summary table provided) be considered as part of the pending media plan. (Agenda Item 7)

Adjournment

With no additional business before the Commission, Ms. Grisemer made a motion to adjourn. Mr. Alvarez seconded, and the motion passed unanimously. The March 25, 2015 meeting of the EDC was declared adjourned at 8:25 p.m. (Agenda Item 8)

Respectfully submitted,

Timothy Scott, AICP, CNU-A