

**VILLAGE OF HINSDALE**  
**ECONOMIC DEVELOPMENT COMMISSION (EDC)**

**Minutes of the Special Meeting on**  
**Tuesday, November 23, 2010**

**Members Present:** Craig Chapello, Jeanie Janes, John Karstrand,  
Steve Potter, and Brad Summers

**Members Absent:** Luis Alvarez, Jan Grisemer, Molly Hughes, and  
Alan Schneider

**Staff Present:** Timothy Scott, AICP,  
Director of Economic Development

**Others Present:** Dan Grisko, Direct Advantage

**Call to Order**

At 7:03 p.m., Chairman Karstrand called to order the special meeting of the Economic Development Commission (EDC) of Tuesday, November 23, 2010. (Agenda Item 1)

**Approval of Minutes**

Mr. Chapello made a motion to approve the minutes of the special meeting of the EDC held on August 24, 2010 as written. Mr. Potter seconded, and the motion was approved unanimously. (Agenda Item 2)

**Tax Revenue Review: Sales and Food & Beverage**

Staff reported that base sales taxes for November totaled \$193,764, representing an increase of 6.2%. Staff added that local use taxes for the same period had risen by 8.8% over the same period last year and that total sales tax revenue for the fiscal year-to-date had increased by \$111,690 or 8.2%.

Staff communicated that food-and-beverage tax revenue through October, or the first six months of the 2010-11 fiscal year, totaled \$142,736, noting that this exceeded budget by \$20,231 or 16.5%. (Agenda Item 3)

**Update on New Businesses**

Staff highlighted the new entrants to the community, pointing to the list by district that had been provided to members of the EDC. Staff relayed that a number of other new businesses were nearing opening and that the interest level in the community is the highest it has been in quite some time.  
(Agenda Item 4)

### **Holiday Program Update**

Staff and Mr. Grisko explained that the details concerning the main attractions for the *Distinctly Hinsdale for the Holidays* promotion, namely, the Gingerbread Man Factory and the horse-drawn carriage rides, had been wrapped up. Staff also stated that a letter informing business owners about the ability to display promotional materials in the Factory had been prepared.

Staff relayed that weekly ads would run in *The Hinsdalean* to promote the event and that these would replace the “common cents” ads that had been running and that those would resume after the conclusion of the holiday program.

Staff concluded by providing an update on the decorative lighting program for the Village, adding that President Cauley would preside over the planned tree lighting ceremony which would officially kick off the Christmas Walk. Chairman Karstrand added that a resident had stepped forward to sponsor a Salvation Army “giving tree” that would be installed in Burlington Park.  
(Agenda Item 5)

### **Sign Code Text Amendment**

Staff updated members on the proposed text amendment to the Village’s sign ordinance, which would permit administrative review and approval of code-compliant signage and permit the projecting sign as a permitted type. Staff added that the actual language of the text amendment was being prepared as was an enhanced presentation for the public hearing scheduled for the Plan Commission meeting of December 8<sup>th</sup>.

Staff communicated the potential timeline of the text amendment process, noting that it could be approved by the end of January if each meeting prior resulted in affirmative votes to adopt the amendment. Members of the EDC expressed their strong ongoing support for this business-friendly initiative.  
(Agenda Item 6)

### **Budget Review**

Staff stated that the EDC had already committed to spend 63% of its budget but that the other items listed in the program brought that total to approximately 75%. Staff reviewed the areas that comprised the remaining 25% of the resources available. Members individually expressed their preferences and support for the various remaining projects that received attention in the budgeting process. Mr. Potter noted the increased usage of e-mail and social media-based marketing. Mr. Chapello cited the potential to increase print advertising regionally but that circulation data should be reviewed or re-reviewed to ensure potential reach. Mr. Chapello also expressed support for further implementation of the way-finding sign program and other related “physical” projects. Ms. Janes stated her preference for additional regional outreach, citing another print magazine such as *Chicago* as well as another outdoor advertising campaign. Staff briefly revisited the topic of a retail sales-driven promotion, which members agreed should be discussed at the next meeting of the EDC and potentially beyond. (Agenda Item 7)

### **Next Meeting Date**

Given that the December meeting was in between the Christmas and New Year’s holidays, members suggested either canceling the meeting or rescheduling it. Although pending, the tentative date selected for a rescheduled meeting was Tuesday, January 4<sup>th</sup>. (Agenda Item 8)

### **Adjournment**

With no additional business before the Commission, Mr. Summers made a motion to adjourn. Mr. Chapello seconded, and the motion was approved unanimously. The November 23, 2010 special meeting of the EDC was declared adjourned at 8:07 p.m. (Agenda Item 9)

Respectfully submitted,

---

Timothy Scott, AICP