

Minutes
May 13th, 2019
Village of Bartlett
Economic Development Commission

1) Call to Order

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

2) Roll Call

**Present: S. Gandsey, C. Green, M Hughes, N. Gudenkauf, G. Kubaszko, J. LaPorte, A. Lewensky, R. Perri
T. Smodilla**

Absent: None

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

3) Approval of Minutes

A motion was made to approve the minutes from the April 8th, 2019 meeting.

Motioned by: T. Smodilla

Seconded by: S. Gandsey

Motion Carried

4) Public Comment

None

5) RECon 2019 Access O'Hare West

T. Fradin stated that as previously reported, Staff is a leading member of a ten community partnership called Access O'Hare West (AOW).

He stated that staff engages in regional marketing efforts based around I-390 as an emerging area with many business and development opportunities and market them in a collaborative fashion with each town given the opportunity to market its key sites.

This month, staff will be participating in the RECon show through ICSC, the International Council of Shopping Centers. This is the world's largest real estate trade show and includes roughly 40,000 attendees at the Las Vegas Convention Center.

Mayor Wallace, Scott Skrycki and I will be meeting with prospective targeted retail brokers as well as manning the Access O'Hare West booth throughout the first two days of the show, May 20th and 21st.

T. Smodilla asked who what other communities will be attending.

T. Fradin responded that the other communities are Bloomingdale, Itasca, Wooddale, and Hanover Park. He added that Schaumburg will also be in attendance but they will be in their own booth, not the Access O'Hare West Group.

S. Gandsey asked other than the cost of the booth, what other dollars are spent on marketing for this event.

T. Fradin stated that it is primarily through social media, and the group is regularly updating their plans. He added that the group still meets regularly, and marketing is a high priority.

S. Gandsey stated that she noticed the Twitter page has not been updated in the last three months, and that it may be helpful to update it leading into the show.

T. Fradin agreed, and stated that another individual from another community is currently taking that responsibility over.

T. Smodilla asked if staff was successful in soliciting leads from the previous year.

T. Fradin stated that last year the primary focus was on hotels and specific, targeted retailers, which was what a bulk of staff's meetings were with. He stated that staff is repeating some meetings with the targeted retailers, specifically grocery stores, and will continue to follow up. He added that at this time, the hotels are not as promising, but staff is close to selling part of the 11 acre parcel at 20 and 59.

6) 2019 Dining guide

T. Fradin stated that in an effort to support and promote eating and drinking establishments in the Village, which is one of the top sales tax producing categories, Staff created the first Bartlett Dining Guide in 2011 and has updated it periodically.

A digital version of this is on the Village's website and many paper copies of this will be printed and distributed throughout the community.

Six of the establishments from the fall 2016 dining guide have closed, while there are an additional eight. He added that it is important to look at these guides as a snap shot in time, as inevitably more restaurants will open and some will close. He stated that they will be printed once staff returns from ICSC

N. Gudenkauf asked about Olivia's Place.

T. Fradin thanked her for catching that, he said it was missed.

S. Gandsey asked if it would be put on the website.

T. Fradin stated that it will and will be interactive.

M. Hughes suggested that with it being a summer guide, it would be nice to earmark those that have outdoor seating.

T. Fradin stated that it is a great idea.

7) Google Insider Seminar – July 11th

As part of Kane County's Economic Development efforts, Staff was invited to attend a Google Insider Tips seminar at the county building in Geneva on March 19th.

Leading the seminar was Nathan Misirian, President of Autumn Consulting. Mr. Misirian is a marketing expert throughout North American and Europe and has a number of areas in which he has great expertise.

T. Fradin stated that he was impressed by this presentation and is bringing it to the Village. This high-energy, interactive seminar is designed to help businesses and nonprofits understand how Google analyzes and prioritizes your website. Attendees will learn the five most important features Google uses to increase leads and boost search engine optimization, including:

- Title and description tags.
- Integrating keywords in navigation.
- Readable banner text.
- Page headings.
- Keyword hyperlinks.

T. Fradin shared that the presentation will be free to attend on July 11th and will be free to the Bartlett Business Community. He shared some basic information about Mr. Misirian and this particular presentation, the presenter, Autumn Consulting President Nathan Misirian, is a Google Insider with more than 20 years of experience helping businesses and nonprofits add more visitors, improve customer service, and increase online engagement. He has completed more than 300 engagements throughout North America and Europe.

