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BEFORE THE VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION

IN RE THE MATTER OF:)
)
Marketing Plan and Downtown)
T-O-D Study Update.)

REPORT OF PROCEEDINGS

October 12, 2015
7:00 P.M.

PROCEEDINGS had before the Bartlett
Economic Development Commission of the
above-entitled cause taken at the Village Hall,
228 South Main Street, Bartlett, Illinois, before
LYNN M. EVANS, C.S.R., License #084-003473, a
Notary Public qualified and commissioned for the
State of Illinois.

COMMISSION MEMBERS PRESENT:

- MR. GERALD KUBASZKO, Chairman.
- MS. TRACY SMODILLA, Member.
- MR. MIKE SOBEL, Member.
- MR. NAYAN MEHTA, Member.
- MR. BARRY KRALL, Member.
- MR. ROBERT PERRI, Member.
- MR. JEFF PETRO, Member.
- MS. CECILIA GREEN, Member.

1 ALSO PRESENT:

2 MR. JIM PLONCZYNSKI, Community Development
 Director.

3 MR. TONY FRADIN, Economic Development
4 Coordinator.

5 MS. PAULA SCHUMACHER, Assistant Village
 Administrator.

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1 CHAIRMAN KUBASZKO: Okay. Call to order for
2 the Bartlett Economic Development Commission
3 meeting for October 12, 2015.

4 Can we have roll call?

5 MR. PLONCZYNSKI: Jerry Kubaszko.

6 CHAIRMAN KUBASZKO: Here.

7 MR. PLONCZYNSKI: Cecilia Green.

8 MS. GREEN: Here.

9 MR. PLONCZYNSKI: Donna Weir.

10 Robert Perri.

11 MR. PERRI: Here.

12 MR. PLONCZYNSKI: Nayan Mehta.

13 MR. MEHTA: Yes.

14 MR. PLONCZYNSKI: Jeff Petro.

15 MR. PETRO: Here.

16 MR. PLONCZYNSKI: Tracy Smodilla.

17 MS. SMODILLA: Here.

18 MR. PLONCZYNSKI: Barry Krall.

19 MR. KRALL: Here.

20 MR. PLONCZYNSKI: Mike Sobel.

21 MR. SOBEL: Here.

22 MR. PLONCZYNSKI: We have a quorum.

23 CHAIRMAN KUBASZKO: Next agenda item would be

24 the approval of the September 14, 2015 meeting

1 last month.

2 Do we have discussion? Any discussion on
3 any of the topics or do we have a motion to
4 approve?

5 MS. SMODILLA: I move to approve the minutes
6 as presented.

7 CHAIRMAN KUBASZKO: Do we have a second?

8 MR. KRALL: I second that.

9 CHAIRMAN KUBASZKO: Okay. Motion carried.

10 MR. PLONCZYNSKI: I didn't hear the vote.

11 CHAIRMAN KUBASZKO: All in favor.

12 (A chorus of ayes.)

13 CHAIRMAN KUBASZKO: Motion carried unanimously.

14 Next item on the agenda would be the
15 marketing plan, which we started discussing at
16 the last meeting and we had some pretty lengthy
17 discussion on it. I believe we only got through
18 Route 59 corridor and discussed the downtown. I
19 believe tonight we're going to move on to some of
20 the other locations and discuss them and try and
21 get some recommendations.

22 Tony, do you want to pick it up?

23 MR. FRADIN: Yeah, that's right. Thank you,
24 Chairman Kubaszko. For this project before you

1 again tonight, turning it over to Jim and my
2 colleague Paula Schumacher, the Assistant Village
3 Manager. She's the lead person on this project;
4 and then as the questions come up wherever --
5 whatever purview it falls under, we'll do our
6 best to answer it amongst Jim, myself, and Paula,
7 so without further ado, I'm going to turn it over
8 to Paula Schumacher.

9 MS. SCHUMACHER: Thanks Tony. As you noted,
10 last time we were together, the committee
11 discussed Route 59 and downtown, and kind of what
12 we're hoping to do tonight is Brewster Creek
13 Business Park and Blue Heron Business Park,
14 those two -- we would like to make sure we get
15 through those two, so that's kind of our working
16 task for tonight.

17 The committee asked that the goals were to
18 be more specific and be more detailed in the
19 targets and built around an area of strength; and
20 then also there were some other comments just
21 related to things that were happening in the
22 area, like the construction on 59 that should be
23 included in there, that there should be some
24 recognition of that and its impact on the

1 businesses in that area because it's going to be
2 such a long term project. So without further
3 ado, your comments on the Brewster Creek Business
4 Park goals. There are several of those and there
5 are acronyms and you did ask me to spell those
6 out in the plan, so we'll be doing that as well.
7 There is lots of acronyms in Brewster Creek.

8 The first one is to continue the shop local
9 efforts in working with the chamber of commerce
10 to create a business-to-business program. I know
11 that's something that the chamber has talked
12 about doing that in the past and I think that we
13 can help them build that. We do try and share
14 information about new businesses and the business
15 licenses as they come in with the chamber, but
16 some way to build up maybe that
17 business-to-business network. I think we might
18 be able to work with the chamber to do that.

19 Continue the use of traditional
20 advertisement newsletter and social media to
21 promote new and existing businesses. Maintain
22 the data base of available commercial sites with
23 owner and broker information. Tony does that on
24 a regular basis. Continue to work with the State

1 DCEO and Choose DuPage to promote Bartlett.
2 Highlight the food niche that is developed in the
3 parks to similar industries and businesses and
4 continue to market the site to attract desirable
5 uses from regional, national, and local levels.
6 Increasing marketing of the park in trade
7 publications and participating in AIRE and CIP
8 industrial trade shows; and Tony, I think there
9 was another one you wanted to add.

10 MR. FRADIN: Yeah, thank you, Paula. There is
11 another organization that I recently was invited
12 to due to Brewster Creek Business Park becoming
13 more visible among the industrial brokerage
14 community. This is another acronym called NICAR,
15 and I had to ask what that one does stand for,
16 and that's the Northern Illinois Commercial
17 Association of Realtors, and I've been invited to
18 participate in their annual trade show next
19 Tuesday, the 20th. I believe it's in Oak Brook.
20 I'll be participating as an exhibitor, so that's
21 an additional opportunity to further the reach of
22 marketing Brewster Creek Business Park. A lot of
23 the people who participate in that are already
24 familiar with the park, I might add, but some of

1 them are not and these are mostly brokers based
2 out of the DuPage County area and a few of them
3 south of there as well, so --

4 MR. PERRI: Would it be possible, Tony, to send
5 out an email before that time like a reminder to
6 us?

7 MR. FRADIN: You would like to be reminded
8 about the NICAR show? Sure.

9 MR. PERRI: Would that be okay?

10 MR. FRADIN: Absolutely. If I remember, then
11 I'll remind you.

12 MR. PERRI: Great. I'm in.

13 MS. SCHUMACHER: Your input on these would --
14 you know, we would love to hear.

15 MS. GREEN: What would you envision the
16 business-to-business program would be with
17 Brewster Creek Business Park?

18 MS. SCHUMACHER: You know, I was thinking here,
19 you know, Michelle who owns Bark Avenue, she told
20 me that one of the things that she didn't think
21 about when she located there was marketing
22 herself to her neighbors and that has been a real
23 big part of her business because people come to
24 work, they bring their dogs, they drop it off

1 there, their dogs off with her. So kind of that
2 marketing within your local area to, you know,
3 your business neighbors and where that business
4 connection could be I think would be something
5 that we could expand upon.

6 MS. GREEN: Where could we find a list of
7 those businesses that are located out there?

8 MS. SCHUMACHER: Tony has that.

9 MR. FRADIN: That is on the Brewster Creek
10 Business Park section on the Village website.
11 That particular page is a subsection of the
12 economic development page.

13 MS. SMODILLA: I think these are all very
14 worthy action items here, Paula and Tony; and I
15 just want to say thank you for bringing more
16 information back to us from the last meeting, but
17 what I'm still struggling with is while again
18 these are listed as goals, these are really kind
19 of action items. Is there a one- to three-year
20 plan that's been established specifically for
21 each of these business districts that will help
22 us understand what it is we're actually working
23 toward, and I'm going to just use Brewster Creek
24 as an example.

1 Perhaps if we were to benchmark the
2 existing occupancy rate of the buildings or the
3 existing available area of land that's still
4 available for development, if we were to use that
5 as our baseline, perhaps we could start to target
6 goals of reaching a percentage of greater
7 occupancy the following year and, again, perhaps
8 it's within specific industry sectors; and then
9 certainly, I think it would be important for EDC
10 to understand how specifically those parcels or
11 those buildings are being marketed either through
12 the brokerage or through some of the incentives
13 that the Village continues to offer businesses or
14 developers to come into the area. I think that's
15 information that would be important for us to
16 have, I think, in order to help you better
17 strategize, one, what the very specific targeted
18 goals are and how these actual action items would
19 be implemented into reaching those goals.

20 MR. FRADIN: I heard -- without taking notes,
21 I heard three different questions. I'm going to
22 address two of them. In terms of benchmarking the
23 occupancy rate, that is done on a roughly informal
24 basis. However, as Paula stated, I continually

1 contact the brokers, work with the developers,
2 and can almost tell you what the vacant buildings
3 are and the sizes.

4 In terms of the occupancy rate, it has
5 increased dramatically in the past year. The
6 biggest building in the business park went vacant
7 only for a matter of months and then Creative
8 Werks moved in. The very first building
9 constructed in the business park, 1291 Humbracht,
10 had been vacant for three years and now it's
11 occupied by Bremskerl that I had mentioned last
12 month. There has been a number of -- two
13 different businesses have come into
14 15,000-square-foot units in a building back -- I
15 believe, it's on Hecht, Jim -- a four-unit
16 building that's divided into four
17 15,000-square-foot units. The occupancy rates
18 probably have gone from roughly 50 to 60 percent
19 up to over 80 percent in the last years.

20 So benchmarking the occupancy rate is just
21 informational basically, but the actual tangible
22 product that we put before the brokers and the
23 businesses are the actual space. The brokers
24 won't call and ask what the occupancy rate is.

1 They'll ask you for a 5,000-square-foot space and
2 we'll -- you know, we discuss that with the
3 brokers on an ongoing basis.

4 MS. SMODILLA: That I understand; and just to
5 clarify, I think that the information that I
6 think would be important for us to have, again as
7 data, would be, again, what that occupancy rate
8 is; and perhaps we establish a specific date
9 moving forward, let's say it's January 1st, and
10 then we benchmark whatever the occupancy rate or
11 the vacancy rate is for the following year; and
12 perhaps we establish a goal that if we have an 80
13 percent occupancy rate, perhaps for the end of
14 next calendar or fiscal year, however that date
15 is established, that we shoot for 90 percent or
16 87 percent, whatever that goal is.

17 I just think it's going to be important
18 for us as economic development, one, to better
19 help you, and, two, I think it creates a rather
20 tangible story to give back to the public so that
21 they're very aware that the Village is really
22 doing everything it can with the resources it has
23 to increase not just occupancy out there, but the
24 tax base as well.

1 MR. FRADIN: Right. What's happening now with
2 the occupancy rate near capacity is that a lot of
3 the meetings we're having with businesses now,
4 including one that I have later this week, is for
5 new buildings. The vacant spaces in Brewster
6 Creek are typically smaller condominium units.
7 Commissioner Perri has one listed in one of the
8 buildings on -- is it Hecht Road?

9 MR. PERRI: That's correct, Tony, Hecht Road.

10 MR. FRADIN: Yeah, there is some smaller units
11 available, but none of the very large buildings
12 are vacant at this point.

13 MS. SCHUMACHER: Maybe a combination of
14 occupancy and square footage.

15 MS. SMODILLA: Right.

16 MR. FRADIN: I mean, the goal is always to
17 increase occupancy in the business park, downtown,
18 or any district.

19 MR. SOBEL: I would like to make a suggestion
20 because we're going to embark on a big project
21 here, and at some point down the road somebody is
22 going to want to be able to measure whether it was
23 useful or not. I think it would behoove all of
24 us, so by all of us I mean, the EDC, the Village,

1 and whoever else is involved on the either
2 resident or business side, that's going to have
3 input into these marketing programs to develop
4 some KPI, some key performance indicators, and get
5 a baseline value of them now that could definitely
6 be measured and then be measured during our
7 program and after the program. So when somebody
8 asks, hey, was it successful, we can say, yeah,
9 and this is what happened, XY and Z, and this
10 went from this to that, et cetera, otherwise we're
11 going to be saying, well, yeah, the occupancy
12 rate went up and, you know, but you won't be able
13 to actually point to anything concrete to say,
14 hey, this is what happened; you know, did the tax
15 base go up; what is it that you guys are after by
16 putting these programs in place and how can we
17 measure those.

18 MR. FRADIN: Right. Keeping in mind it's a
19 TIF district, so every year at the joint review
20 board meetings we always review the equalized
21 assessed value. That's not the only way to
22 measure it. I like occupancy better personally
23 because the property values may fluctuate whether
24 or not a building is fully occupied. We've seen

1 a decreasing in EAV in the past few years. Of
2 course, the goal is to increase the EAV of that
3 area. Jobs are a good indicator, the number of
4 jobs.

