

**Village of Hinsdale**  
**Meeting Highlights**  
**Economic Development Commission (EDC)**  
**July 22, 2008**

*NOTE: These are not approved minutes.*

Minutes of the special meeting of the Economic Development Commission held on June 10, 2008 were approved (agenda item 2).

Joe Fackel of Buxton provided an informational presentation regarding the firm's capabilities to produce psychographic data and marketing materials for use by municipalities, retailers, and real estate developers in the retail site selection process. Enough interest from members of the Commission was present for the item to potentially warrant future consideration should the necessary resources be available (agenda item 3).

Members of the Commission suggested that enforcement of sign regulations should be universal and that consideration could be given to a Village-developed standard for portable signage. Several members expressed their positive opinions regarding projecting/blade signs, citing other places where such decorative signage has added to the character of the physical environment. Members agreed that such signage considerations could be reviewed and addressed as part of the Zoning Code re-write process (agenda item 4).

Members of the Commission expressed their support for the 1% increase in the local sales tax rate given the lack of revenue required to address the Village's infrastructure in its master plan; given the Village's sales tax rate would remain competitive with surrounding communities; and given the Finance Commission's estimate that approximately 60% of sales taxes are generated by visitors. Members suggested that clear and thorough public information be provided to residents (agenda item 5).

Members of the Commission expressed support for the use of the large promotional brochure to market Hinsdale to prospective businesses and recognized that field work will be required to compile a list of suitable potential retail stores and to ascertain the appropriate real estate contacts (agenda item 6).

Members of the Commission expressed their support for the two proposed tri-fold brochures as cost-effective pieces for use at high volume locations such as the Hinsdale Oasis and appropriate industry trade shows. Members agreed that that both pieces should have the same rectangular frames for the cover photographs and that the placement of the logo and title be reversed to provide visibility of the brand in a stacked display (agenda item 7).

Members of the Commission expressed their support for the proposed “shop local” message slated for the text box of residents’ water bills. Members recognized that the content may need further editing given the limited space available. Members suggested that a color insert for the water bills might be used to emphasize the “shop local” message during the holiday season, noting that the group had already agreed at a previous meeting to the item in their working budget (agenda item 8).

Members of the Commission expressed their support for the progress of the working version of the appearance, content, and respective architectures of the proposed two user experience design of the dedicated web presence of the EDC. Members commented on the familial appearance of the site with the group’s other efforts including advertising, brochures, and signage (agenda item 9).

Members of the Commission reviewed the updates on: currently available retail space; the movement of retailers within the commercial districts; the arrival of a new personal assistance service provider to the second floor of a downtown location; and the tentative timeframe for the opening of a new restaurant downtown. Staff informed members of the Commission that a presentation had been tentatively scheduled for the EDC next meeting by a representative of CoStar, a commercial property database management firm that offers subscription-based services (agenda item 10).

Staff reported to members of the Commission year-to-date revenue figures for sales taxes, food-and-beverage taxes, and business licenses/registrations, noting specifically that while the current month’s information for the local use tax had not been available at the time of the writing of the memo, total sales taxes for the year were up slightly; that given potential month-to-month fluctuations, food-and-beverage taxes were tracking near their annual projection; and that business license/registration had eclipsed the \$50,000 goal set for the year. Members of the Commission suggested that non-compliant retailers not be included in the listing to be developed for the EDC’s dedicated web presence as this is one of the benefits of license/registration program (agenda item 11).