

**Village of Hinsdale
Administration & Community Affairs Committee
Minutes of the Meeting on
August 3, 2009**

Chairman Geoga called the meeting of the Administration and Community Affairs Committee to order in the Board Room of the Memorial Building on August 3, 2009 at 7:33 P.M.

Members Present: Chairman Doug Geoga, Trustee, Bob Saigh, Trustee Cindy Williams

Members Absent: Trustee Bob Schultz

Staff Present: David Cook, Village Manager; Tim Scott, Community Development Strategist; Gina Hassett, Director of Parks and Recreation; Amy Pisciotto, MIS Coordinator

Others Present: John Karstrand, Economic Development Coordinator

Approval of Minutes

Chairman Geoga stated that the minutes from the July 6th, 2009 ACA meeting were being presented for approval and asked the Committee if there were any questions or comments. General discussion took place over changes in content and grammatical errors that were discovered. Trustee Williams motioned to approve the minutes from July 6th, 2009 meeting. Trustee Saigh seconded. The motion passed unanimously.

Monthly Report

Treasurer's Report – June 2009

Mr. Cook provided information to the ACA Committee and stated that financially the Village has not had anything unexpected happen during the current budget year. Revenue and expense estimates are on track and look to stay on track in the coming months and throughout the rest of the year. Sales tax revenue was down 7.6% in June and 15.1% in July. It was down 13% for the year when compared to information from the previous year. Income tax for the year was down 17.4% when compared to the previous year. Food and beverage tax could rise with the opening of the new restaurant located on First St. Utility tax was down most likely due to cool and wet summer and building permits are slightly ahead of budget. Overtime hours are \$51,000 less than last year, and will still be only used for emergency purposes. Mr. Cook summarized The Village is sales tax heavy on car purchases and gasoline tax, and provided several other numbers regarding sales tax figures and the outlook for the Village. General discussion took place regarding certain figures in the Treasurer's Report. Chairman Geoga updated the ACA Committee regarding the work Mr. Langlois is conducting to produce a more user friendly Treasurer's Report.

Parks and Recreation Activity Report – June 2009

Ms. Hassett provided the ACA Committee with information regarding Parks and Recreation activities for the month of June. She stated the revenue report for the July 4th parade had an increase compared to last years parade and would be provided at the next scheduled meeting. The Hinsdale Center of the Arts declined the use of the KLM Lodge for the fall season. The “Movies in the Park” had a smaller turnout than expected but this was most likely due to bad weather conditions. She thanked staff and Tommy R’s Catering service for their hard work. She updated the ACA Committee on the status of the Duncan Field Improvement application. Hinsdale Little League continues to work with the Village to make contributions to Peirce Park such as new picnic tables and general maintenance to the fields. The “Party in the Park” will be held on August 7th and activities will include picnic games and live music. The Community Pool had pump issues and the wading and diving pool were not in use for a week. Trustee Saigh commended Ms. Hassett and her department on a successful 4th of July parade and noted that he could not tell a difference despite the cost savings of \$6,000 from the previous year. General discussion took place over changes that were made to the parade and ideas for next year.

Communications/MIS Report

Ms. Pisciotto provided information regarding channel 6 material. She stated residents who have cable service provided by AT & T would be able to receive channel 6 in the next month. Trustee Saigh questioned whether it was possible to list the amount of traffic on each page of the Village website. Ms. Pisciotto stated she receives a list of the top ten most frequently listed pages on the website and she would look into an actual count for each page for the next meeting.

Community Development Strategist Report

Mr. Scott provided an update to the ACA Committee regarding the discussions the EDC Committee has had in the past few months. They have been looking at future goals and how to allocate their budget for the upcoming year. One of the projects currently in discussion is the “Shop Local” plan, which markets residents of Hinsdale to shop for goods in their own town. Business Registrations are currently at 94% complete and staff is working to raise the percentage up to 100% in the coming months. Mr. Scott provided an update regarding the Rotary clock and surrounding landscaping and design that will be installed at the downtown train station in the next few weeks. He stated the landscape design plan is flexible and is subject to change based on the funds that will be available.