5 MR. SOBEL: Well, I think everybody needs to
6 get together and decide what are these KPIs and
7 define them up front and measure them up front so
8 that they're measurable at the end and they're
9 measurable in the middle so somebody can say, yes,
10 this is working, this is successful versus it's
11 not.

12 MR. MEHTA: When we are talking, I think, a
13 marketing plan, it's certainly going to afford
14 the occupancy that's a good indicator because tax
15 revenue collections or a job, all those things is
16 not really that what we are looking for. What we
17 are trying to say is how we going to occupy these
18 places, that's all right everything come in by
19 it's own, but we can measure it by occupancy,
20 that's how this marketing plan is going to go, so
21 when you listing for KPI, I agree with that part
22 in that probably the occupancy is a good
23 indicator.

24 MR. FRADIN: Very good indicator; and then to

1 answer one of your other questions,
2 Commissioner Smodilla, when you said how
3 specifically are those marketed, I mean a lot of
4 that is what we're talking about in this plan.
5 They're spelled out in eight or so bullet points.
6 You asked whether it's brokers or incentives.
7 Really, I've always said this for many years at
8 the EDC, it's a combination of things. In the
9 Chicago market, industrial brokers are the
10 primary agents who work on behalf of clients to
11 locate the right size, right location, right
12 price, right building height, right number of
13 docks, all of the above. A lot of it is broker
14 driven. An almost equal amount of it is business
15 trip where a business will just call.

16 They won't call with a broker. They'll be
17 familiar with the area or perhaps they saw the
18 business park visiting one of their clients or
19 one of their customers, so it comes in through a
20 number of ways; and also, as Jim pointed out,
21 many times at these meetings, quite a few of them
22 are -- the businesses are open by area business
23 owners and entrepreneurs who simply want to be
24 close to home. They might live in Bartlett or

1 Wayne or Elgin or St. Charles and prefer to have
2 their business here than somewhere like Wood Dale
3 or Elk Grove Village, so we get a lot of those as
4 well.

5 So how is it marketed? It's really by all
6 of the above. The trade publications generate
7 leads. The trade shows generate leads. The
8 brokers generate their own leads, and in many
9 cases I get calls directly from a company. They
10 might be familiar with the area already. Most of
11 the companies I was speaking with already have a
12 business location in one of the communities
13 surrounding Bartlett.

14 MS. SMODILLA: In identifying those businesses
15 that would be good prospects for Brewster Creek,
16 I like the idea of marketing to somebody that's
17 local and the entrepreneur, as well as the
18 developer, and each of those would require a very
19 specific marketing strategy or at least a
20 marketing initiative.

21 I think it would be important then that we
22 would perhaps reach out to the surrounding
23 community and make even our residents know that
24 Brewster Creek isn't just a 15,000-square-foot

1 warehouse, that there are smaller parcels
2 available; and, again, we already see some of
3 those success stories, such as the young man that
4 put in the CrossFit place, and I think somebody
5 else is doing another type of fitness training.
6 I would even say that Michelle's Bark Avenue
7 would qualify as one of those smaller businesses
8 too.

9 So, again, within the marketing strategy,
10 specifically for Brewster Creek, and I think this
11 would apply to some of the other districts that
12 we'll be looking at, is that we make sure that
13 there is, again, a very specific and targeted
14 message to those individuals and hopefully we can
15 assist in crafting that message; and certainly
16 perhaps that's something that the chamber of
17 commerce, Mike, would be interested in assisting
18 with. Commissioner Sobel.

19 MR. SOBEL: I'm sorry, I was reading. Your
20 question again.

21 MS. SMODILLA: The chamber would be a good
22 strategic partner in crafting those messages.

23 MR. SOBEL: Yeah, absolutely, and we were --
24 you know, as Paula mentioned before, the chamber

1 was going to -- is going to create a -- not
2 create -- reinvent the business-to-business
3 program and the visits from the chamber and
4 really work hard at that. Since we've gotten a
5 new president, we will have the manpower and the
6 will to do it.

7 MS. SMODILLA: Sure. I think on the Village
8 side too, again because of the successes you've
9 had in attracting a large segment of the food
10 industry into there. I don't know what the
11 specific marketing strategy looks like or the
12 marketing message to the food industry, but
13 again, I think that if we start to mine the
14 different businesses that would fall under those
15 SIC categories in the food industry, I think
16 we've got a great opportunity to dream big here.

17 MS. GREEN: How long of a timeline is this
18 marketing plan going to cover? What's the --

19 MR. FRADIN: Paula and I were just speaking
20 about that before this meeting, and it appears
21 that this would most likely be finalized and in
22 the front of the Village board for approval at
23 some point in early 2016; and reviewing some of
24 the marketing plans for some of the other nearby

1 communities, many of them use a five-year plan;
2 and I -- what we were speaking about before the
3 meeting was to label this a five-year marketing
4 plan from 2016 to 2020, has a nice round number
5 to it. Things don't typically change too
6 drastically within that period of time, but if
7 another cluster begins to emerge or if one of the
8 large development sites on Route 59 begins to
9 develop, you can see changing development patterns
10 perhaps over a five-year period.

11 MS. GREEN: I think anything shorter than that
12 you wouldn't see a lot of results. You could,
13 but --

14 MR. FRADIN: Right. We would hope to be very
15 close to filling the business park by five years
16 from now, but, then again, when the huge recession
17 hit in 2007, 2008, nobody really envisioned it;
18 and we had four to five years in a row with very
19 little development anywhere, including in the
20 business park, but, you know, that would be a
21 good five-year plan.

22 MR. MEHTA: I was also wondering is there any
23 way we can find out all the types of industry
24 that we already have, the businesses that we

1 already have over here, and which are the other
2 industries which are depending on them or which
3 would give them, either way. If those are the
4 areas, if we can identify them, then we can
5 target even those in addition to brokerage firms
6 and all the different areas where we are trying
7 to market, but if we can also identify very niche
8 market like based on what exactly we have right
9 now the businesses, which are the other areas
10 which would be depending on them or which can --
11 so that way those type of businesses when we
12 approach with a marketing plan, they may be more
13 interested to really hear you and then may take
14 an interest to, okay, those are the type of
15 businesses over there or maybe it would be helpful
16 for me, let me -- all right. I was just --

17 MR. FRADIN: Right. The most precise way is
18 what Tracy had been mentioning, to review SIC
19 codes, but when it comes to Brewster Creek
20 Business Park, there is roughly 75 businesses
21 there, give or take. There is the food niche
22 that we were taking about. There are a lot of
23 warehouse and distribution facilities. There is
24 a lot of smaller contractor-type offices like

1 HVAC people, roofing people, paving people; and
2 then if there is another almost emerging cluster
3 in the business park, it would be high precision
4 manufacturing, specifically German-based
5 companies. There have been a few that have come
6 into the business park recently. They seem to
7 like it there. The German American Chamber of
8 Commerce is kind of a smaller, close-knit
9 organization in Chicago, so for whatever reason
10 we've started to attract some German-based high
11 precision manufacturing firms.

12 So that's not exactly an SIC code analysis,
13 but that would probably cover 70 percent or more
14 of the businesses in the business park and the
15 remainder are businesses like Mike's that are a
16 sign company, that's business to business, and
17 then some of those that are open to the public,
18 like Paula was mentioning, like Bark Avenue Day
19 Camp. Bartlett Animal Hospital is in the
20 business park and then two of the -- the CrossFit
21 and then the Xtreme Training facility, so there
22 is about six or seven businesses open to the
23 public and the rest of them all fall into those
24 typical categories.

1 MS. GREEN: Well, wouldn't you say that
2 Brewster Creek is one of our success stories,
3 that what you're doing seems to be working
4 already?

5 MR. FRADIN: It's a big success story. As a
6 matter of fact, I did a little write-up of
7 Brewster Creek Business Park that got picked up
8 by a lot of the local trade publications in the
9 last month or two. When you talk about marketing
10 the food cluster, that was the gist of it. It
11 was about the emerging food cluster in the
12 business park. Choose DuPage put it on their
13 website and their newsletter. It went to
14 Northern Illinois Real Estate magazine. We
15 generated quite a few calls from those.

16 MS. GREEN: So maybe we don't have to change
17 radically what's already being done, but maybe
18 concentrate on more of the areas that need more
19 help.

20 MR. FRADIN: That's one way of looking at it,
21 yeah. I mean, this is a pretty -- you know, it's
22 short and sweet, but I think the marketing plan
23 Paula has put together for the business park is
24 pretty much on target. We just wanted to hear if

1 we missed something or perhaps something
2 additional we should be looking into it.

3 MS. SCHUMACHER: Like you say, Cecilia, there
4 is nothing like success, so promoting that success
5 story like Tony, you know, just did recently, I
6 think we need to do more of.

7 MR. PETRO: I'm just curious is anything
8 being done at Bluff City that's working that
9 isn't being done at Brewster Creek or vice versa?

10 MR. PLONCZYNSKI: Some of the best marketing
11 we get in Brewster Creek is from the owner of the
12 property and him going out there working well
13 with the Village and being able to bring in
14 businesses that go through our approval process
15 fairly quickly. We've approved two industrial
16 buildings that went from, you know, coming in
17 with plans to building permit within 90 days and
18 going through our review process.

19 We changed the height restrictions because
20 one business we knew was coming in and the design
21 or building design and the style has raised the
22 interior clear height, so I think it's partly
23 that the Village reacts and works well with the
24 business owners of the business park both in

1 Bluff City and Blue Heron because Bluff City is
2 the same thing, they're fairly full on their part
3 in the heavier industry and now they're starting
4 to go in the lighter industry along Route 25.
5 That's the other one that's just starting to take
6 off now. We've got two buildings there. I just
7 talked to the owner yesterday and he's going to
8 bring in a third, so we're also adjusting that
9 business park zoning, if you will, to kind of
10 accommodate some users.

11 So I think marketing plans are great, and
12 Tony and Paula have worked hard on it so we get
13 the word out and we get the niches and everything,
14 but quite frankly, the owners of the business
15 park like the Village and they bring customers in
16 there by their own word of mouth; and when you
17 approve a building for, you know, Joe Smith here
18 and then you approve one across the business park
19 for Tom Jones and it's done boom, like that, that
20 gets around from the people that not only build
21 the buildings, but who want to come in; and the
22 food cluster has come in because the owner of one
23 of the biggest businesses there has liked the
24 business park and he's brought people in, so we

1 pick up on that and kind of market it with that
2 in mind. So you have that kind of inherent good
3 word of mouth advertising too, and I don't know
4 how you quantify that, but that does happen.

5 MS. GREEN: Do you have that story on the food
6 cluster in the trade publication digitally or can
7 you send that to us to read?

8 MR. FRADIN: Yeah, it's in electronic format.
9 I would be happy to send that.

10 MS. GREEN: Okay. Thank you.

11 MS. SCHUMACHER: That's kind of a natural
12 segue to talk about Blue Heron. Again, a lot of
13 the same or similar goals as Brewster Creek, but
14 with a little heavier industrial focus. Would
15 that be accurate, Tony?

16 MR. FRADIN: Absolutely. We always say that
17 more land intensive businesses are allowed out
18 that way and flourish that way. You've got a
19 mining operation, asphalt shingle recycling, and
20 more land intensive uses that actually wouldn't
21 be a permitted use in Brewster Creek Business
22 Park.

23 MR. PLONCZYNSKI: On the Blue Heron, I think
24 we had -- this shows this one built parcel on

1 here. We've actually had another one that just
2 got a permit that's further south, and we're
3 going to have our third building in there
4 submitted very soon. This is the one I was
5 referring to that we're working with the owner on
6 kind of massaging some of the parameters of the
7 design of the building pads and the site plan.

8 One of the unique situations of this park
9 is that we have kind of done what, for lack of a
10 better term, we call it a preapproved site plan
11 so that the developer if he brings in a business
12 that meets -- and we have a layout of the site
13 plan. It's a typical building pad with a typical
14 outside storage, parking, landscape buffers.
15 It's not detailed in that sense, but if they fit
16 that preapproved site plan, they go right to a
17 building permit. They don't -- they don't have
18 to go through our formal site plan or zoning
19 process because the PUD and the zoning site plan
20 are inherent in the design and the approval of
21 the business park, and we're -- because of
22 changes in the industry, we're reacting to that
23 now and we're amending his PUD as we speak, and
24 we'll change that preapproved site plan, the

1 concept, to accommodate what he's seeing out in
2 the industry.

3 And one of the interesting things that,
4 just kind of aside, this has -- as Tony said,
5 these are more land intensive. They have a big
6 outside storage area and so we're experimenting
7 with this product -- it's actually a recycled
8 asphalt product that is starting to come on the
9 market and they call it FRAP, and it's like -- I
10 don't know the exact what it stands for, but it's
11 a fractured recycled asphalt product, and it
12 actually is -- it's asphalt without the cohesive
13 glue that holds like the paving area. It's
14 basically put on the property and it has an
15 absorbing quality to it that it meets our -- we
16 have under our stormwater ordinance -- and this
17 is something our engineers worked with their
18 engineers on. It meets our stormwater, what they
19 call best management practices, requirements
20 where you have -- it's almost like a pervious
21 surface rather than impervious, so that the whole
22 outside storage area ideally, and we're working
23 on this, will not only -- it won't just run
24 everything off. It will absorb 30 percent of the

1 water that hits it and then the rest will go
2 channeled into the storm drain and it's this
3 fractured recycled asphalt product and it's
4 spread out onto the park. So that's an example
5 of working with the owner and those are things
6 that he uses to market the site.

