



**VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION**

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
November 11, 2019
7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the September 9, 2019 meeting minutes
4. Public Comment
5. Welcome New Commissioner Kirsten Erickson
6. Recognize Commissioner Jerry Kubaszko for 40 Years
7. Access O'Hare West Update
8. Small Business Saturday November 30th
9. Email Marketing Seminar November 13th
10. New Business Update
11. Adjournment

**Minutes
September 9th, 2019
Village of Bartlett
Economic Development Commission**

1) Call to Order

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

2) Roll Call

Present: C. Green, N. Gudenkauf, M Hughes, G. Kubaszko, A. Lewensky, R. Perri, T. Smodilla

Absent: S. Gandsey, J. LaPorte

**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 August 12th, 2019 meeting.

Motioned by: A. Lewensky

Seconded by: N. Gudenkauf

T. Smodilla Abstained

Motion Carried

4) Public Comment

None

5) Business Park Tour

T. Fradin took time before adjourning to the Business Park tour to recognize longtime commissioner Cecilia Green, as tonight is her last meeting. Tony thanked Cecilia for all of her dedication to the EDC, and to Bartlett over many years. He added that her contributions and suggestions over her 19 years on the EDC have led to great marketing strategies, site developments, and was on the EDC before the inception of the Brewster Creek Business Park.

C. Green stated that she is grateful for her time on the EDC and felt that it is time to pass on her spot, as the EDC is a great learning opportunity to learn about the Village and Business Community. She added that the commission is the strongest that it's been in years and is doing a lot of great things.

G. Kubaszko agreed with everything Tony said thanking Commissioner Green for her service. He added that she will surely be missed, and hopes that she will visit from time to time.

T. Fradin then brought the commissioner's and staff on a bus tour of two of the community's business parks. (Brewster Creek and Blue Heron) Below is a list of properties and development sites the commissioner's saw on their tour.

Brewster Creek Logistics Park

One of the largest industrial development firms in the area, Logistics Property Company, has begun groundwork for two speculative buildings located at the entrance of Brewster Creek Business Park. Each building will be 207,000 SF with 32' clear ceilings, 28 exterior docks and two drive-in doors. Logistics has engaged one of the top industrial brokerages, Newmark Knight Frank, who have succeeded in leasing or selling numerous buildings throughout the Chicago area and nationwide including several in the Village.

Brewster Creek Business Park is being developed via Tax Increment Financing (TIF) and a Redevelopment Plan adopted in 1999 provides financing for mass grading and infrastructure to convert Elmhurst-Chicago Stone Company's Bartlett Quarry into one of the top business parks in DuPage County. This TIF only has three years left and is set to expire at the end of 2022. There are currently 43 buildings totaling 4.18 million square feet. The total number of businesses is +/- 75 due to several buildings consisting of condominium units occupied by smaller businesses such as Mark Your Space, ASPA Inc., and Bark Avenue Daycamp.

Brewster Creek Business Park features the Village's cluster of food-based businesses including Greco & Sons Foods, Rana Meal Solutions, Cheese Merchants of America, Get Fresh Produce and candy packager creative werks. Other major businesses include Midwest Molding, Herrmann Ultrasonics, Wittenstein and Auto Truck. Rana is nearing completion on its headquarters and lasagna line building, a 326,652 SF project.

The Village Board recently approved multiple variances, a Class 6B property tax incentive, a waiver of building permit fees and \$50,000 in TIF funds to the first project coming to the Cook County portion of Brewster Creek for McKesson Medical-Surgical. McKesson will be construction a 400,000 SF warehouse/distribution/office facility 44' in height with 62 exterior docks.

The **Blue Heron Business Park** is a 125 Acre property located at the northeast corner of West Bartlett Road and IL Route 25. It is located at the far western edge of Bartlett in Kane County. Currently one building exists and two more are projected to be built this year.

Traffic Services Inc. (TSI) is the first built property out at Blue Heron. The building is a 12,000 SF office/warehouse building with a 5.7 acre outdoor storage yard and currently employs about 40 people. TSI has recently applied for a 11,553 SF addition.

Traffic, Control and Protection (TCP) is in a 67,000 SF office building with a 3.6 acre outdoor storage yard and currently employs about 80 people. They're a family owned business that relocated from West Chicago.

Elgin Beverage is in an 80,000 SF warehouse that currently employs 40 employees. The site has room for a 40,000 SF. Elgin Beverage is a beverage distributor that has been in the Chicago-land area for over 85 years.

There are two additional projects in the pipeline including Cathay Industries constructing a 102,060 SF building and a private therapeutic day school called Parkland Prep Academy, who will be building a 20,797 SF facility.

