

**Minutes**  
**March 11<sup>th</sup>, 2019**  
**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: C. Green, M Hughes, A. Lewensky, T. Smodilla, Rich Miskiewicz, J. LaPorte, R. Perri**

**Absent: S. Gandsey, G. Kubaszko**

**Also Present: T. Fradin, Economic Development Coordinator;  
S. Skrycki, Assistant Village Administrator;  
J. Dienberg, Administrative Intern**

**3) Approval of Minutes**

**A motion was made to approve the minutes from the February 11, 2019 meeting.**

**Motioned by: T. Smodilla**

**Seconded by: R. Perri**

**Motion Carried**

**4) Current Marketing Activities**

**T. Fradin updated the Commissioners on current marketing efforts by the Village breaking it down by industrial, retail and residential sectors. Below is an outline of Mr. Fradin's presentation.**

***Industrial***

Below is a section of the Marketing Plan as it pertains to Brewster Creek Business Park: Continue shop local efforts, continue use of traditional advertisement, newsletter and social media to promote new and existing businesses, maintain database of available commercial sites and owner/broker information, continue to work with state Department of Commerce and Economic Opportunity and Choose DuPage to promote Bartlett, highlight food niche that is developing in park to similar industries and businesses, continue to market site to attract desirable users at the local, regional and national levels, increase marketing of park in trade publications, participate in Association of Industrial Real Estate and Chicago Industrial Property and Northern Illinois Commercial Association of Realtors industrial trade shows, target distribution uses, high precision manufacturing, and smaller businesses, promote the quick approval process to speed development, and encourage existing businesses to expand locally.

Staff is planning a Brewster Creek Business Park open house event in April. This would be a luncheon with a specific target audience of industrial real estate brokers. Exeter Property Group has given preliminary approval to hold it at its building at 1323 Brewster Creek Blvd., of which 199,000 SF remains available.

Staff will also be attending an Industrial Summit in late April as another venue to promote available industrial space throughout the Village.

We are currently engaging with two site selectors and brokers for large industrial projects that we hope to attract to the Village including sites in the Cook County portion of Brewster Creek Business Park, two new speculative buildings proposed for the northeast corner of Stearns and Munger Roads, and prospects with interest in the Blue Heron Business Park.

We will plan for the EDC to tour the business parks in the coming months to familiarize the commissioners with them.

### ***Retail/Commercial***

Another section of the Marketing Plan detailed goals for developing sites along the major commercial corridors and included: Continue shop local efforts, continue to use traditional advertisement, newsletter and social media to promote new and existing businesses, maintain database of available commercial sites and owner/broker information, continue to work with state Department of Commerce and Economic Opportunity and Choose DuPage to promote Bartlett, collectively market the Dominick's site, continue to market site to attract desirable users at the local, regional and national level, participate in International Council of Shopping Centers, promote improvements to roadway, work to assist businesses through construction period, and target health/medical uses in marketing efforts.

There are two Chicago area retail-oriented events this month including the *Retail Live!* show on March 6<sup>th</sup> and the ICSC Real Estate forum on March 14<sup>th</sup>, both held at Hyatt Regency O'Hare. These events are primarily attended by retail brokers and municipal staff as a means of exchanging information including available sites and current expansion plans for retailers, office users and restaurants.

Staff continues meeting with the nine other communities that comprise Access O'Hare West in planning for the upcoming shared booth and marketing efforts for the ICSC RECon show in May as well as a local event hosted by the ten communities in June.

Staff is currently updating the inventory of available commercial space as well as a map document specifically identifying and describing the undeveloped land parcels along Route 59 for upcoming trade shows and other marketing purposes. Attached is a flier for a 15,298 SF sublease opportunity for space next to Amita that we are currently promoting.

### ***Multifamily***

As the Village owns two prime sites for multifamily residential development (Site E in the Downtown TOD Plan and eleven acres at Route 59 & Lake Street), staff has taken the suggestion presented by the EDC at its November 2018 meeting and has registered for the multifamily and affordable housing summit on March 12<sup>th</sup> in Chicago. Site E is now listed on LoopNet as well as CoStar.