7 He has a preapproved site plan. You don't
8 have to have the fully paved, you know, outside
9 storage area because it's just going to be
10 equipment and stuff on it. It's not going to
11 be -- you know, it's not going to be really
12 visible and it's behind the building. The
13 parking lots are still paved and everything, but
14 the storage area, you can store equipment and
15 that. So that's something that's another example
16 of the Village working with the owner to get the
17 buildings up and taking advantage of the design
18 that he's incorporated into his buildings what he
19 imagines we'll be seeing on this park.

20 Now, they're not going to be the cleanest
21 industries, but we've got -- you know, you see
22 the product every day when you go into a road
23 construction site, all those little cones and
24 those little horses. The two biggest companies

1 in Illinois are going to be located out here that
2 send those out to all the job sites, and they've
3 got the land to put all that stuff in the back,
4 you know, rather than just where -- now it's ones
5 on Route 64 in West Chicago and it's kind of
6 unsightly. Here it will be nice. They'll put up
7 a nice building, put all their equipment in the
8 back. So that's a good example of Blue Heron and
9 working with the businesses.

10 All these, you know, we continue to market
11 it. We send them -- the other angle that Tony
12 always uses with this, if you've got stuff that
13 you want to store outside and you got a lot of
14 it, go to Blue Heron Business Park. I'm sure
15 it's a little smoother pitch than that, but
16 that's essentially what it is.

17 MR. FRADIN: Not by much.

18 MR. PLONCZYNSKI: Because there is people
19 always looking for outside storage. I'm not
20 talking about just trucks outside. I'm talking
21 about equipment, bobcats, front end loaders,
22 traffic cones, big -- you know those -- this guy
23 has those signs that pull along with the arrows,
24 all that stuff is going to go out here, and

1 concrete pipe too. I forgot about Welch
2 Brothers, which is probably the biggest concrete
3 pipe company in the five Midwest states, is out
4 at the north end of this business park.

5 MR. PERRI: Does the Village get sales tax
6 from that?

7 MR. PLONCZYNSKI: Yes.

8 MR. PERRI: Is it reasonable?

9 MR. PLONCZYNSKI: Is it reasonable?

10 MR. FRADIN: It's one the largest sales tax
11 producers, as a matter of fact. They came in on
12 an annexation agreement nearly ten years ago with
13 a 50-percent sales tax rebate. I would have to
14 look at it, but, I believe, it's within a year or
15 two of concluding.

16 MR. PLONCZYNSKI: That's worked very well
17 because their sales used to be somewhere else
18 off-site. They brought it here, and because
19 we've worked with them, that's another one that
20 they're going to -- they just recently expanded
21 their -- inside their manufacturing facility and
22 then they bought a ready mix plant in the front,
23 they're going to annex that and then build a
24 commercial building out in front on Route 25, and

1 that's a company that has expanded tremendously
2 over the last ten years that they went and -- you
3 want to see concrete pipe, just go out there and
4 see it. It's a beautiful thing and we do get
5 sales tax from it and it's on every road project
6 that you see in every town. It's not the
7 prettiest looking business, but it's a good
8 revenue producer. The sign is very nice.

9 MS. SMODILLA: And it's appropriately placed
10 within the village, that's important.

11 MR. PLONCZYNSKI: Right.

12 MS. SCHUMACHER: Just from Jim's conversation,
13 maybe promoting some of those rapid approval
14 processes, those kinds of things, promoting some
15 of that as well, the preapproved site plan. The
16 ease of development kind of pitch there.

17 MS. SMODILLA: Could you clarify the acronyms
18 that are on this particular --

19 MS. SCHUMACHER: I'll let Tony do that.

20 MR. FRADIN: AIRE stands for the Association
21 of Industrial Real Estate. CIP is Chicago
22 Industrial Properties. I haven't put it in the
23 packet in the last two months, but we do an ad
24 for Brewster Creek Business Park in every issue,

1 and they host industrial trade shows perhaps two
2 or three times a year, and so we do a lot of
3 advertising with them, and I participate in those
4 trade shows, so CIP is Chicago Industrial
5 Properties. And then the next acronym you see is
6 DCEO and that's the State economic development
7 agency, the Department of Commerce and Economic
8 Opportunity; and if you recall also, we'll be
9 adding along with AIRE and CIP on the top, we're
10 going to add NICAR also, so I'm just going to
11 sketch that one in, and that's the one where
12 there is a trade show next week.

13 I do want to mention we're not purchasing
14 print ads at this time or anything that costs
15 dollars to advertise yet for this particular
16 business park because like Brewster Creek, this
17 is a TIF district and it has not yet generated
18 increment.

19 However, as Jim mentioned with two
20 buildings coming on line and perhaps a third, we
21 can expect within the time frame of the next five
22 years for that TIF to begin generating some
23 increment, so far we've had that TIF joint review
24 board every year since, I believe, it was formed

1 in 2009 and it's yet to generate any increment.
2 Just so you know, all of the money we use for
3 advertising Brewster Creek Business Park comes
4 out of the TIF advertising budget.

5 CHAIRMAN KUBASZKO: Okay. That ends the
6 discussion on the marketing plan.

7 The next item on the agenda would be the
8 T-O-D discussion.

9 MR. FRADIN: Thank you. Quickly I'll
10 summarize that one of the 24 recommendations made
11 by the EDC now two years ago, that was the October
12 2013 EDC meeting, one of those recommendations
13 was to pursue a grant through CMAP to do a new
14 downtown plan and here we are two years later.

15 The Village has applied for the grant,
16 received it, selected a consultant called SCB,
17 Solomon Cordwell Buenz, and they just recently
18 commenced on this project about six weeks ago by
19 doing a kick-off meeting with the steering
20 committee present; and what is going on currently
21 with that is there are going to be some focus
22 group meetings held here at Village hall beginning
23 tomorrow morning and throughout much of the day
24 tomorrow and also Wednesday.

1 Following those focus group meetings, the
2 steering committee next meets on October 21st
3 here at Village hall, and very importantly I want
4 to make sure everybody here knows there is going
5 to be a public input session at Bartlett Hills on
6 Tuesday, November 4th, at 7:00 p.m., and so far
7 this has gone into the newsletter and very
8 shortly you're going to see it in a lot of other
9 Village controlled media, including the website
10 and the cable station and the Facebook page.

11 We're going to try to drum up as much
12 interest as we can in this meeting, and it's not
13 going to be the only public input meeting, but
14 this is the first one where the public at large
15 is invited to come weigh in on the future plans
16 for downtown Bartlett, so I just wanted to
17 provide a quick update on that because it's a
18 rather significant project that, as I mentioned
19 over the past few months, focuses completely just
20 on the downtown area. It's funded through the
21 RTA, and their main focus in this study is to
22 create a transportation-oriented development plan
23 for downtown Bartlett, and that is the update on
24 the downtown T-O-D plan, and I'd be happy to

1 answer any questions about that.

2 MS. SMODILLA: Do we have a means of
3 communication at the Metra station for this?

4 MR. FRADIN: There is not anything at the
5 Metra station.

6 MS. SMODILLA: There is no reader board up yet?

7 MR. FRADIN: No. Paula mentions there is a TV
8 inside the Metra station that has the Village's
9 cable station on, so it will be showing on there.

10 MS. SMODILLA: Great. I know we have sandwich
11 boards as well. Is that something that we could
12 perhaps advertise this meeting on since I don't
13 think that there is going to be any festivals
14 going on around that time.

15 MR. FRADIN: That's a great idea.

16 MS. SMODILLA: Particularly since it's Metra
17 riders that really have a stake in knowing more
18 about this.

19 MR. FRADIN: We can get some signs made up for
20 the sandwich boards. That's a very good idea.
21 We hope you can all participate. I know some of
22 you are involved in the focus groups and the
23 steering committee as well.

24 CHAIRMAN KUBASZKO: Do we want to move on to

1 the next agenda then?

2 MR. FRADIN: Quickly, for new business, I'm
3 going to mention there is a new pizza restaurant
4 coming to Bartlett Square at the former Papa
5 Saverio's location. This is called Pietanza's, a
6 long-time business located on Army Trail Road
7 just a few miles from there in Carol Stream.

8 There is a new physical therapy business
9 coming to Westgate Commons. This is on the east
10 end of the shopping plaza. This was formerly
11 occupied by the animal hospital by -- for quite a
12 few years.

13 In terms of two that are no longer in
14 commercial locations, the Quiznos has closed in
15 Apple Valley Center, and that's a very prime
16 location, and we're marketing that along with a
17 broker. I was at an ICSC show, another acronym,
18 Illinois International Council of Shopping
19 Center, show last week for two days at Navy Pier
20 and had told some other sandwich shops, actually,
21 about that space. And, also, a long-time business
22 from Bartlett Town Center, Clique Photography,
23 they're not out of business by any means.
24 They're as strong as ever. They're just closing

1 their Town Center location and becoming a home
2 occupation business, so in terms of new business,
3 that's what has transpired in the last month.

4 MS. SMODILLA: Can we readdress the marketing
5 plan? I think there are two items, the
6 Route 59/West Bartlett Road location and the Lake
7 Street location, that have not been discussed.

8 MS. SCHUMACHER: Those are the last two, yes.

9 CHAIRMAN KUBASZKO: Care to comment on the two
10 locations?

11 MS. SCHUMACHER: I thought we would bring those
12 back at the next meeting or not your preference?

13 CHAIRMAN KUBASZKO: Are you talking about the
14 Lake Street location and the southwest 59 West
15 Bartlett Road community?

16 MS. SMODILLA: Is there any discussion as to
17 whether or not we continue with those or bring
18 them back to the next meeting?

19 MR. PETRO: Is staff prepared to have a
20 discussion on those?

21 MR. PLONCZYNSKI: I think it was our
22 understanding we just do these two for this
23 meeting, that's what I thought we had stated in
24 the minutes last time. It was a little murky

1 there, but I thought that's what we were doing
2 and then we'd bring the last two for the next
3 meeting.

4 CHAIRMAN KUBASZKO: We only covered two last
5 time, I believe.

6 MR. PLONCZYNSKI: Right, and we did two here
7 and then we were going to wrap it up.

8 CHAIRMAN KUBASZKO: Do you want to talk about
9 a couple more of them?

10 MR. PLONCZYNSKI: I mean, but we didn't --

11 MS. SMODILLA: The detail was in our packets,
12 so that's why I thought we were covering all four
13 of these this evening.

14 CHAIRMAN KUBASZKO: I think the details on
15 those locations are still the generalities we
16 discussed at the last meeting that we're looking
17 to fine tune --

18 MR. PLONCZYNSKI: We're fine with discussing
19 it. I just --

20 CHAIRMAN KUBASZKO: -- and come up with more
21 specific targeted recommendations for each
22 specific site.

23 MS. SCHUMACHER: If you'd like to go through
24 it, is that your desire?

1 MR. PERRI: I think we can save it for the
2 next meeting.

3 CHAIRMAN KUBASZKO: I know last meeting we got
4 a little bogged down because we were concentrating
5 on downtown and one other area and we never got
6 to the other sites to discuss them.

7 MS. SCHUMACHER: Lake Street, I think, would
8 be a bigger discussion.

9 MR. FRADIN: Lake Street would definitely be a
10 more detailed discussion. If you --

11 CHAIRMAN KUBASZKO: I think they all fall
12 under the recommendations that we made at the
13 last meeting to kind of fine tune everything and
14 come up with more specific recommendations for
15 each specific site.

16 MS. SCHUMACHER: We can do that.

17 MR. FRADIN: We would be happy to bring back
18 more details on the other development sites at
19 next month's meeting, if you like, or we can --

20 MR. PLONCZYNSKI: Yeah, I mean, we can flush
21 out those other two. We put those in there just
22 so that you knew there were those other areas,
23 but we didn't really concentrate on that as much
24 as the two business parks, so, I mean, give us a

1 little more chance to do that and we can flush it
2 out and come back at the next meeting.

3 MS. SMODILLA: I think that's fine as long as
4 we also consider what I had mentioned previously,
5 and certainly what Commissioner Sobel had brought
6 up, and that is to develop the key indicators.

7 MR. PLONCZYNSKI: Yeah, let us flush those out
8 for those other two and work on these too so we
9 can bring it back.

10 MS. SMODILLA: Okay. Great.

11 MR. PLONCZYNSKI: Good.

12 CHAIRMAN KUBASZKO: Okay. What's the next
13 order of business? I'm kind of losing track
14 here.

15 MR. PLONCZYNSKI: Adjournment, that's what I
16 have.

17 CHAIRMAN KUBASZKO: Anybody in favor of
18 adjourning?

19 MR. PERRI: I'm in favor.

20 CHAIRMAN KUBASZKO: All in favor.

21 (A chorus of ayes.)

22 CHAIRMAN KUBASZKO: Meeting adjourned.

23 (Proceedings concluded at

24 7:53 p.m.)

1 STATE OF ILLINOIS)
) SS.
2 COUNTY OF DU PAGE)

3
4 LYNN M. EVANS, CSR, being first duly
5 sworn on oath says that she is a court reporter
6 doing business in the state of Illinois; that she
7 reported in shorthand the proceedings given at
8 the taking of said public hearing and that the
9 foregoing is a true and correct transcript of her
10 shorthand notes so taken as aforesaid, and
11 contains all the proceedings given at said public
12 hearing.

