

**Minutes
November 12th, 2018
Village of Bartlett
Economic Development Commission**

1) Call to Order

C. Green called the meeting to order at 7:00 pm.

2) Roll Call

**Present: S. Gandsey, C. Green, D. Gunsteen, J. LaPorte, A. Lewensky, R. Miskiewicz (Chamber),
R. Perri**

Absent: G. Kubaszko, T. Smodilla

**Also Present: T. Fradin, Economic Development Coordinator;
J. Dienberg, Administrative Intern**

3) Approval of Minutes

A motion was made to approve the minutes from the October 8th meeting.

**Motioned by: S. Gandsey
Seconded by: A. Lewensky**

Motion Carried

4) Small Business Saturday

T. Fradin presented Bartlett's initiative supporting Small Business Saturday. Small Business Saturday is an American shopping holiday held on the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. This year, Small Business Saturday will be on November 24th.

In 2010, the holiday was promoted by American Express via a nationwide radio and television advertising campaign. That year Amex bought advertising inventory on Facebook, which it in turn gave to its small merchant account holders, and also gave rebates to new customers to promote the event.

American Express publicized the initiative using social media, advertising, and public relations. Many local politicians and small business groups in the United States issued proclamations concerning the campaign, which generated more than one million Facebook "like" registrations and nearly 30,000 tweets under the Twitter hashtags #smallbusinesssaturday and #smallbizsaturday.

Unlike several surrounding municipalities, Bartlett does not have big-box retailers like Target, Wal-Mart, Meijer or Costco, nor does the Village have a major shopping mall like Woodfield Mall, Stratford Square or Charlestown Mall.

What Bartlett does have is an interesting mix of small businesses, many of them sole proprietorships, and several of which have opened in the past few years. With that in mind, Staff requested and received promotional items from Small Business Saturday at American Express to distribute to small businesses in the downtown area and has distributed tote bags, stickers, banners, buttons and door mats for them to display between now and Small Business Saturday.

Additionally, Staff will be promoting Small Business Saturday via cable television commercials and multiple posts on the Discover Bartlett Facebook page and the Village's Twitter account, website and cable station.

Tony shared that staff has added live footage this year with multiple businesses inviting shoppers to visit their locations. Mr. Fradin also shared that the Village saved a \$500 production cost by having administrative intern Joey Dienberg do the editing in house. Tony shared the commercial to the EDC, as well as a longer ad that is being run on Facebook. After showing the video, Mr. Fradin complimented Mr. Dienberg for his work on the video.

S. Gandsey asked about the cost of running the ads. She advised that staff take a small \$500 chunk of that to market the videos on social media as well.

T. Fradin stated that within the Schaumburg and Bloomingdale cable zones, the commercial will be shown in a variety of neighboring communities through Comcast. Stating that the cost was \$2,500. Mr. Fradin said that it was a great suggestion, stating that the Village has done that in the past.

S. Gandsey asked if there was also going to be another coupon insert in the Bartletter this year.

T. Fradin stated that there would not be, saying that it is still something they can do in the spring. He added that it wasn't initially planned to be a permanent fixture. He stated that if the EDC is interested, staff could gladly put it together in the spring.

S. Gandsey suggested that if they do, that it would be beneficial to advertise that on social media as well.

C. Green stated that many businesses will be getting discounts for Small Business Saturday, as coupons do not work as well for many businesses in the downtown.

5) Opportunity Site E Marketing Plan

In the Downtown TOD Plan that was worked on for approximately one year and then adopted by the Village Board in October of 2016, one of the prime residential sites was identified as Opportunity Site E.

Site E is owned by the Village and is a 1.87-acre parcel at the southwest corner of East Railroad Avenue and South Berteau Avenue. It was originally planned to be two additional residential condominium buildings to complete the Bartlett Town Center development.

The Village Board directed Staff to issue a Solicitation of Bids and Statement of Qualifications late last year, and the document was released on December 20th with a due date of February 23rd. One submittal was received; however, it was a strong submittal by developer Foxford Communities, who proposed a three-story forty-one unit apartment building designed to appear as row houses.

The minimum price was set at \$660,000, which is eighty percent of the latest appraised value of the land, \$825,000.

Due to a variety of reasons, Foxford has since withdrawn its bid to purchase and develop Site E. Staff has since received interest from several parties, however at this time the Village has not received a formal Letter of Intent to purchase it.

With the suburban apartment construction market still in play late this year, Staff will begin a marketing effort for this property including placing a sign on the site, placing it on CoStar and LoopNet and sending it out to several active developers of Transit-Oriented Development multifamily housing projects.

We will provide members of the EDC with marketing materials at an upcoming meeting and both welcome your suggestions and input as well as assistance with sending the information out to contacts you may have in the industry.

Some information on Opportunity Site E was attached to the commissioners' packets for reference.

J. LaPorte advised that whatever is developed in this location, that North/South Traffic be kept on Berteau to reduce congestion in the nearby apartment community where 24 families live with 80 people, adding that it is an already narrow drive, creating a natural buffer.

T. Fradin stated that that was a great suggestion. He added that when it gets developed it would go through the public process, adding that the site plan could be a number of different things and that nobody can do a site plan analysis until there is one. Mr. Fradin stated with confidence that when there is one, the site plan will be well thought out and in a public review process.