Staff will be sending copies of this listing to at least five more apartment/multi-family developers prior to next month's EDC meeting.

**R. Perri** if staff knew the number of units that can be built on the 1.87 acres.

**T. Fradin** stated that it is a difficult question, He shared that number has varied from the TOD plan to previous proposals that did not work out. However, he stated that from an economic development standpoint that he doesn't believe that someone will build anything with less than 50 units.

**R. Perri** asked if there is enough parking for over 50 units

**T. Fradin** stated that there is, especially if the developers look into underground parking. He also added that it would be worth looking into lowering the required parking ratio for this development, adding that some communities only require one space per unit, rather than two per unit.

**T. Smodilla** asked why the price was reduced to 80% of its retail value. She asked why it's starting so low, when there is already downward pressure with that type of property. She also asked what the current EAV is.

**S. Skrycki** stated that the 80% of retail value falls under one of several categories of how a village can sell its own land.

**T. Fradin** stated that it is also a tradeoff, because the Village is looking for a higher level product. Mr. Fradin stated that in many other communities municipalities are either giving away the land, or are being heavily subsidized by TIF's. Because the Village doesn't have that option, the Village actually has one of the highest price per sq. foot than almost any land in a suburban downtown. Mr. Fradin also added that the EAV is negligible and is nearly zero because there aren't any structures. He also added that there are no taxes being paid because it is publically owned land.

**R. Perri** asked if the Village is getting close with the 11 acre parcel at 59 and Lake,

**T. Fradin** stated that in a word, yes. He also added that there is not a lot of information that can be discussed at this time. He stated that they are close to selling off a portion of the land.

### ***Business Support***

Staff has continued promoting local businesses and events on social media via the Discover Bartlett page on Facebook. With over 5,500 followers, twenty posts have been made as of this writing in 2019 including promoting Ziegler's Ace, JC Mexican Restaurant, AJB Polish Deli, Ambrosia Greek Eatery, Town & Country Gardens, McMae's, Pasta Mia, Indian Express, Emily's Mexican Grill, Arts in Bartlett and more.

As Bartlett Tap moves closer to opening, we will be producing and airing a "dine in Bartlett this spring" advertisement on cable television produced in house by the village's administrative intern and will also place on the Village website and social media outlets.

As presented in last month's Economic Indicators report, eating and drinking places in the Village generate a significant percentage of sales tax revenues for the Village. As the downtown area, in particular, continues to attract and retain eating and drinking establishments, this is a great way to reach a wide audience as spring arrives and to promote the downtown brand as a dining district.

Staff will be attending a workshop at Kane County on Google Insider tips at Kane County on March 19<sup>th</sup> in an effort to gain an additional tool with which to assist local businesses in increasing their online presence through Google My Business. This high-energy and interactive seminar provides tips on how to discover how businesses and organization can appear on Google Maps, how to add online reviews for

your business, how home-based businesses can use the application and how to identify and track new leads.

### **Local Outreach**

Per the EDC's advice when presented with the plummeting commercial vacancy rate at last month's meeting, we have highlighted that fact and detailed some of the new development that occurred in 2018 in the current attached page from the *Bartletter*.

The Village's second Starbucks, Amita Health, Indian Express and Balance Family Chiropractic are three of the projects highlighted, as well as MORE Brewing "coming soon" to the former Lucky Jack's site on Railroad Avenue.

We will continue to promote this information via the Village's social media outlets as well as through the Chamber at Breakfast with the Village and other local events. Mr. Fradin asked the commissioners to please continue to share this information with others and do not hesitate to contact Mr. Skrycki or himself with any questions. Mr. Fradin opened up the floor for questions.

**C. Green** asked about the "Google insider" information, she also asked who are the 9 communities involved in Access O'Hare.