13
14
15 -----
16 LYNN M. EVANS, CSR
CSR No. 084-003473
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0	7	advantage [1] - 29:17	arrows [1] - 30:23	28:19
084-003473 [1] - 42:16	70 [1] - 22:13 75 [1] - 21:20 7:00 [2] - 1:6, 35:6 7:53 [1] - 41:24	advertise [2] - 33:15, 36:12	aside [1] - 28:4	better [4] - 10:16, 12:18, 14:22, 27:10
1	8	advertisement [1] - 6:20	asphalt [5] - 26:19, 28:8, 28:11, 28:12, 29:3	big [6] - 8:23, 13:20, 19:16, 23:5, 28:5, 30:22
12 [2] - 1:6, 3:3 1291 [1] - 11:9 14 [1] - 3:24 15,000-square-foot [3] - 11:14, 11:17, 17:24 1st [1] - 12:9	9	advertising [4] - 26:3, 33:3, 34:3, 34:4	assessed [1] - 14:21	bigger [1] - 40:8
2	A	afford [1] - 15:13	assist [1] - 18:15	biggest [4] - 11:6, 25:23, 29:24, 31:2
2007 [1] - 20:17 2008 [1] - 20:17 2009 [1] - 34:1 2013 [1] - 34:12 2015 [3] - 1:6, 3:3, 3:24 2016 [2] - 19:23, 20:4 2020 [1] - 20:4 20th [1] - 7:19 21st [1] - 35:2 228 [1] - 1:11 24 [1] - 34:10 25 [2] - 25:4, 31:24	80 [2] - 11:19, 12:12 87 [1] - 12:16	aforsaid [1] - 42:10	Assistant [2] - 2:5, 5:2	Blue [6] - 5:13, 25:1, 26:12, 26:23, 30:8, 30:14
3	90 [2] - 12:15, 24:17	agency [1] - 33:7	Association [2] - 7:17, 32:20	Bluff [3] - 24:8, 25:1
4		agenda [4] - 3:23, 4:14, 34:7, 37:1	attract [2] - 7:4, 22:10	board [4] - 14:20, 19:22, 33:24, 36:6
5		agents [1] - 16:10	attracting [1] - 19:9	boards [2] - 36:11, 36:20
6		ago [3] - 31:12, 34:11, 34:18	available [5] - 6:22, 10:3, 10:4, 13:11, 18:2	bobcats [1] - 30:21
5,000-square-foot [1] - 12:1 50 [1] - 11:18 50-percent [1] - 31:13 59 [5] - 4:18, 5:11, 5:22, 20:8, 38:14 59/West [1] - 38:6		agree [1] - 15:21	Avenue [3] - 8:19, 18:6, 22:18	bogged [1] - 40:4
7		agreement [1] - 31:12	aware [1] - 12:21	boom [1] - 25:19
8		AIRE [3] - 7:7, 32:20, 33:9	ayes [2] - 4:12, 41:21	bought [1] - 31:22
9		allowed [1] - 26:17	B	Bremserkl [1] - 11:11
30 [1] - 28:24	able [4] - 6:18, 13:22, 14:12, 24:13	almost [4] - 11:2, 16:14, 22:2, 28:20	Bark [3] - 8:19, 18:6, 22:18	Brewster [22] - 5:12, 6:3, 6:7, 7:12, 7:22, 8:17, 9:9, 9:23, 13:5, 17:15, 17:24, 18:10, 21:19, 23:2, 23:7, 24:9, 24:11, 26:13, 26:21, 32:24, 33:16, 34:3
10	above-entitled [1] - 1:10	ALSO [1] - 2:1	BARRY [1] - 1:19	bring [9] - 8:24, 24:13, 25:8, 25:15, 38:11, 38:17, 39:2, 40:17, 41:9
11	absolutely [3] - 8:10, 18:23, 26:16	amending [1] - 27:23	Barry [1] - 3:18	bringing [1] - 9:15
12	absorb [1] - 28:24	American [1] - 22:7	BARTLETT [1] - 1:1	brings [1] - 27:11
13	absorbing [1] - 28:15	amount [1] - 16:14	Bartlett [14] - 1:8, 1:11, 3:2, 7:1, 16:24, 17:13, 22:19, 35:5, 35:16, 35:23, 37:4, 37:22, 38:6, 38:15	broker [4] - 6:23, 16:13, 16:16, 37:17
14	accommodate [2] - 25:10, 28:1	analysis [1] - 22:12	based [4] - 8:1, 21:8, 22:4, 22:10	brokerage [3] - 7:13, 10:12, 21:5
15	acronym [3] - 7:14, 33:5, 37:17	angle [1] - 30:11	baseline [2] - 10:5, 14:5	brokers [8] - 8:1, 11:1, 11:22, 11:23, 12:3, 16:6, 16:9, 17:8
16	acronyms [3] - 6:5, 6:7, 32:17	animal [1] - 37:11	basis [3] - 6:24, 10:24, 12:3	Brook [1] - 7:19
17	action [3] - 9:14, 9:19, 10:18	Animal [1] - 22:19	beautiful [1] - 32:4	Brothers [1] - 31:2
18	actual [3] - 10:18, 11:21, 11:23	annex [1] - 31:23	becoming [2] - 7:12, 38:1	brought [3] - 25:24, 31:18, 41:5
19	ad [3] - 7:9, 7:24, 33:10	annexation [1] - 31:12	BEFORE [1] - 1:1	budget [1] - 34:4
20	adding [1] - 33:9	annual [1] - 7:18	begin [1] - 33:22	Buenz [1] - 34:17
21	addition [1] - 21:5	answer [3] - 5:6, 16:1, 36:1	beginning [1] - 34:22	buffers [1] - 27:14
22	additional [2] - 7:21, 24:2	Apple [1] - 37:15	begins [2] - 20:7, 20:8	build [4] - 6:13, 6:16, 25:20, 31:23
23	address [1] - 10:22	applied [1] - 34:15	behalf [1] - 16:10	building [16] - 11:6, 11:8, 11:14, 11:16, 14:24, 16:12, 24:17, 24:21, 25:17, 27:3, 27:7, 27:13, 27:17, 29:12, 30:7, 31:24
24	adjourned [1] - 41:22	apply [1] - 18:11	behind [1] - 29:12	buildings [12] - 10:2,
25	adjourning [1] - 41:18	approach [1] - 21:12	behoove [1] - 13:23	
26	adjournment [1] - 41:15	appropriately [1] - 32:9	benchmark [2] - 10:1, 12:10	
27	adjusting [1] - 25:8	approval [5] - 3:24, 19:22, 24:14, 27:20, 32:13	benchmarking [2] - 10:22, 11:20	
28	Administrator [1] - 2:5	approve [4] - 4:4, 4:5, 25:17, 25:18	best [3] - 5:6, 24:10,	
29	ado [2] - 5:7, 6:3	approved [1] - 24:15		
30	ads [1] - 33:14	area [18] - 5:19, 5:22, 6:1, 8:2, 9:2, 10:3, 10:14, 15:3, 16:17, 16:22, 17:10, 28:6, 28:13, 28:22, 29:9, 29:14, 35:20, 40:5		
31		areas [5] - 21:4, 21:6, 21:9, 23:18, 40:22		
32		Army [1] - 37:6		

<p>10:11, 11:2, 13:5, 13:8, 13:11, 24:16, 25:6, 25:21, 29:17, 29:18, 33:20</p> <p>built [2] - 5:19, 26:24</p> <p>bullet [1] - 16:5</p> <p>Business [13] - 5:13, 6:3, 7:12, 7:22, 8:17, 9:10, 21:20, 23:7, 26:21, 30:14, 32:24, 34:3</p> <p>business [55] - 6:10, 6:14, 6:17, 8:16, 8:23, 9:3, 9:21, 11:6, 11:9, 13:17, 14:2, 16:14, 16:15, 16:18, 16:22, 17:2, 17:12, 19:2, 20:15, 20:20, 22:3, 22:6, 22:14, 22:16, 22:20, 23:12, 23:23, 24:20, 24:24, 25:9, 25:14, 25:18, 25:24, 27:11, 27:21, 31:4, 32:7, 33:16, 37:2, 37:6, 37:8, 37:21, 37:23, 38:2, 40:24, 41:13, 42:6</p> <p>business-to-business [4] - 6:10, 6:17, 8:16, 19:2</p> <p>businesses [25] - 6:1, 6:14, 6:21, 7:3, 9:7, 10:13, 11:13, 11:23, 13:3, 16:22, 17:14, 18:7, 19:14, 20:24, 21:9, 21:11, 21:15, 21:20, 22:14, 22:15, 22:22, 24:14, 25:23, 26:17, 30:9</p>	<p>15:13, 18:15, 41:5</p> <p>cetera [1] - 14:10</p> <p>Chairman [2] - 1:17, 4:24</p> <p>CHAIRMAN [21] - 3:1, 3:6, 3:23, 4:7, 4:9, 4:11, 4:13, 34:5, 36:24, 38:9, 38:13, 39:4, 39:8, 39:14, 39:20, 40:3, 40:11, 41:12, 41:17, 41:20, 41:22</p> <p>Chamber [1] - 22:7</p> <p>chamber [8] - 6:9, 6:11, 6:15, 6:18, 18:16, 18:21, 18:24, 19:3</p> <p>chance [1] - 41:1</p> <p>change [3] - 20:5, 23:16, 27:24</p> <p>changed [1] - 24:19</p> <p>changes [1] - 27:22</p> <p>changing [1] - 20:9</p> <p>channeled [1] - 29:2</p> <p>Charles [1] - 17:1</p> <p>Chicago [5] - 16:9, 22:9, 30:5, 32:21, 33:4</p> <p>Choose [1] - 7:1</p> <p>choose [1] - 23:12</p> <p>chorus [2] - 4:12, 41:21</p> <p>CIP [4] - 7:7, 32:21, 33:4, 33:9</p> <p>City [3] - 24:8, 25:1</p> <p>clarify [2] - 12:5, 32:17</p> <p>cleanest [1] - 29:20</p> <p>clear [1] - 24:22</p> <p>clients [2] - 16:10, 16:18</p> <p>Clique [1] - 37:22</p> <p>close [3] - 16:24, 20:15, 22:8</p> <p>close-knit [1] - 22:8</p> <p>closed [1] - 37:14</p> <p>closing [1] - 37:24</p> <p>cluster [6] - 20:7, 22:2, 23:10, 23:11, 25:22, 26:6</p> <p>CMAP [1] - 34:13</p> <p>code [1] - 22:12</p> <p>codes [1] - 21:19</p> <p>cohesive [1] - 28:12</p> <p>colleague [1] - 5:2</p> <p>collections [1] - 15:15</p> <p>combination [2] - 13:13, 16:8</p> <p>coming [5] - 24:16,</p>	<p>24:20, 33:20, 37:4, 37:9</p> <p>commenced [1] - 34:18</p> <p>comment [1] - 38:9</p> <p>comments [2] - 5:20, 6:3</p> <p>commerce [2] - 6:9, 18:17</p> <p>Commerce [2] - 22:8, 33:7</p> <p>Commercial [1] - 7:16</p> <p>commercial [3] - 6:22, 31:24, 37:14</p> <p>COMMISSION [2] - 1:1, 1:16</p> <p>Commission [2] - 1:9, 3:2</p> <p>commissioned [1] - 1:13</p> <p>Commissioner [3] - 13:7, 16:2, 41:5</p> <p>commissioner [1] - 18:18</p> <p>committee [5] - 5:10, 5:17, 34:20, 35:2, 36:23</p> <p>Commons [1] - 37:9</p> <p>communication [1] - 36:3</p> <p>communities [2] - 17:12, 20:1</p> <p>Community [1] - 2:2</p> <p>community [3] - 7:14, 17:23, 38:15</p> <p>companies [3] - 17:11, 22:5, 29:24</p> <p>company [4] - 17:9, 22:16, 31:3, 32:1</p> <p>completely [1] - 35:19</p> <p>concentrate [2] - 23:18, 40:23</p> <p>concentrating [1] - 40:4</p> <p>concept [1] - 28:1</p> <p>concluded [1] - 41:23</p> <p>concluding [1] - 31:15</p> <p>concrete [4] - 14:13, 31:1, 31:2, 32:3</p> <p>condominium [1] - 13:6</p> <p>cones [2] - 29:23, 30:22</p> <p>connection [1] - 9:4</p> <p>consider [1] - 41:4</p> <p>constructed [1] -</p>	<p>11:9</p> <p>construction [2] - 5:22, 29:23</p> <p>consultant [1] - 34:16</p> <p>contact [1] - 11:1</p> <p>contains [1] - 42:11</p> <p>continually [1] - 10:24</p> <p>continue [6] - 6:8, 6:19, 6:24, 7:4, 30:10, 38:17</p> <p>continues [1] - 10:13</p> <p>contractor [1] - 21:24</p> <p>contractor-type [1] - 21:24</p> <p>controlled [1] - 35:9</p> <p>conversation [1] - 32:12</p> <p>Coordinator [1] - 2:4</p> <p>Cordwell [1] - 34:17</p> <p>correct [2] - 13:9, 42:9</p> <p>corridor [1] - 4:18</p> <p>costs [1] - 33:14</p> <p>Council [1] - 37:18</p> <p>County [1] - 8:2</p> <p>COUNTY [1] - 42:2</p> <p>couple [1] - 39:9</p> <p>course [1] - 15:2</p> <p>court [1] - 42:5</p> <p>cover [2] - 19:18, 22:13</p> <p>covered [1] - 39:4</p> <p>covering [1] - 39:12</p> <p>crafting [2] - 18:15, 18:22</p> <p>create [4] - 6:10, 19:1, 19:2, 35:22</p> <p>creates [1] - 12:19</p> <p>Creative [1] - 11:7</p> <p>Creek [22] - 5:12, 6:3, 6:7, 7:12, 7:22, 8:17, 9:9, 9:23, 13:6, 17:15, 17:24, 18:10, 21:19, 23:2, 23:7, 24:9, 24:11, 26:13, 26:21, 32:24, 33:16, 34:3</p> <p>CrossFit [2] - 18:4, 22:20</p> <p>curious [1] - 24:7</p> <p>customers [2] - 16:19, 25:15</p>	<p>data [2] - 6:22, 12:7</p> <p>date [2] - 12:8, 12:14</p> <p>days [2] - 24:17, 37:19</p> <p>DCEO [2] - 7:1, 33:6</p> <p>decide [1] - 15:6</p> <p>decreasing [1] - 15:1</p> <p>define [1] - 15:7</p> <p>definitely [2] - 14:5, 40:9</p> <p>Department [1] - 33:7</p> <p>design [5] - 24:20, 24:21, 27:7, 27:20, 29:17</p> <p>desirable [1] - 7:4</p> <p>desire [1] - 39:24</p> <p>detail [1] - 39:11</p> <p>detailed [3] - 5:18, 27:15, 40:10</p> <p>details [2] - 39:14, 40:18</p> <p>develop [3] - 14:3, 20:9, 41:6</p> <p>developed [1] - 7:2</p> <p>developer [2] - 17:18, 27:11</p> <p>developers [2] - 10:14, 11:1</p> <p>DEVELOPMENT [1] - 1:1</p> <p>development [10] - 9:12, 10:4, 12:18, 20:8, 20:9, 20:19, 32:16, 33:6, 35:22, 40:18</p> <p>Development [4] - 1:9, 2:2, 2:3, 3:2</p> <p>different [4] - 10:21, 11:13, 19:14, 21:6</p> <p>digitally [1] - 26:6</p> <p>directly [1] - 17:9</p> <p>Director [1] - 2:2</p> <p>discuss [3] - 4:20, 12:2, 40:6</p> <p>discussed [4] - 4:18, 5:11, 38:7, 39:16</p> <p>discussing [2] - 4:15, 39:18</p> <p>discussion [9] - 4:2, 4:17, 34:6, 34:8, 38:16, 38:20, 40:8, 40:10</p> <p>distribution [1] - 21:23</p> <p>district [3] - 13:18, 14:19, 33:17</p> <p>districts [2] - 9:21, 18:11</p> <p>divided [1] - 11:16</p>
C				
<p>C.S.R [1] - 1:12</p> <p>cable [2] - 35:10, 36:9</p> <p>calendar [1] - 12:14</p> <p>Camp [1] - 22:19</p> <p>capacity [1] - 13:2</p> <p>Care [1] - 38:9</p> <p>Carol [1] - 37:7</p> <p>carried [2] - 4:9, 4:13</p> <p>cases [1] - 17:9</p> <p>categories [2] - 19:15, 22:24</p> <p>CECILIA [1] - 1:20</p> <p>Cecilia [2] - 3:7, 24:3</p> <p>Center [4] - 37:15, 37:19, 37:22, 38:1</p> <p>certainly [4] - 10:9,</p>			D	
<p>Dale [1] - 17:2</p>				

