

**Economic Development Commission  
Minutes of Meeting on  
February 26, 2008**

Chairman Zimmerman called the meeting of the Economic Development Commission (EDC) to order on February 26, 2008 at 7:58 p.m. (due to a lack of a quorum at the scheduled starting time of 7:30 p.m.).

**Members Present:** Eileen Crane, Jan Grisemer, John Karstrand, Kate McMillan, Brad Summers, and Tom Zimmerman

**Members Absent:** Marc Cella, Rick Johnson, and Alan Schneider

**Staff Present:** Timothy Scott, AICP, Community Development Strategist

**Others Present:** Jan Anderson, Executive Director of the Hinsdale Chamber of Commerce; Dan Grisko and Kit Fries of Direct Advantage; and Village President Mike Woerner

**Approval of Minutes**

Chairman Zimmerman asked for a motion to approve the minutes of the EDC meeting held on January 22, 2008. Mr. Karstrand made a motion to approve the minutes. Ms. Grisemer seconded, and the motion was approved unanimously.

**Public Comment**

Village President Woerner expressed his gratitude for the Commission's vision, ideas, and hard work. He stated that he believed that the group is headed in the right direction and that he was pleased to see projects gelling. President Woerner added that the Board of Trustees embraces the efforts of the Commission and commented that he was looking forward to seeing the sales tax numbers for the month of December. Chairman Zimmerman expressed his appreciation to the Village President and the Board of Trustees for funding the efforts of the EDC and commented that he and the Commission hope to grow the initiatives.

Ms. Anderson, on behalf of the Chamber of Commerce, expressed appreciation for the EDC's efforts and echoed the sentiments of President Woerner. She added that the Chamber is behind the *Distinctly Hinsdale* branding effort and that it looks forward to continuing its partnership with the EDC, particularly on events. Chairman Zimmerman stated that the EDC appreciates the Chamber's efforts and their cooperation.

## **Logo Alternatives**

Mr. Grisko of Direct Advantage presented a series of logo alternatives for members of the Commission to review and consider. He expressed his concern over presenting so many options but added that he wanted to present a range of alternatives. Mr. Grisko emphasized that while the logo is a key piece of the process, the brand promise and the activation of the brand are of utmost importance.

After discussion and polling of the members, the group unanimously supported option “21” (from the numbered sheet of alternatives) and requested that “since 1873” be added to complete the identity. Mr. Summers made a motion to adopt the logo with the stated addition. Ms. Crane seconded, and the motion was approved unanimously. President Woerner commented that he particularly liked the way the logo could be adapted with the icons as shown.

## **Advertising Message Campaigns**

Mr. Grisko and Mr. Fries of Direct Advantage presented messaging campaigns for two distinct audiences. The first was presented as a way to re-connect with Hinsdale residents over the importance of shopping locally, while the second was targeted toward Hinsdale’s appeal to shoppers regionally. To emphasize shopping locally, Direct Advantage presented two messaging options; and to position Hinsdale as a more regional draw for shopping and dining, the firm presented three messaging alternatives.

After much discussion, members of the Commission selected their preferred campaigns for each path. Mr. Karstrand made a motion to select the “cross-town traffic” campaign to emphasize shopping locally. Ms. McMillan seconded, and the motion was approved unanimously. For positioning Hinsdale regionally as a shopping destination, Ms. Grisemer made a motion to select the “day-tripper” campaign. Mr. Karstrand seconded, and the motion was approved unanimously.

## **Media Kit**

A mock-up of the promotional media kit was presented to the EDC. Mr. Grisko explained that their design approach was influenced by conversations with Mr. Scott about being different than other municipalities and eclipsing the benchmarks set by communities that have already produced nice quality media kits. He added that the project proved challenging since the bar was set high and that very limited resources existed (e.g., finding suitable photography). After review of the piece, members of the Commission expressed their complete satisfaction. Since the kit was considered to be a priority, members will be considering the cost of production into the group’s future budget discussions for the next fiscal year.

### **Sales Tax Receipts**

Mr. Scott reported to the Commission that total sales tax receipts for the month of February (November sales) had increased 6.5% over the previous year's receipts. He stated that for the fiscal year through the end of February (and the November sales period), sales tax receipts had increased approximately 3.9% over the previous year's receipts. Commissioners were encouraged by the receipts for November and expressed their anticipation for the December figures considering the *Distinctly Hinsdale for the Holidays* marketing efforts undertaken by the Village.

### **Business Registrations/Licenses**

Mr. Scott informed the group that the Village had received 538 paid registrations to date for the 2008 calendar year and that this represented \$40,350 in revenue. He added that reminder notices would go out in March and that the Village's business listing on the web site would be updated eventually to reflect only those businesses that paid their annual registration fees.

### **Next Meeting**

It was announced that the next regularly scheduled meeting of the EDC was March 25, 2008. However, due to spring break, the group suggested consideration of an alternative date to hold the meeting.

### **Adjournment**

With no other business before the Commission, Chairman Zimmerman asked for a motion to adjourn. Mr. Karstrand made a motion to adjourn; Ms. McMillan seconded, and the motion passed unanimously. The February 26, 2008 meeting was declared adjourned at 9:35 p.m.

Respectfully Submitted:

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Timothy J. Scott, AICP, Community Development Strategist