6) Adjournment

A motion was made to adjourn the meeting.

Motioned by: N. Gudenkauf

Seconded: C. Greem

Motion Carried. The Meeting Adjourned at 7:58 PM

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 4, 2019
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Access O'Hare West marketing initiative

In an effort to meet several of the goals in both the Village's Strategic Plan as well as the EDC's 2016-2020 Marketing Plan, the Village has increased marketing of undeveloped land sites in the Village and has joined a consortium of nine other area communities to market these sites.

Specific to the Marketing Plan, several of the goals pertain to seeking economic development of sites along commercial corridors. Another goal of the marketing plan is to increase participation in ICSC.

In an effort to work more collaboratively with area communities situated along the I-390 corridor, Staff has joined with these other communities to market the area at trade shows including RECon, ICSC's largest annual trade show held at the Las Vegas convention center, and the Chicago Deal Making show held annually at Navy Pier.

The ten communities that comprise Access O'Hare West (AOW) include Bartlett, Bensenville, Bloomingdale, Elk Grove Village, Elmhurst, Hanover Park, Itasca, Roselle, Schaumburg and Wood Dale.



Staff meets with economic development staff from these other communities frequently over the past two-plus years to strategize in terms of naming, branding, materials to present, staffing of the booth and creation of promotional items including a website, brochures and other materials.

One of the marketing strategies is to hold a brokers open house for our communities only, which is to be held at 25 West Brewing Company in Bloomingdale on Wednesday, November 6th. The invitation list of brokers was comprised of primarily retail broker contacts from the ten communities as well as from those who visited the AOW booth at the Chicago Deal Making show in October.



The group will continue to meet monthly to discuss marketing strategy and I will update the EDC periodically on the efforts.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 5, 2019
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Small Business Saturday

BACKGROUND:

Small Business Saturday is an American shopping event held on the Saturday after US Thanksgiving during one of the busiest shopping periods of the year. This year, Small Business Saturday will be on November 30th.

The event was initiated by American Express ten years ago via a nationwide radio and television advertising campaign. American Express publicized the initiative using social media, advertising, and public relations. Many local politicians and small business groups in the United States issued proclamations concerning the campaign, which generated more than one million Facebook "like" registrations and nearly 30,000 tweets under the Twitter hashtags #smallbusinesssaturday and #smallbizsaturday. (Wikipedia)

SMALL BUSINESS SATURDAY IN BARTLETT:

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

What Bartlett does have is an interesting mix of small businesses, many of them sole proprietorships, and several of which have opened over the past few years.

With that in mind, Staff has requested promotional items from Small Business Saturday at American Express to distribute to small businesses in the downtown area including tote bags, stickers, banners, buttons and door mats for them to display between now and Small Business Saturday.

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

As members of the EDC, we request that you share these posts on your own social media and generally urge your contacts to shop small in Bartlett if possible this holiday season.

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 4, 2019
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator *TF*
RE: Email Marketing Seminar

Earlier this year, I attended a Google seminar led by digital marketing expert Nathan Misirian, President of Autumn Consulting, at the Kane County administration building.

I was sufficiently impressed to invite Mr. Misirian to present a similar seminar at Bartlett Hills this past July. We invited all Bartlett businesses via an email blast and also partnered with the Chamber of Commerce. At the time, Mr. Misirian worked with the newly-opened Bartlett Tap to improve its social media presence and Google ranking.

Continuing the Village's business assistance efforts, we are bringing him back this month in conjunction with the Chamber of Commerce to present a seminar on improving email marketing. Once again, attendance is free of charge and all businesses in the community are invited.



**WANT TO HAVE A SUCCESSFUL EMAIL
CAMPAIGN? STOP DOING THESE
3 THINGS...FREE SESSION!**

**NOVEMBER 13, 2019: 7:30 - 9:30 AM
BARTLETT HILLS GOLF CLUB
800 W. ONEIDA AVE., BARTLETT
REGISTER IN ADVANCE AT
WWW.BARTLETTCHAMBER.COM**

Join us for a high-impact, fun seminar that teaches through actual examples what to Stop Doing and what to Start Doing. This seminar is for business owners and leaders who want to build their brand, promote events, or engage with the audiences more effectively through email marketing, using tools like Constant Contact or MailChimp. Sponsored by the Village of Bartlett and the Bartlett Area Chamber of Commerce.
Moderated by: Nathan Misirian, President of Autumn Consulting

For this program, Mr. Misirian is working with the Chamber of Commerce, who in turn will be utilizing the successful email marketing strategies to, in turn, better assist the local business community.

You may register through the Chamber's website if you would like to attend.