<p>docks [1] - 16:13 dogs [2] - 8:24, 9:1 dollars [1] - 33:15 done [6] - 10:23, 23:17, 24:8, 24:9, 25:19, 27:9 Donna [1] - 3:9 down [2] - 13:21, 40:4 Downtown [1] - 1:3 downtown [9] - 4:18, 5:11, 13:17, 34:14, 35:16, 35:20, 35:23, 35:24, 40:5 drain [1] - 29:2 dramatically [1] - 11:5 drastically [1] - 20:6 dream [1] - 19:16 driven [1] - 16:14 drop [1] - 8:24 drum [1] - 35:11 DU [1] - 42:2 due [1] - 7:12 duly [1] - 42:4 DuPage [3] - 7:1, 8:2, 23:12 during [1] - 14:6</p> <p style="text-align: center;">E</p> <p>early [1] - 19:23 ease [1] - 32:16 east [1] - 37:9 EAV [2] - 15:1, 15:2 economic [3] - 9:12, 12:18, 33:6 ECONOMIC [1] - 1:1 Economic [4] - 1:9, 2:3, 3:2, 33:7 EDC [5] - 10:9, 13:24, 16:8, 34:11, 34:12 efforts [1] - 6:9 eight [1] - 16:5 either [3] - 10:11, 14:1, 21:3 electronic [1] - 26:8 Elgin [1] - 17:1 Elk [1] - 17:3 email [1] - 8:5 embark [1] - 13:20 emerge [1] - 20:7 emerging [2] - 22:2, 23:11 end [5] - 12:13, 15:8, 30:21, 31:4, 37:10 ends [1] - 34:5 engineers [2] -</p>	<p>28:17, 28:18 entitled [1] - 1:10 entrepreneur [1] - 17:17 entrepreneurs [1] - 16:23 envision [1] - 8:15 envisioned [1] - 20:17 equal [1] - 16:14 equalized [1] - 14:20 equipment [4] - 29:10, 29:14, 30:7, 30:21 essentially [1] - 30:16 establish [2] - 12:8, 12:12 established [2] - 9:20, 12:15 Estate [2] - 23:14, 32:21 et [1] - 14:10 evening [1] - 39:13 exact [1] - 28:10 exactly [2] - 21:8, 22:12 example [4] - 9:24, 29:4, 29:15, 30:8 exhibitor [1] - 7:20 existing [3] - 6:21, 10:2, 10:3 expand [1] - 9:5 expanded [2] - 31:20, 32:1 expect [1] - 33:21 experimenting [1] - 28:6</p> <p style="text-align: center;">F</p> <p>Facebook [1] - 35:10 facilities [1] - 21:23 facility [2] - 22:21, 31:21 fact [2] - 23:6, 31:11 fairly [2] - 24:15, 25:2 fall [3] - 19:14, 22:23, 40:11 falls [1] - 5:5 familiar [3] - 7:24, 16:17, 17:10 far [2] - 33:23, 35:6 favor [4] - 4:11, 41:17, 41:19, 41:20 festivals [1] - 36:13 few [8] - 8:2, 15:1, 16:21, 22:5, 23:15,</p>	<p>35:19, 37:7, 37:12 filling [1] - 20:15 finalized [1] - 19:21 fine [4] - 39:17, 39:18, 40:13, 41:3 firms [2] - 21:5, 22:11 first [4] - 6:8, 11:8, 35:14, 42:4 fiscal [1] - 12:14 fit [1] - 27:15 fitness [1] - 18:5 five [8] - 20:1, 20:3, 20:10, 20:15, 20:18, 20:21, 31:3, 33:21 five-year [4] - 20:1, 20:3, 20:10, 20:21 flourish [1] - 26:18 fluctuate [1] - 14:23 flush [3] - 40:20, 41:1, 41:7 focus [5] - 26:14, 34:21, 35:1, 35:21, 36:22 focuses [1] - 35:19 following [3] - 10:7, 12:11, 35:1 food [9] - 7:2, 19:9, 19:12, 19:15, 21:21, 23:10, 23:11, 25:22, 26:5 footage [1] - 13:14 foregoing [1] - 42:9 forgot [1] - 31:1 format [1] - 27:18 format [1] - 26:8 formed [1] - 33:24 former [1] - 37:4 formerly [1] - 37:10 forward [1] - 12:9 four [4] - 11:15, 11:16, 20:18, 39:12 four-unit [1] - 11:15 fractured [2] - 28:11, 29:3 FRADIN [30] - 2:3, 4:23, 7:10, 8:7, 8:10, 9:9, 10:20, 13:1, 13:10, 13:16, 14:18, 15:24, 19:19, 20:14, 21:17, 23:5, 23:20, 26:8, 26:16, 30:17, 31:10, 32:20, 34:9, 36:4, 36:7, 36:15, 36:19, 37:2, 40:9, 40:17 frame [1] - 33:21 frankly [1] - 25:14 FRAP [1] - 28:9 front [6] - 15:7,</p>	<p>19:22, 30:21, 31:22, 31:24 full [1] - 25:2 fully [2] - 14:24, 29:8 funded [1] - 35:20 future [1] - 35:15</p> <p style="text-align: center;">G</p> <p>generalities [1] - 39:15 generate [4] - 17:6, 17:7, 17:8, 34:1 generated [2] - 23:15, 33:17 generating [1] - 33:22 GERALD [1] - 1:17 German [3] - 22:4, 22:7, 22:10 German-based [2] - 22:4, 22:10 gist [1] - 23:10 given [2] - 42:7, 42:11 glue [1] - 28:13 goal [4] - 12:12, 12:16, 13:16, 15:2 goals [7] - 5:17, 6:4, 9:18, 10:6, 10:18, 10:19, 26:13 grant [2] - 34:13, 34:15 great [6] - 8:12, 19:16, 25:11, 36:10, 36:15, 41:10 greater [1] - 10:6 GREEN [10] - 1:20, 3:8, 8:15, 9:6, 19:17, 20:11, 23:1, 23:16, 26:5, 26:10 Green [1] - 3:7 group [2] - 34:22, 35:1 groups [1] - 36:22 Grove [1] - 17:3 guy [1] - 30:22 guys [1] - 14:15</p> <p style="text-align: center;">H</p> <p>Hall [1] - 1:10 hall [2] - 34:22, 35:3 happy [3] - 26:9, 35:24, 40:17 hard [2] - 19:4, 25:12 hear [4] - 4:10, 8:14, 21:13, 23:24</p>	<p>heard [2] - 10:20, 10:21 hearing [2] - 42:8, 42:12 heavier [2] - 25:3, 26:14 Hecht [3] - 11:15, 13:8, 13:9 height [3] - 16:12, 24:19, 24:22 held [1] - 34:22 help [5] - 6:13, 9:21, 10:16, 12:19, 23:19 helpful [1] - 21:15 Heron [6] - 5:13, 25:1, 26:12, 26:23, 30:8, 30:14 herself [1] - 8:22 high [2] - 22:3, 22:10 highlight [1] - 7:2 Hills [1] - 35:5 hit [1] - 20:17 hits [1] - 29:1 holds [1] - 28:13 home [2] - 16:24, 38:1 hope [2] - 20:14, 36:21 hopefully [1] - 18:14 hoping [1] - 5:12 horses [1] - 29:24 Hospital [1] - 22:19 hospital [1] - 37:11 host [1] - 33:1 huge [1] - 20:16 Humbracht [1] - 11:9 HVAC [1] - 22:1</p>
			<p style="text-align: center;">I</p> <p>ICSC [1] - 37:17 idea [3] - 17:16, 36:15, 36:20 ideally [1] - 28:22 identify [2] - 21:4, 21:7 identifying [1] - 17:14 Illinois [7] - 1:11, 1:14, 7:16, 23:14, 30:1, 37:18, 42:6 ILLINOIS [1] - 42:1 imagines [1] - 29:19 impact [1] - 5:24 impervious [1] - 28:21 implemented [1] - 10:19 important [6] - 10:9,</p>	