**T. Fradin** responded that it is an event hosted by Kane County. Tony stated that he plans to share the information one-on-one with businesses at first, but also plans look into bringing the program to the Village/chamber and hosting the information for the business community. Tony stated that Access O'Hare is made up of Bartlett, Bensenville, Bloomingdale, Elk Grove Village, Elmhurst, Hanover Park, Itasca, Roselle, Schaumburg, and Wood Dale. Tony stated that all of the communities involved work together to help pair the right businesses with the right communities, stating that there is a very cooperative environment. Tony shared the Access O'Hare Website with the EDC.

**S. Skrycki** stated that if staff feels the Google Insider program is a feasible investment, they will invite every single businesses.

**M. Hughes** asked if the Village has considered creating an app that can be used for business marketing, sharing events, etc. She stated that it would give the businesses another platform to share their own information and to gain more publicity.

**T. Fradin** stated that it has been considered, but from an economic development standpoint the feasibility has not yet been there. He did state that it could be worth investigating again. He added that when developers reach out to businesses that the Village does not support or endorse any specific app, he added that if the village were to make an app, they would include every businesses, not selecting any favorites.

**S. Skrycki** stated that he thinks it is a phenomenal idea, adding that he has many other municipalities' apps on his phone, just to stay current with what other communities are doing. He mentioned that Elgin has a very comprehensive app, but added that they employ 12 people in their community relations department, where Bartlett has one. He stated that it is excellent idea, but was also weary of putting out a sub-par app because of the Village's limitations.

**A. Lewensky** agreed with Commissioner Hughes's comments and stated that the Village should stay ahead of the game with an app, and should not look past it.

**T. Smodilla** stated that it could also be a good time to reevaluate the marketing plan, looking at Key Performance Indicators to see what is working and what isn't.

**T. Fradin** stated that that is what the EDC looked at the previous month with the Economic Indicators Report, including demographics, vacancy rates, marketing indicators, number of businesses, daytime employment, etc. He stated that staff does not have time to track every phone call and meeting, but does measure everything that was reported in February.

**T. Smodilla** stated that an app has the ability to reach more people and measure and benchmark more activities as well as their cost.

**T. Fradin** stated that they would absolutely include those measurements if they were to create an app.

**S. Skrycki** added that while the app discussion is a good one, and one that could continue on for a while, he added that the village will continue to look into. He added that in terms of marketing and communication, he stated that the Village has collected emails from the business community, and will be able to communicate with the business community with the click of a button.

**A. Lewensky** stated that once the database is complete, that the Village should not take on the creation of an app, but should answer calls from developers and outsource it.

**T. Smodilla** stated that one of the first emails from the email list should be a survey to the business community. She stated that business owners will not be interested in coming in to a workshop, and could better supply their input through a fortified survey that they can do on their own time, potentially through survey monkey.

**S. Skrycki** agreed with both points.

**R. Perri** asked about the 15,000 sq. foot space near Amita asking if someone is currently there or if it is vacant

**T. Fradin** stated that it is a sublease through Amita, it isn't technically a vacancy, but is open to a sub letter.

## **5) Downtown Overlay District Update**

**T. Fradin** gave a brief update on the current efforts to improve the Downtown Business District. He shared that staff applied for a grant from the RTA two years ago to update the Village Code in order to better reflect the Downtown TOD Plan.

The zoning code and building code as exists does not support some of the primary initiatives of the Downtown TOD plan as it pertains to parking ratios, building heights, setbacks, building materials and a prescriptive list of allowable uses.

As such, a Steering Committee has been convened and a zoning and Code consultant, Leslie Oberholtzer of Codametrics ([www.codametrics.com](http://www.codametrics.com)), has been guiding the discussion and preparation of a draft document.

This document addresses façade design, signage, landscaping, entryways and much more in an effort to beautifying the buildings in the Downtown Business District as well as allowing for greater residential density.

The Steering Committee has met in September, November, January and February to review and discuss elements of the draft document.