D. Gunsteen asked if this property would be looked at for commercial use.

T. Fradin said that the Village wouldn't be opposed to it, but added that from a commercial standpoint it isn't the most attractive site because of the perception that it has been difficult to fill certain properties on Main Street and Devon, and this one isn't visible from the main thoroughfare. Mr. Fradin also added that in the TOD plan, that site was identified as an opportunity to increase the population density in the downtown with a residential project.

C. Green asked about a previous study done in the TOD analyzing the residency vacancy rate. She also asked if the trend is still towards people being interested in renting as it was at that time.

T. Fradin stated that at the time, there were 100% occupancy in the downtown rental properties. Mr. Fradin added that there hasn't been much rental development in the last 30 years, adding that the downtown is lacking a rental property with modern amenities. He added that this study was done over two and a half years ago, he added that in this specific location, the demand is still stronger for apartments.

S. Gandsey asked what would happen first: Do more people bring in more businesses or if more businesses bring in more people?

T. Fradin stated the data showed in the TOD showed a certain type of housing demand, calling for more rental properties in the downtown.

J LaPorte added that it is like a "Chicken or the Egg" in terms of housing and commercial development.

T. Fradin stated that the Village shares as much information on both fronts with developers as he can to hopefully spark interest based on the other developments happening.

C. Green stated that the more residents in the downtown, the more businesses would open.

T. Fradin stated that they are all a part of the same equation, and that they feed off of each other.

R. Perri stated that he believes the Village is doing the right thing by attracting an apartment developer to the area is a big selling people, and encouraged staff to market the property.

T. Fradin thanked Commissioner Perri for the sentiment, adding that he hopes that within the next year he is sharing details of an upcoming development.

J. LaPorte asked about Site F.

T. Fradin stated that it is a good site, but it is owned by METRA, giving the Village little control over what happens with the site.

6) New Business/Public Comment

T. Fradin reminded the Commissioners about the upcoming holiday open house and told them to RSVP to the Village Clerk.

T. Fradin added that the EDC will soon be seeing a BEDA application from the gentleman who is working to open the Bartlett Tap.

R. Perri asked if it is the original owner.

T. Fradin said that the gentleman is leasing the property, and that the original owner is now out of the picture.

T. Fradin added that Amita is now open as well.

C. Green asked if there is a website to check it out.

T. Fradin couldn't remember, but that it would be easy to find on the Amita website.

C. Green asked if work was progressing on May's

T. Fradin stated that he hasn't kept too much track of their progress, but they plan to open in the next few weeks.

S. Gandsey asked how the ICSC show at Navy Pier went.

T. Fradin said that it went well, and that staff had fruitful meetings with a couple different developers and businesses.

S. Gandsey reported on her trip to the Economic Development Boot Camp and shared that it was an eye-opening opportunity to the field. She stated that there was a captivating presentation by Mark Peterson and Intersect Illinois, and that it was a great opportunity.

R. Perri asked about the status of the BEDA application for Gorski Plaza

T. Fradin stated that his BEDA was approved and that he is seeking a Property Tax Break through Cook County, which the Village has done everything it can to help with that process.

C. Green opened the floor to resident Terry Witt who came to speak to the Commission.

T. Witt gave a document listing out many statistics answering some of the commission's questions from October. The statistics came from the Illinois Prairie Path's website. He highlighted that there were several infrared counters that counted riders on the path. He added that the average expenditure of trail travelers was \$14.29, and that could be diverted to Bartlett by completing the Brewster Creek Trail and adding wayfinding signage. Mr. Witt also reached out to Engineering firms and was informed that the assumption of \$3.1 million for the total cost was reasonable, stating that it is an Economic Development issue. He added that Grants for a Phase 1 often go to poorer communities, and Bartlett wouldn't fall in that category. He plans to go out and raise money for that Phase 1, adding that the Village could get 80% funding for the Phase 2 and the additional \$3.1 million. He asked the EDC to verbally get behind this plan to help move it forward.

R. Perri asked Mr. Fradin about the Village's status with future trail projects and if there are more steps the Village can take to improve what the Village currently has.

T. Fradin stated that his expertise is in economic development, and that there is bike and run committee that meets quarterly and that they are better suited to handle this issue. He added that he does not have the expertise to speak on the Village's behalf on that issue at this time. He did add

that a project of that degree is a part of the Village's capital budgeting process which is upcoming in the coming board meetings.

D. Gunsteen asked if it would be appropriate for the EDC to try to push this forward to the next level.

T. Fradin stated that he believes that it wouldn't be viewed as an Economic Development issue.

C. Green added that there is already a specific committee for this issue.

A. Lewensky stated that this is an \$850,000 problem, and that from an EDC perspective, that they have to justify the foot-traffic, and that the information in front of them is very misleading in terms of the number of people and the amount of money spent. He said that the information needs a lot of refining and it is very top-heavy, and does not show the benefit that Bartlett would see. He added that the numbers get real small, real quick. He added that he supports the issue personally, and would be glad to help personally, but cannot get behind it currently as a commissioner.

S. Gandsey agreed with commissioner Lewensky and added that she does not see a strong economic development benefit. She also advised that Mr. Witt meet with the Bike and Run Committee and work with them to push something forward.

T. Fradin agreed that the Bike and Run Committee would be the right body to address this.

R. Perri stated that they are not against it, but the EDC is not the place to get this done.

T. Witt stated that this has been helpful information, and that he appreciates the EDC's direction and questions.

7) Adjournment

A motion was made to adjourn the meeting.

Motioned by: R. Perri

Seconded by: D. Gunsteen

Motion Carried. The Meeting Adjourned at 8:12 PM