<p>10:15, 12:6, 12:17, 17:21, 32:10 importantly [1] - 35:3 IN [1] - 1:2 incentives [2] - 10:12, 16:6 included [1] - 5:23 including [3] - 13:4, 20:19, 35:9 incorporated [1] - 29:18 increase [3] - 12:23, 13:17, 15:2 increased [1] - 11:5 increasing [1] - 7:6 increment [3] - 33:18, 33:23, 34:1 indicator [4] - 15:3, 15:14, 15:23, 15:24 indicators [2] - 14:4, 41:6 individuals [1] - 18:14 Industrial [3] - 32:21, 32:22, 33:4 industrial [6] - 7:8, 7:13, 16:9, 24:15, 26:14, 33:1 industries [3] - 7:3, 21:2, 29:21 industry [9] - 10:8, 19:10, 19:12, 19:15, 20:23, 25:3, 25:4, 27:22, 28:2 informal [1] - 10:23 information [5] - 6:14, 6:23, 9:16, 10:15, 12:5 informational [1] - 11:21 inherent [2] - 26:2, 27:20 initiative [1] - 17:20 input [4] - 8:13, 14:3, 35:5, 35:13 inside [2] - 31:21, 36:8 intensive [3] - 26:17, 26:20, 28:5 interest [2] - 21:14, 35:12 interested [2] - 18:17, 21:13 interesting [1] - 28:3 interior [1] - 24:22 International [1] - 37:18 invited [3] - 7:11, 7:17, 35:15</p>	<p>involved [2] - 14:1, 36:22 issue [1] - 32:24 item [3] - 3:23, 4:14, 34:7 items [4] - 9:14, 9:19, 10:18, 38:5</p> <p style="text-align: center;">J</p> <p>January [1] - 12:9 JEFF [1] - 1:20 Jeff [1] - 3:14 Jerry [1] - 3:5 Jim [5] - 5:1, 5:6, 11:15, 16:20, 33:19 JIM [1] - 2:2 Jim's [1] - 32:12 job [2] - 15:15, 30:2 jobs [2] - 15:3, 15:4 Joe [1] - 25:17 joint [2] - 14:19, 33:23 Jones [1] - 25:19</p>	<p style="text-align: center;">L</p> <p>label [1] - 20:3 lack [1] - 27:9 Lake [4] - 38:6, 38:14, 40:7, 40:9 land [5] - 10:3, 26:17, 26:20, 28:5, 30:3 landscape [1] - 27:14 large [4] - 13:11, 19:9, 20:8, 35:14 largest [1] - 31:10 last [18] - 4:1, 4:16, 5:10, 9:16, 11:11, 11:19, 23:9, 32:2, 32:23, 37:19, 38:3, 38:8, 38:24, 39:2, 39:4, 39:16, 40:3, 40:13 layout [1] - 27:12 lead [1] - 5:3 leads [3] - 17:7, 17:8 least [1] - 17:19 lengthy [1] - 4:16 levels [1] - 7:5 License [1] - 1:12 licenses [1] - 6:15 lighter [1] - 25:4 likely [1] - 19:21 line [1] - 33:20 list [1] - 9:6 listed [2] - 9:18, 13:7 listing [1] - 15:21 live [1] - 16:24 loaders [1] - 30:21 local [5] - 6:8, 7:5, 9:2, 17:17, 23:8 locate [1] - 16:11 located [4] - 8:21, 9:7, 30:1, 37:6 location [8] - 16:11, 17:12, 37:5, 37:16, 38:1, 38:6, 38:7, 38:14 locations [4] - 4:20, 37:14, 38:10, 39:15 long-time [2] - 37:6, 37:21 look [1] - 31:14 looking [7] - 15:16, 18:12, 23:20, 24:2, 30:19, 32:7, 39:16 looks [1] - 19:11 losing [1] - 41:13 love [1] - 8:14</p>	<p style="text-align: center;">M</p> <p>magazine [1] - 23:14 main [1] - 35:21 Main [1] - 1:11 maintain [1] - 6:21 man [1] - 18:3 management [1] - 28:19 Manager [1] - 5:3 manpower [1] - 19:5 manufacturing [3] - 22:4, 22:11, 31:21 market [8] - 7:4, 16:9, 21:7, 21:8, 26:1, 28:9, 29:6, 30:10 marketed [3] - 10:11, 16:3, 17:5 marketing [25] - 4:15, 7:6, 7:22, 8:21, 9:2, 14:3, 15:13, 15:20, 17:16, 17:19, 17:20, 18:9, 19:11, 19:12, 19:18, 19:24, 20:3, 21:12, 23:9, 23:22, 24:10, 25:11, 34:6, 37:16, 38:4 Marketing [1] - 1:3 massaging [1] - 27:6 matter [3] - 11:7, 23:6, 31:11 MATTER [1] - 1:2 mean [7] - 13:16, 13:24, 16:3, 23:21, 39:10, 40:20, 40:24 means [2] - 36:2, 37:23 measurable [2] - 15:8, 15:9 measure [5] - 13:22, 14:17, 14:22, 15:7, 15:19 measured [2] - 14:6 media [2] - 6:20, 35:9 meeting [22] - 3:3, 3:24, 4:16, 9:16, 19:20, 20:3, 34:12, 34:19, 35:12, 35:13, 36:12, 38:12, 38:18, 38:23, 39:3, 39:16, 40:2, 40:3, 40:13, 40:19, 41:2, 41:22 meetings [5] - 13:3, 14:20, 16:21, 34:22, 35:1 meets [4] - 27:12, 28:15, 28:18, 35:2 MEHTA [4] - 1:18,</p>	<p>3:13, 15:12, 20:22 Mehta [1] - 3:12 Member [7] - 1:17, 1:18, 1:18, 1:19, 1:19, 1:20, 1:20 MEMBERS [1] - 1:16 mention [2] - 33:13, 37:3 mentioned [5] - 11:11, 18:24, 33:19, 35:18, 41:4 mentioning [2] - 21:18, 22:18 mentions [1] - 36:7 message [3] - 18:14, 18:15, 19:12 messages [1] - 18:22 Metra [4] - 36:3, 36:5, 36:8, 36:16 Michelle [1] - 8:19 Michelle's [1] - 18:6 middle [1] - 15:9 Midwest [1] - 31:3 might [4] - 6:17, 7:24, 16:24, 17:10 Mike [2] - 3:20, 18:17 MIKE [1] - 1:18 Mike's [1] - 22:15 miles [1] - 37:7 mind [2] - 14:18, 26:2 mine [1] - 19:13 mining [1] - 26:19 minutes [2] - 4:5, 38:24 missed [1] - 24:1 mix [1] - 31:22 money [1] - 34:2 month [4] - 4:1, 11:12, 23:9, 38:3 month's [1] - 40:19 months [3] - 11:7, 32:23, 35:19 morning [1] - 34:23 most [3] - 17:10, 19:21, 21:17 mostly [1] - 8:1 motion [3] - 4:3, 4:9, 4:13 mouth [2] - 25:16, 26:3 move [3] - 4:5, 4:19, 36:24 moved [1] - 11:8 moving [1] - 12:9 MR [84] - 1:17, 1:18, 1:18, 1:19, 1:19, 1:20, 2:2, 2:3, 3:5, 3:7, 3:9, 3:11, 3:12, 3:13, 3:14,</p>
<p style="text-align: center;">K</p> <p>keeping [1] - 14:18 key [2] - 14:4, 41:6 kick [1] - 34:19 kick-off [1] - 34:19 kind [16] - 5:11, 5:15, 9:1, 9:18, 22:8, 25:9, 26:1, 26:2, 26:11, 27:6, 27:9, 28:4, 30:5, 32:16, 40:13, 41:13 kinds [1] - 32:14 knit [1] - 22:8 knowing [1] - 36:17 knows [1] - 35:4 KPI [2] - 14:4, 15:21 KPIs [1] - 15:6 Krall [1] - 3:18 KRALL [3] - 1:19, 3:19, 4:8 Kubaszko [2] - 3:5, 4:24 KUBASZKO [22] - 1:17, 3:1, 3:6, 3:23, 4:7, 4:9, 4:11, 4:13, 34:5, 36:24, 38:9, 38:13, 39:4, 39:8, 39:14, 39:20, 40:3, 40:11, 41:12, 41:17, 41:20, 41:22</p>				

<p>3:15, 3:16, 3:18, 3:19, 3:20, 3:21, 3:22, 4:8, 4:10, 4:23, 7:10, 8:4, 8:7, 8:9, 8:10, 8:12, 9:9, 10:20, 13:1, 13:9, 13:10, 13:16, 13:19, 14:18, 15:5, 15:12, 15:24, 18:19, 18:23, 19:19, 20:14, 20:22, 21:17, 23:5, 23:20, 24:7, 24:10, 26:8, 26:16, 26:23, 30:17, 30:18, 31:5, 31:7, 31:8, 31:9, 31:10, 31:16, 32:11, 32:20, 34:9, 36:4, 36:7, 36:15, 36:19, 37:2, 38:19, 38:21, 39:6, 39:10, 39:18, 40:1, 40:9, 40:17, 40:20, 41:7, 41:11, 41:15, 41:19</p> <p>MS [43] - 1:17, 3:8, 3:17, 4:5, 5:9, 8:13, 8:15, 8:18, 9:6, 9:8, 9:13, 12:4, 13:13, 13:15, 17:14, 18:21, 19:7, 19:17, 20:11, 23:1, 23:16, 24:3, 26:5, 26:10, 26:11, 32:9, 32:12, 32:17, 32:19, 36:2, 36:6, 36:10, 36:16, 38:4, 38:8, 38:11, 38:16, 39:11, 39:23, 40:7, 40:16, 41:3, 41:10</p> <p>murky [1] - 38:24</p>	<p>23:13, 35:7</p> <p>next [17] - 3:23, 4:14, 7:18, 12:14, 33:5, 33:12, 33:21, 34:7, 35:2, 37:1, 38:12, 38:18, 39:2, 40:2, 40:19, 41:2, 41:12</p> <p>NICAR [3] - 7:14, 8:8, 33:10</p> <p>nice [4] - 20:4, 30:6, 30:7, 32:8</p> <p>niche [3] - 7:2, 21:7, 21:21</p> <p>niches [1] - 25:13</p> <p>nobody [1] - 20:17</p> <p>none [1] - 13:11</p> <p>north [1] - 31:4</p> <p>Northern [2] - 7:16, 23:14</p> <p>Notary [1] - 1:13</p> <p>noted [1] - 5:9</p> <p>notes [2] - 10:20, 42:10</p> <p>nothing [1] - 24:4</p> <p>November [1] - 35:6</p> <p>number [5] - 11:12, 15:3, 16:12, 16:20, 20:4</p>	<p>25:22, 26:24, 27:1, 27:4, 27:8, 28:3, 31:10, 31:19, 33:11, 34:10, 34:12, 35:14, 40:5</p> <p>ones [1] - 30:4</p> <p>ongoing [1] - 12:3</p> <p>open [3] - 16:22, 22:17, 22:22</p> <p>operation [1] - 26:19</p> <p>opportunity [2] - 7:21, 19:16</p> <p>Opportunity [1] - 33:8</p> <p>order [3] - 3:1, 10:16, 41:13</p> <p>ordinance [1] - 28:16</p> <p>organization [2] - 7:11, 22:9</p> <p>oriented [1] - 35:22</p> <p>otherwise [1] - 14:10</p> <p>outside [7] - 27:14, 28:6, 28:22, 29:8, 30:13, 30:19, 30:20</p> <p>own [3] - 15:19, 17:8, 25:16</p> <p>owner [7] - 6:23, 24:11, 25:7, 25:22, 27:5, 29:5, 29:16</p> <p>owners [3] - 16:23, 24:24, 25:14</p> <p>owns [1] - 8:19</p>	<p>7:12, 7:22, 8:17, 9:10, 21:20, 23:7, 26:22, 30:14, 32:24, 34:3</p> <p>parking [2] - 27:14, 29:13</p> <p>parks [2] - 7:3, 40:24</p> <p>part [3] - 8:23, 15:21, 25:2</p> <p>participate [4] - 7:18, 7:23, 33:3, 36:21</p> <p>participating [2] - 7:7, 7:20</p> <p>particular [3] - 9:11, 32:18, 33:15</p> <p>particularly [1] - 36:16</p> <p>partly [1] - 24:22</p> <p>partner [1] - 18:22</p> <p>past [4] - 6:12, 11:5, 15:1, 35:19</p> <p>patterns [1] - 20:9</p> <p>PAULA [1] - 2:5</p> <p>Paula [12] - 5:2, 5:6, 5:8, 7:10, 9:14, 10:24, 18:24, 19:19, 22:18, 23:23, 25:12, 36:7</p> <p>paved [2] - 29:8, 29:13</p> <p>paving [2] - 22:1, 28:13</p> <p>people [8] - 7:23, 8:23, 22:1, 25:20, 25:24, 30:18</p> <p>percent [7] - 11:18, 11:19, 12:13, 12:15, 12:16, 22:13, 28:24</p> <p>percentage [1] - 10:6</p> <p>performance [1] - 14:4</p> <p>perhaps [14] - 10:1, 10:5, 10:7, 12:8, 12:12, 12:13, 16:17, 17:22, 18:16, 20:10, 24:1, 33:1, 33:20, 36:12</p> <p>period [2] - 20:6, 20:10</p> <p>permit [3] - 24:17, 27:2, 27:17</p> <p>permitted [1] - 26:21</p> <p>PERRI [10] - 1:19, 3:11, 8:4, 8:9, 8:12, 13:9, 31:5, 31:8, 40:1, 41:19</p> <p>Perri [2] - 3:10, 13:7</p> <p>person [1] - 5:3</p> <p>personally [1] - 14:22</p> <p>pervious [1] - 28:20</p> <p>Petro [1] - 3:14</p>	<p>PETRO [4] - 1:20, 3:15, 24:7, 38:19</p> <p>Photography [1] - 37:22</p> <p>physical [1] - 37:8</p> <p>pick [2] - 4:22, 26:1</p> <p>picked [1] - 23:7</p> <p>Pier [1] - 37:19</p> <p>Pietanza's [1] - 37:5</p> <p>pipe [3] - 31:1, 31:3, 32:3</p> <p>pitch [2] - 30:15, 32:16</p> <p>pizza [1] - 37:3</p> <p>place [2] - 14:16, 18:4</p> <p>placed [1] - 32:9</p> <p>places [1] - 15:18</p> <p>Plan [1] - 1:3</p> <p>plan [26] - 4:15, 6:6, 9:20, 15:13, 15:20, 16:4, 19:18, 20:1, 20:4, 20:21, 21:12, 23:22, 27:7, 27:10, 27:13, 27:16, 27:18, 27:19, 27:24, 29:7, 32:15, 34:6, 34:14, 35:22, 35:24, 38:5</p> <p>plans [4] - 19:24, 24:17, 25:11, 35:15</p> <p>plant [1] - 31:22</p> <p>plaza [1] - 37:10</p> <p>PLONCZYNSKI [26] - 2:2, 3:5, 3:7, 3:9, 3:12, 3:14, 3:16, 3:18, 3:20, 3:22, 4:10, 24:10, 26:23, 30:18, 31:7, 31:9, 31:16, 32:11, 38:21, 39:6, 39:10, 39:18, 40:20, 41:7, 41:11, 41:15</p> <p>point [4] - 13:12, 13:21, 14:13, 19:23</p> <p>pointed [1] - 16:20</p> <p>points [1] - 16:5</p> <p>possible [1] - 8:4</p> <p>practices [1] - 28:19</p> <p>preapproved [5] - 27:10, 27:16, 27:24, 29:7, 32:15</p> <p>precise [1] - 21:17</p> <p>precision [2] - 22:3, 22:11</p> <p>prefer [1] - 17:1</p> <p>preference [1] - 38:12</p> <p>prepared [1] - 38:19</p> <p>present [1] - 34:20</p> <p>PRESENT [2] - 1:16, 2:1</p>
<p style="text-align: center;">N</p> <p>national [1] - 7:5</p> <p>natural [1] - 26:11</p> <p>Navy [1] - 37:19</p> <p>NAYAN [1] - 1:18</p> <p>Nayan [1] - 3:12</p> <p>near [1] - 13:2</p> <p>nearby [1] - 19:24</p> <p>nearly [1] - 31:12</p> <p>need [2] - 23:18, 24:6</p> <p>needs [1] - 15:5</p> <p>neighbors [2] - 8:22, 9:3</p> <p>network [1] - 6:17</p> <p>never [1] - 40:5</p> <p>new [9] - 6:14, 6:21, 13:5, 19:5, 34:13, 37:2, 37:3, 37:8, 38:2</p> <p>newsletter [3] - 6:20,</p>	<p style="text-align: center;">O</p> <p>Oak [1] - 7:19</p> <p>oath [1] - 42:5</p> <p>occupancy [19] - 10:2, 10:7, 10:23, 11:4, 11:17, 11:20, 11:24, 12:7, 12:10, 12:13, 12:23, 13:2, 13:14, 13:17, 14:11, 14:22, 15:14, 15:19, 15:22</p> <p>occupation [1] - 38:2</p> <p>occupied [3] - 11:11, 14:24, 37:11</p> <p>occupy [1] - 15:17</p> <p>October [4] - 1:6, 3:3, 34:11, 35:2</p> <p>OF [5] - 1:1, 1:2, 1:5, 42:1, 42:2</p> <p>off-site [1] - 31:18</p> <p>offer [1] - 10:13</p> <p>offices [1] - 21:24</p> <p>one [35] - 6:8, 7:9, 7:15, 8:20, 9:19, 10:17, 12:18, 13:4, 13:7, 16:1, 16:18, 16:19, 17:12, 18:7, 20:7, 23:2, 23:20, 24:20, 25:5, 25:18,</p>	<p style="text-align: center;">P</p> <p>p.m [2] - 35:6, 41:24</p> <p>P.M [1] - 1:6</p> <p>packet [1] - 32:23</p> <p>packets [1] - 39:11</p> <p>pad [1] - 27:13</p> <p>pads [1] - 27:7</p> <p>page [3] - 9:11, 9:12, 35:10</p> <p>PAGE [1] - 42:2</p> <p>Papa [1] - 37:4</p> <p>parameters [1] - 27:6</p> <p>parcel [1] - 26:24</p> <p>parcels [2] - 10:10, 18:1</p> <p>park [25] - 7:6, 7:24, 11:6, 11:9, 13:17, 16:18, 20:15, 20:20, 22:3, 22:6, 22:14, 22:20, 23:12, 23:23, 24:24, 25:9, 25:15, 25:18, 25:24, 27:8, 27:21, 29:4, 29:19, 31:4, 33:16</p> <p>Park [13] - 5:13, 6:4,</p>	<p style="text-align: center;">P</p> <p>p.m [2] - 35:6, 41:24</p> <p>P.M [1] - 1:6</p> <p>packet [1] - 32:23</p> <p>packets [1] - 39:11</p> <p>pad [1] - 27:13</p> <p>pads [1] - 27:7</p> <p>page [3] - 9:11, 9:12, 35:10</p> <p>PAGE [1] - 42:2</p> <p>Papa [1] - 37:4</p> <p>parameters [1] - 27:6</p> <p>parcel [1] - 26:24</p> <p>parcels [2] - 10:10, 18:1</p> <p>park [25] - 7:6, 7:24, 11:6, 11:9, 13:17, 16:18, 20:15, 20:20, 22:3, 22:6, 22:14, 22:20, 23:12, 23:23, 24:24, 25:9, 25:15, 25:18, 25:24, 27:8, 27:21, 29:4, 29:19, 31:4, 33:16</p> <p>Park [13] - 5:13, 6:4,</p>	<p style="text-align: center;">P</p> <p>p.m [2] - 35:6, 41:24</p> <p>P.M [1] - 1:6</p> <p>packet [1] - 32:23</p> <p>packets [1] - 39:11</p> <p>pad [1] - 27:13</p> <p>pads [1] - 27:7</p> <p>page [3] - 9:11, 9:12, 35:10</p> <p>PAGE [1] - 42:2</p> <p>Papa [1] - 37:4</p> <p>parameters [1] - 27:6</p> <p>parcel [1] - 26:24</p> <p>parcels [2] - 10:10, 18:1</p> <p>park [25] - 7:6, 7:24, 11:6, 11:9, 13:17, 16:18, 20:15, 20:20, 22:3, 22:6, 22:14, 22:20, 23:12, 23:23, 24:24, 25:9, 25:15, 25:18, 25:24, 27:8, 27:21, 29:4, 29:19, 31:4, 33:16</p> <p>Park [13] - 5:13, 6:4,</p>