He shared that Assistant Administrator Scott Skrycki, himself, and Economic Development Commissioner Joe LaPorte are three of the eleven Steering Committee member. Mr. Fradin turned the floor over to Commissioner LaPorte to talk about the steering committee's efforts.

**J. LaPorte** stated that the steering committee is producing a 50-60 page document that will include many photographs to represent the new code in terms of ratio of materials (i.e. glass to brick), the types of materials that could be used, etc. He stated that what currently exists is a bit dated, stating that with this being updated, developers can design their buildings according to the guide, streamlining the building process. He stated that it applies to the downtown, which is divided into sub-areas, including the downtown core, downtown edge, commercial corridor, and downtown residential. He stated that there is not yet a clear cut definition of what buildings would look like, but they are currently trying to bring in uniformity and streamline the process. He stated that they also plan to bring in higher density in the downtown, and added that Balance Family Chiropractic is a prime example of what this process will bring in, and adding that the strip that the Still is in as an example of the way it used to be. He stated that this process is trying to bring things closer to the sidewalk to increase walkability and bringing in more mixed use developments.

**T. Smodilla** asked if there would be more demolitions because of this plan. She also asked if Bartlett Plaza would be subject to these new guidelines.

**J. LaPorte** stated that it is up to the individual business owner. A new property going up would need to follow it, but businesses won't be required to demolish and start anew.

**T. Fradin** added that multiple buildings have been demolished in the past year, spurring new developments. With the exception of one or two buildings, many obsolete buildings have already been demolished. He added that Bartlett Plaza will not be bound by the plan, as he is remodeling an existing property. He added that his project is on the way to the plan commission. He added that he will bring the plan before the EDC when it is approved by the Village Board.

**J. LaPorte** again emphasized that the document is being made to streamline the process. If a developer goes against the plan, they can do so by appealing and requesting special uses/variance, going through a slightly longer process.

**C. Green** asked if it is too restrictive.

**T. Fradin** stated that is possible based on the developer, but added that it is for the betterment of the downtown and community.

## **6) New Business/Public Comment**

**J. LaPorte** expressed that as a commissioner and Bartlett Resident he feels that commissioners should take a more active role on social media. With their vast knowledge of the developments and progress being made in the community, he shared that commissioners can play a key role in dispelling rumors on social media, out in public, etc. He commended Mr. Skrycki's efforts on social media and shared that it is a responsibility of Commissioners as informed residents to help put out accurate information to their friends and neighbors, helping to bring this information to "armchair quarterbacks".

**R. Perri** agreed with that sentiment. He believes that that perception will change with the updating of Bartlett Plaza, and will help change the mentality of Bartlett Residents.

**T. Fradin** agreed, and added that there is a lot of positive momentum in the downtown in the next year.

**A. Lewensky** stated that in the defense of "Armchair quarterbacks", the reality is that while Brewster Creek is great, taxes are still high and there are little visible results.

**J. LaPorte** responded that it is also important to remind people to look at their tax bill. He added that over 65% of the bill goes to the School District, while the Village is only 9%. He also asked to clarify when the Brewster Creek TIF ends, and when the Village will begin to see revenue from there.

**S. Skrycki** added that the Village Board has not raised its tax levy in 9 out of the last 10 years. He added that it is important factor to keep in mind.

**T. Fradin** stated that the TIF will end in 2022, and is the leading model of a successful TIF. The EAV that that was frozen at 2 million in 1999 will end up at over 60 million dollars in 2022. He added that those tax funds will go to all of the taxing bodies, and will no longer go into the TIF fund.

**C. Green** concluded the conversation by stating that there are pros and cons to every community. She stated that the privilege of living in Bartlett may be worth the tradeoff of having high taxes.

## **7) Adjournment**

**A motion was made to adjourn the meeting.**

**Motioned by: R. Perri**

**Seconded: J. LaPorte**

**Motion Carried. The Meeting Adjourned at 8:22 PM**