He asked the commissioners to please share this opportunity and the information below with any of your contacts who may benefit from this program.

R. Perri asked about registration.

T. Fradin stated that registration will open at a later date, the main reason for the registration is to get a head count for food.

N. Gudenkauf asked staff to supply the chamber of commerce with fliers when they are available so that they can help advertise to their members

T. Fradin added that as a part of the presentation, Mr. Misirian has agreed to use a Bartlett Business as a case study, and they are using the Bartlett Tap and their website.

8) TOD Overlay District Open House – June 10th

T. Fradin stated that as a strategy to implement the Downtown Transit Oriented Development (TOD) Plan, Staff has convened a Steering Committee to direct the creation of a new Form Based Code policy intended to regulate and promote a more dense, walkable and attractive downtown district.

The Steering Committee is comprised of Village Planning and Economic Development staff as well as Trustee Ray Deyne, appointed commissioners, residents and business owner Dr. Robin Ackerman of Balance Family Chiropractic.

The Steering Committee has met on multiple locations to discuss and review elements of the document with the lead consultant, Leslie Oberholtzer of CodaMetrics.

The next step is to hold an Open House which will be held in the Village Hall council chambers on Monday, June 10th, from 5 to 7 PM.

Everyone is invited to participate and ask questions of the consultant and Steering Committee members.

Information will be posted at a later date and Mr. Fradin asked that members of the EDC and Chamber of Commerce utilize their personal and professional networks to promote this open house. Fliers will be placed in prominent public locations and we look forward to the next step in this process of improving the Village's Downtown business and residential district.

C. Green asked if it would only apply to new construction.

T. Fradin stated that essentially it would be new construction, but clarified that the term being used is substantial rehabilitation. As an example, Bartlett Plaza is being redeveloped but will not necessarily be required to follow all of these guidelines, however if a building is built in the out lot, it will certainly fit in to this.

S. Gandsey asked about the timeline for the implementation of this policy.

T. Fradin stated that the goal is this summer.

C. Green asked about the format of the open house.

T. Fradin stated that there will be graphics, the consultant will be present, Planning and Development Services Director Roberta Grill will be present, and other members of the steering committee will be there to answer questions.

T. Smodilla clarified that the goal of this plan is to bring continuity and cohesiveness. She also pointed out the attractiveness of incorporating mixed use for tax purposes for the business owners, especially in Cook County.

T. Fradin said that is an accurate description. It is not as focused on specific uses in the buildings, but more about the buildings themselves.

R. Perri asked how increasing the density in the downtown will affect the parking in the area.

T. Fradin stated that the plan looks to eliminate parking requirements as a zoning measure and to work with developers and the parking that they ultimately need. He added that there is a lot of underutilized parking in the downtown and that this is a strategy to fill some of those unutilized areas. He said that underground parking, a parking deck, and other options can be explored in the future. He added that other successful downtowns have already adopted these codes.

9) New Business

T. Fradin reminded all commissioners to visit the newly reopened Bartlett Tap. He added that there was a lot of anticipation for this business and that it is off to a great start.

He also added that a property at Stearns and Munger was sold and will be developed into a large industrial project. He added that this project is not in the Brewster Creek TIF and that the property taxes will not go into the TIF.

S. Gandsey asked if any of the announced CVS closures will impact the Bartlett locations.

T. Fradin stated that he has not heard anything at this time about the Bartlett locations.

N. Gudenkauf stated that she had spoken with Ed at the Bartlett House, stating that he was talking about many plans to make it an event venue and that he would open within 30 days. She asked if staff knew any more about this project.

T. Fradin stated that he met with him, heard the plans to enhance the property as a bed and breakfast type of venue. However, he added that he hadn't come into village hall for any special uses. He said that staff is happy to work with him.

S. Skrycki stated that they had a similar conversation with him about a year ago, and that when he comes in staff is happy to work with him to move it forward.

10) Adjournment

A motion was made to adjourn the meeting.

Motioned by: S. Gandsey

Seconded: N. Gudenkauf

Motion Carried. The Meeting Adjourned at 7:48 PM