<p>presented [1] - 4:6 president [1] - 19:5 prettiest [1] - 32:7 pretty [3] - 4:16, 23:21, 23:24 previously [1] - 41:4 price [1] - 16:12 primary [1] - 16:10 prime [1] - 37:15 print [1] - 33:14 PROCEEDINGS [2] - 1:5, 1:8 Proceedings [1] - 41:23 proceedings [2] - 42:7, 42:11 process [3] - 24:14, 24:18, 27:19 processes [1] - 32:14 producer [1] - 32:8 producers [1] - 31:11 product [6] - 11:22, 28:7, 28:8, 28:11, 29:3, 29:22 program [5] - 6:10, 8:16, 14:7, 19:3 programs [2] - 14:3, 14:16 project [7] - 4:24, 5:3, 6:2, 13:20, 32:5, 34:18, 35:18 promote [2] - 6:21, 7:1 promoting [3] - 24:4, 32:13, 32:14 Properties [2] - 32:22, 33:5 property [3] - 14:23, 24:12, 28:14 prospects [1] - 17:15 provide [1] - 35:17 public [8] - 12:20, 22:17, 22:23, 35:5, 35:13, 35:14, 42:8, 42:11 Public [1] - 1:13 publication [1] - 26:6 publications [3] - 7:7, 17:6, 23:8 PUD [2] - 27:19, 27:23 pull [1] - 30:23 purchasing [1] - 33:13 pursue [1] - 34:13 purview [1] - 5:5 put [10] - 11:22, 18:4, 23:12, 23:23, 28:14,</p>	<p>30:3, 30:6, 30:7, 32:22, 40:21 putting [1] - 14:16</p> <p style="text-align: center;">Q</p> <p>qualified [1] - 1:13 qualify [1] - 18:7 quality [1] - 28:15 quantify [1] - 26:4 questions [4] - 5:4, 10:21, 16:1, 36:1 quick [1] - 35:17 quickly [3] - 24:15, 34:9, 37:2 quite [4] - 16:21, 23:15, 25:14, 37:11 Quiznos [1] - 37:14 quorum [1] - 3:22</p> <p style="text-align: center;">R</p> <p>radically [1] - 23:17 raised [1] - 24:21 rapid [1] - 32:13 rate [11] - 10:2, 10:23, 11:4, 11:20, 11:24, 12:7, 12:10, 12:11, 12:13, 13:2, 14:12 rates [1] - 11:17 rather [4] - 12:19, 28:21, 30:4, 35:18 RE [1] - 1:2 reach [2] - 7:21, 17:22 reaching [2] - 10:6, 10:19 reacting [1] - 27:22 reacts [1] - 24:23 read [1] - 26:7 readdress [1] - 38:4 reader [1] - 36:6 reading [1] - 18:19 ready [1] - 31:22 real [1] - 8:22 Real [2] - 23:14, 32:21 really [11] - 9:18, 12:21, 15:16, 16:7, 17:5, 19:4, 20:17, 21:13, 29:11, 36:17, 40:23 Realtors [1] - 7:17 reason [1] - 22:9 reasonable [2] - 31:8, 31:9 rebate [1] - 31:13</p>	<p>received [1] - 34:16 recently [5] - 7:11, 22:6, 24:5, 31:20, 34:17 recession [1] - 20:16 recognition [1] - 5:24 recommendations [6] - 4:21, 34:10, 34:12, 39:21, 40:12, 40:14 recycled [3] - 28:7, 28:11, 29:3 recycling [1] - 26:19 referring [1] - 27:5 regional [1] - 7:5 regular [1] - 6:24 reinvent [1] - 19:2 related [1] - 5:21 remainder [1] - 22:15 remember [1] - 8:10 remind [1] - 8:11 reminded [1] - 8:7 reminder [1] - 8:5 REPORT [1] - 1:5 reported [1] - 42:7 reporter [1] - 42:5 require [1] - 17:18 requirements [1] - 28:19 resident [1] - 14:2 residents [1] - 17:23 resources [1] - 12:22 rest [2] - 22:23, 29:1 restaurant [1] - 37:3 restrictions [1] - 24:19 results [1] - 20:12 revenue [2] - 15:15, 32:8 review [5] - 14:19, 14:20, 21:18, 24:18, 33:23 reviewing [1] - 19:23 riders [1] - 36:17 Road [5] - 13:8, 13:9, 37:6, 38:6, 38:15 road [3] - 13:21, 29:22, 32:5 Robert [1] - 3:10 ROBERT [1] - 1:19 roll [1] - 3:4 roofing [1] - 22:1 roughly [3] - 10:23, 11:18, 21:20 round [1] - 20:4 Route [7] - 4:18, 5:11, 20:8, 25:4, 30:5,</p>	<p>31:24, 38:6 row [1] - 20:18 RTA [1] - 35:21 run [1] - 28:23</p> <p style="text-align: center;">S</p> <p>sales [5] - 31:5, 31:10, 31:13, 31:17, 32:5 sandwich [3] - 36:10, 36:20, 37:20 save [1] - 40:1 Saverio's [1] - 37:5 saw [1] - 16:17 SCB [1] - 34:16 Schumacher [2] - 5:2, 5:8 SCHUMACHER [15] - 2:5, 5:9, 8:13, 8:18, 9:8, 13:13, 24:3, 26:11, 32:12, 32:19, 38:8, 38:11, 39:23, 40:7, 40:16 second [2] - 4:7, 4:8 section [1] - 9:10 sectors [1] - 10:8 see [9] - 18:2, 20:9, 20:12, 29:21, 32:3, 32:4, 32:6, 33:5, 35:8 seeing [2] - 28:1, 29:19 seem [1] - 22:6 segment [1] - 19:9 segue [1] - 26:12 selected [1] - 34:16 send [5] - 8:4, 26:7, 26:9, 30:2, 30:11 sense [1] - 27:15 September [1] - 3:24 session [1] - 35:5 seven [1] - 22:22 several [1] - 6:4 share [1] - 6:13 shingle [1] - 26:19 shoot [1] - 12:15 shop [1] - 6:8 shopping [1] - 37:10 Shopping [1] - 37:18 shops [1] - 37:20 short [1] - 23:22 shorter [1] - 20:11 shorthand [2] - 42:7, 42:10 shortly [1] - 35:8 show [5] - 7:18, 8:8, 33:12, 37:17, 37:19 showing [1] - 36:9 shows [5] - 7:8, 17:7,</p>	<p>26:24, 33:1, 33:4 SIC [3] - 19:15, 21:18, 22:12 side [2] - 14:2, 19:8 sign [2] - 22:16, 32:8 significant [1] - 35:18 signs [2] - 30:23, 36:19 similar [2] - 7:3, 26:13 simply [1] - 16:23 site [15] - 7:4, 27:7, 27:10, 27:12, 27:16, 27:18, 27:19, 27:24, 29:6, 29:7, 29:23, 31:18, 32:15, 39:22, 40:15 sites [5] - 6:22, 20:8, 30:2, 40:6, 40:18 situations [1] - 27:8 six [2] - 22:22, 34:18 size [1] - 16:11 sizes [1] - 11:3 sketch [1] - 33:11 smaller [6] - 13:6, 13:10, 18:1, 18:7, 21:24, 22:8 Smith [1] - 25:17 SMODILLA [20] - 1:17, 3:17, 4:5, 9:13, 12:4, 13:15, 17:14, 18:21, 19:7, 32:9, 32:17, 36:2, 36:6, 36:10, 36:16, 38:4, 38:16, 39:11, 41:3, 41:10 Smodilla [2] - 3:16, 16:2 smoother [1] - 30:15 SOBEL [6] - 1:18, 3:21, 13:19, 15:5, 18:19, 18:23 Sobel [3] - 3:20, 18:18, 41:5 social [1] - 6:20 Solomon [1] - 34:17 somewhere [2] - 17:2, 31:17 soon [1] - 27:4 sorry [1] - 18:19 South [1] - 1:11 south [2] - 8:3, 27:2 southwest [1] - 38:14 space [3] - 11:23, 12:1, 37:21 spaces [1] - 13:5 speaking [3] - 17:11, 19:19, 20:2</p>
--	---	--	--	--