Discussion of the Senior Citizen Taxi Program

Mr. Cook provided background information regarding this program. It has been around since at least 1990, and subsidizes coupon books of 10 dollars for 50% off to senior citizens 65 years and older as well as people with disabilities. The cost of this program over the last three years has averaged about \$12,000. Trustee Williams suggested a hardship should be shown and other information about the buyers of these coupons. She was not in favor of cutting the entire program, but limiting the users to people who were need because of a hardship. Trustee Saigh questioned if the program was for local use only or also for trips outside of Hinsdale. The ACA Committee requested more information regarding the Senior Taxi program if it is available for the next meeting. General discussion took place over the intended purpose of the program and what should be done with the program in the future.

Recommendation of Approval of a Blanket Purchase Order for \$95,000 for Direct Ad-vantage, Inc.

Mr. Scott provided information to the ACA Committee regarding this purchase order. He gave examples of where this money will be spent. Discussion ensued regarding the size of this purchase order and the administrative reviews that will need to take place as this money is allocated towards projects in the future. Trustee Saigh questioned if all of this money would be spent by the end of the budget year. Mr. Scott stated he would not be able to confirm until the EDC goals were finalized but he was confident that it would be spent. Trustee Williams recommended the Approval of a Blanket Purchase Order for \$95,000 for Direct Ad-vantage, Inc. Trustee Saigh seconded. The motion passed unanimously.

Consideration of a request from the Hinsdale Chamber of Commerce for financial support of their proposed "3/50" shop local program

John Karstrand, member of Hinsdale Chamber of Commerce Board member and EDC Chairman, provided information to the Committee regarding the details of the "3/50" plan. He stated the EDC Committee was in favor of this project but due to budget constraints, the funds would be unable to come out of the EDC budget. He stated the Chamber of Commerce received bids and the amount totaled to \$25,000 for marketing expenses for this program. Trustee Geoga discussed if priority changes were looked at the EDC Committee to see if this program could be placed in the EDC Committee instead of other projects that are currently being discussed at EDC. Mr. Karstrand stated this program would be intertwined with other projects the EDC Committee will be working on. Trustee Geoga questioned if there is money in the budget for this program. Mr. Cook stated there is a contingency in the budget but he was against using any of the money in that fund as it could become very important in the later months of the budget. General discussion

continued over the budget of this program and details as well as the alternative funding that could be used. Trustee Saigh questioned if there is a way to monitor the success of this program each month if funds were to be approved by the Village Board. Mr. Karstrand stated like any marketing initiative, most of the information would anecdotal at best and sales figures could not accurately be used to determine the success of the program. Trustee Williams expressed her opinion regarding this consideration and stated she was in favor of supporting this program to help the businesses of Hinsdale and to try and increase sales tax revenue. Trustee Williams motioned for the approval and recommendation to the Village Board of Trustees General a request from the Hinsdale Chamber of Commerce for financial support of their proposed "3/50" shop local program. With the absence of a second, Chairman Geoga asked the ACA Committee if any other motions were to be raised. Discussion continued to take place regarding this consideration. Trustee Saigh stated this consideration should be referred back to the EDC Committee.

Review of FY 2009-10 Budget reductions to determine those which are temporary and those which are permanent

Mr. Cook provided information to the ACA Committee and stated 1.9 million dollars was taken out of this year's operating budget compared to the previous year. 1.1 million dollars on the preliminary budget will be permanent budget cuts. He discussed although shorter staffed compared to previous years, Village staff has provided the same service to residents. He also talked about other programs that he recommended should be reinstated such as the parkway tree program. Trustee Williams questioned why this process was taking place and if this was the beginning of budget discussions for the next fiscal year. Chairman Geoga stated these discussions were only an orientation to the budget process. General discussion continued over this agenda item and the budgeting process the Village must go through each year.

Adjournment

As there was no further business to come before the Committee, Trustee Williams motioned for adjournment. Trustee Saigh seconded. The meeting was adjourned at 9:09 P.M.

Respectfully Submitted:

Darrell Langlois
Assistant Village Manager/Finance Director