<p>specific [1] - 5:18, 10:8, 10:17, 12:8, 17:19, 18:13, 19:11, 39:21, 39:22, 40:14, 40:15</p> <p>specifically [5] - 9:20, 10:10, 16:3, 18:10, 22:4</p> <p>spell [1] - 6:5</p> <p>spelled [1] - 16:5</p> <p>spread [1] - 29:4</p> <p>square [1] - 13:14</p> <p>Square [1] - 37:4</p> <p>SS [1] - 42:1</p> <p>St [1] - 17:1</p> <p>staff [1] - 38:19</p> <p>stake [1] - 36:17</p> <p>stand [1] - 7:15</p> <p>stands [2] - 28:10, 32:20</p> <p>start [2] - 10:5, 19:13</p> <p>started [2] - 4:15, 22:10</p> <p>starting [3] - 25:3, 25:5, 28:8</p> <p>State [3] - 1:14, 6:24, 33:6</p> <p>STATE [1] - 42:1</p> <p>state [1] - 42:6</p> <p>states [1] - 31:3</p> <p>station [5] - 35:10, 36:3, 36:5, 36:8, 36:9</p> <p>steering [3] - 34:19, 35:2, 36:23</p> <p>still [4] - 9:17, 10:3, 29:13, 39:15</p> <p>storage [6] - 27:14, 28:6, 28:22, 29:9, 29:14, 30:19</p> <p>store [2] - 29:14, 30:13</p> <p>stories [2] - 18:3, 23:2</p> <p>storm [1] - 29:2</p> <p>stormwater [2] - 28:16, 28:18</p> <p>story [4] - 12:20, 23:5, 24:5, 26:5</p> <p>strategic [1] - 18:22</p> <p>strategize [1] - 10:17</p> <p>strategy [3] - 17:19, 18:9, 19:11</p> <p>Stream [1] - 37:7</p> <p>Street [5] - 1:11, 38:7, 38:14, 40:7, 40:9</p> <p>strength [1] - 5:19</p> <p>strong [1] - 37:24</p> <p>struggling [1] - 9:17</p> <p>Study [1] - 1:4</p>	<p>study [1] - 35:21</p> <p>stuff [4] - 29:10, 30:3, 30:12, 30:24</p> <p>style [1] - 24:21</p> <p>submitted [1] - 27:4</p> <p>subsection [1] - 9:11</p> <p>success [5] - 18:3, 23:2, 23:5, 24:4</p> <p>successes [1] - 19:8</p> <p>successful [2] - 14:8, 15:10</p> <p>suggestion [1] - 13:19</p> <p>summarize [1] - 34:10</p> <p>surface [1] - 28:21</p> <p>surrounding [2] - 17:13, 17:22</p> <p>sweet [1] - 23:22</p> <p>sworn [1] - 42:5</p>	<p>34:23, 34:24</p> <p>tonight [4] - 4:19, 5:1, 5:12, 5:16</p> <p>TONY [1] - 2:3</p> <p>Tony [14] - 4:22, 5:9, 6:23, 7:8, 8:4, 9:8, 9:14, 13:9, 24:5, 25:12, 26:15, 28:4, 30:11, 32:19</p> <p>top [1] - 33:9</p> <p>topics [1] - 4:3</p> <p>toward [1] - 9:23</p> <p>Town [2] - 37:22, 38:1</p> <p>town [1] - 32:6</p> <p>track [1] - 41:13</p> <p>Tracy [2] - 3:16, 21:18</p> <p>TRACY [1] - 1:17</p> <p>trade [10] - 7:6, 7:8, 7:18, 17:6, 17:7, 23:8, 26:6, 33:1, 33:4, 33:12</p> <p>traditional [1] - 6:19</p> <p>traffic [1] - 30:22</p> <p>Trail [1] - 37:6</p> <p>training [1] - 18:5</p> <p>Training [1] - 22:21</p> <p>transcript [1] - 42:9</p> <p>transpired [1] - 38:3</p> <p>transportation [1] - 35:22</p> <p>transportation-oriented [1] - 35:22</p> <p>tremendously [1] - 32:1</p> <p>trip [1] - 16:15</p> <p>trucks [1] - 30:20</p> <p>true [1] - 42:9</p> <p>try [3] - 4:20, 6:13, 35:11</p> <p>trying [2] - 15:17, 21:6</p> <p>Tuesday [2] - 7:19, 35:6</p> <p>tune [2] - 39:17, 40:13</p> <p>turn [1] - 5:7</p> <p>turning [1] - 5:1</p> <p>TV [1] - 36:7</p> <p>two [28] - 5:14, 5:15, 10:22, 11:12, 12:19, 22:20, 23:9, 24:15, 25:6, 29:24, 31:15, 32:23, 33:1, 33:19, 34:11, 34:14, 37:13, 37:19, 38:5, 38:8, 38:9, 38:22, 39:2, 39:4, 39:6, 40:21, 40:24, 41:8</p>	<p>type [4] - 18:5, 21:11, 21:14, 21:24</p> <p>types [1] - 20:23</p> <p>typical [3] - 22:24, 27:13</p> <p>typically [2] - 13:6, 20:5</p> <p style="text-align: center;">U</p> <p>unanimously [1] - 4:13</p> <p>under [4] - 5:5, 19:14, 28:16, 40:12</p> <p>unique [1] - 27:8</p> <p>unit [1] - 11:15</p> <p>units [4] - 11:14, 11:17, 13:6, 13:10</p> <p>unsightly [1] - 30:6</p> <p>up [20] - 4:22, 5:4, 6:16, 11:19, 14:12, 14:15, 15:7, 23:6, 23:7, 26:1, 29:17, 30:6, 35:11, 36:6, 36:19, 39:7, 39:20, 40:14, 41:6</p> <p>Update [1] - 1:4</p> <p>update [2] - 35:17, 35:23</p> <p>useful [1] - 13:23</p> <p>users [1] - 25:10</p> <p>uses [4] - 7:5, 26:20, 29:6, 30:12</p>	<p>29:12</p> <p>visiting [1] - 16:18</p> <p>visits [1] - 19:3</p> <p>vote [1] - 4:10</p>
T	T		V	W
<p>tangible [2] - 11:21, 12:20</p> <p>target [3] - 10:5, 21:5, 23:24</p> <p>targeted [3] - 10:17, 18:13, 39:21</p> <p>targets [1] - 5:19</p> <p>task [1] - 5:16</p> <p>tax [7] - 12:24, 14:14, 15:14, 31:5, 31:10, 31:13, 32:5</p> <p>ten [2] - 31:12, 32:2</p> <p>term [2] - 6:2, 27:10</p> <p>terms [4] - 10:22, 11:4, 37:13, 38:2</p> <p>THE [2] - 1:1, 1:2</p> <p>therapy [1] - 37:8</p> <p>they've [1] - 30:2</p> <p>thinking [1] - 8:18</p> <p>third [3] - 25:8, 27:3, 33:20</p> <p>three [4] - 9:19, 10:21, 11:10, 33:2</p> <p>three-year [1] - 9:19</p> <p>throughout [1] - 34:23</p> <p>TIF [5] - 14:19, 33:17, 33:22, 33:23, 34:4</p> <p>timeline [1] - 19:17</p> <p>TOD [3] - 1:4, 34:8, 35:24</p> <p>together [3] - 5:10, 15:6, 23:23</p> <p>Tom [1] - 25:19</p> <p>tomorrow [2] -</p>	<p>tangibile [2] - 11:21, 12:20</p> <p>target [3] - 10:5, 21:5, 23:24</p> <p>targeted [3] - 10:17, 18:13, 39:21</p> <p>targets [1] - 5:19</p> <p>task [1] - 5:16</p> <p>tax [7] - 12:24, 14:14, 15:14, 31:5, 31:10, 31:13, 32:5</p> <p>ten [2] - 31:12, 32:2</p> <p>term [2] - 6:2, 27:10</p> <p>terms [4] - 10:22, 11:4, 37:13, 38:2</p> <p>THE [2] - 1:1, 1:2</p> <p>therapy [1] - 37:8</p> <p>they've [1] - 30:2</p> <p>thinking [1] - 8:18</p> <p>third [3] - 25:8, 27:3, 33:20</p> <p>three [4] - 9:19, 10:21, 11:10, 33:2</p> <p>three-year [1] - 9:19</p> <p>throughout [1] - 34:23</p> <p>TIF [5] - 14:19, 33:17, 33:22, 33:23, 34:4</p> <p>timeline [1] - 19:17</p> <p>TOD [3] - 1:4, 34:8, 35:24</p> <p>together [3] - 5:10, 15:6, 23:23</p> <p>Tom [1] - 25:19</p> <p>tomorrow [2] -</p>	<p>traditional [1] - 6:19</p> <p>traffic [1] - 30:22</p> <p>Trail [1] - 37:6</p> <p>training [1] - 18:5</p> <p>Training [1] - 22:21</p> <p>transcript [1] - 42:9</p> <p>transpired [1] - 38:3</p> <p>transportation [1] - 35:22</p> <p>transportation-oriented [1] - 35:22</p> <p>tremendously [1] - 32:1</p> <p>trip [1] - 16:15</p> <p>trucks [1] - 30:20</p> <p>true [1] - 42:9</p> <p>try [3] - 4:20, 6:13, 35:11</p> <p>trying [2] - 15:17, 21:6</p> <p>Tuesday [2] - 7:19, 35:6</p> <p>tune [2] - 39:17, 40:13</p> <p>turn [1] - 5:7</p> <p>turning [1] - 5:1</p> <p>TV [1] - 36:7</p> <p>two [28] - 5:14, 5:15, 10:22, 11:12, 12:19, 22:20, 23:9, 24:15, 25:6, 29:24, 31:15, 32:23, 33:1, 33:19, 34:11, 34:14, 37:13, 37:19, 38:5, 38:8, 38:9, 38:22, 39:2, 39:4, 39:6, 40:21, 40:24, 41:8</p>	<p>vacancy [1] - 12:11</p> <p>vacant [5] - 11:2, 11:6, 11:10, 13:5, 13:12</p> <p>Valley [1] - 37:15</p> <p>value [2] - 14:5, 14:21</p> <p>values [1] - 14:23</p> <p>versa [1] - 24:9</p> <p>versus [1] - 15:10</p> <p>vice [1] - 24:9</p> <p>village [1] - 32:10</p> <p>VILLAGE [1] - 1:1</p> <p>Village [19] - 1:10, 2:5, 5:2, 9:10, 10:13, 12:21, 13:24, 17:3, 19:7, 19:22, 24:13, 24:23, 25:15, 29:16, 31:5, 34:15, 34:22, 35:3, 35:9</p> <p>Village's [1] - 36:8</p> <p>visible [2] - 7:13,</p>	<p>warehouse [2] - 18:1, 21:23</p> <p>water [1] - 29:1</p> <p>Wayne [1] - 17:1</p> <p>ways [1] - 16:20</p> <p>website [3] - 9:10, 23:13, 35:9</p> <p>Wednesday [1] - 34:24</p> <p>week [3] - 13:4, 33:12, 37:19</p> <p>weeks [1] - 34:18</p> <p>weigh [1] - 35:15</p> <p>Weir [1] - 3:9</p> <p>Welch [1] - 31:1</p> <p>Werks [1] - 11:8</p> <p>West [2] - 30:5, 38:14</p> <p>Westgate [1] - 37:9</p> <p>whole [1] - 28:21</p> <p>wondering [1] - 20:22</p> <p>Wood [1] - 17:2</p> <p>word [3] - 25:13, 25:16, 26:3</p> <p>works [1] - 24:23</p> <p>worthy [1] - 9:14</p> <p>wrap [1] - 39:7</p> <p>write [1] - 23:6</p> <p>write-up [1] - 23:6</p>
T	T		V	X
<p>year [13] - 9:19, 10:7, 11:5, 12:11, 12:14, 14:19, 20:1, 20:3, 20:10, 20:21, 31:14, 33:2, 33:24</p> <p>years [12] - 11:10, 11:19, 15:1, 16:7, 20:15, 20:18, 31:12, 32:2, 33:22, 34:11, 34:14, 37:12</p> <p>yesterday [1] - 25:7</p> <p>young [1] - 18:3</p>				<p style="text-align: center;">Y</p> <p>year [13] - 9:19, 10:7, 11:5, 12:11, 12:14, 14:19, 20:1, 20:3, 20:10, 20:21, 31:14, 33:2, 33:24</p> <p>years [12] - 11:10, 11:19, 15:1, 16:7, 20:15, 20:18, 31:12, 32:2, 33:22, 34:11, 34:14, 37:12</p> <p>yesterday [1] - 25:7</p> <p>young [1] - 18:3</p>

Z

zoning [3] - 25:9,
27:18, 27:19