

**Minutes
November 11th, 2019
Village of Bartlett
Economic Development Commission**

1) Call to Order

G. Kubaszko called the meeting to order at 7:02 pm.

2) Roll Call

Present: K Erickson, M Hughes, G. Kubaszko, J. LaPorte, R. Perri, T. Smodilla

Absent: N. Gudenkauf, A. Lewensky, S. Gandsey

**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 September 9th, 2019 meeting.

Motioned by: R. Perri

Seconded by: K. Erickson

Motion Carried

4) Public Comment

None

5) Welcome New Commissioner Kirsten Erickson

G. Kubaszko welcomed Commissioner Kirsten Erickson to the EDC. He stated that she had previously served 9 years as a commissioner, and that they are happy to have her back.

K Erickson shared that she has been a resident of Bartlett for 21 years and that she is currently the vice president of West Suburban Bank, overseeing 10 branches as a regional manager.

6) Recognize Commissioner Gerald Kubaszko for 40 Years

T. Fradin recognized commissioner recognized Commissioner Gerald Kubaszko for his 40 years of service on the EDC. He thanked Jerry for all his work through the years through many milestones. Mr. Fradin presented the Commissioner with a gift on behalf of the Village.

G. Kubaszko thanked Mr. Fradin for the recognition.

T. Smodilla took a moment to thank Jerry for his help and the ability to pick his brain over the years. She stated that while they haven't always agreed, she has appreciated his spirit of camaraderie over the last nine years.

7) Access O'Hare West Update

T. Fradin shared an update in the effort to meet several of the goals in both the Village's Strategic Plan as well as the EDC's 2016-2020 Marketing Plan, sharing that 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. Tony then asked if the commissioner's had any questions.

T. Smodilla asked if the Village has had any projects closed or finalized that directly came from this partnership at this point.

T. Fradin stated that Bartlett has not had a property closed on as a direct result of this venture, but did say that staff has engaged with multiple prospects. He added that they are also engaging with multifamily home developers and industrial developers, not just retail. He added that there are many good leads, just nothing that has finalized.

M. Hughes asked if there was a reason that Streamwood was not a part of this group as well as about how difficult it is dealing with the competitiveness of the group.

T. Fradin said that there is no particular reason, adding that Mayor Craig of Hanover Park really led the charge and invited the communities. He added that some communities were invited but declined, but added that he can only speak for Bartlett. He added that the communities are very cooperative and work to get the right projects to the appropriate communities.

T. Smodilla asked if any of the other communities have similar marketing plans to Elk Grove Village's "Maker's Wanted" campaign that the Village could glean some detail from that could be unique to Bartlett. She specified that Bartlett could take something that it has a niche in, using the example of the food industry growing in Brewster Creek.

T. Fradin responded that that is an interesting point, he stated that each community has something a little bit different, adding that Bartlett is much more robust in their marketing than some communities, but on the other hand doesn't reach the level of Elk Grove Village. He

stated that the Village is in that middle space with their marketing efforts. In terms of the specific niche, Mr. Fradin stated they are always marketing the Village's strengths at these shows, looking to find the best industries for the sites that would suit them best. He added that the best example of this is when the Village showcases its Foreign Direct Investment at specific shows, trying to bring in international companies in, specifically in the food niche.

8) Small Business Saturday November 30th

T. Fradin reminded the commissioners of the upcoming American shopping event held on the Saturday after US Thanksgiving during one of the busiest shopping periods of the year, Small Business Saturday. 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 hashtags #smallbusinesssaturday and #smallbizsaturday.

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

What Bartlett does have is an interesting mix of small businesses, many of them sole proprietorships, and several of which have opened 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, Tony asked that the commissioners share these posts on their own social media and generally urge their contacts to shop small in Bartlett if possible this holiday season.

T. Fradin then showed the ad that Village Staff Produced for Small Business Saturday.

T. Smodilla recommended that staff remove the Village logo and replace it with the name of the establishment being advertised.

T. Fradin stated that the video is already sent over to Comcast for production.

T. Smodilla added that the idea of “shop small” should be promoted year round and that staff should add some marketing materials to the train station. She suggested that this be a specific branding effort by the Village year round, using visuals to help plant a seed in residents.

S. Skrycki stated that the materials in front of them would be taken to the train station tomorrow. He also added that staff has worked with local businesses through the village’s email blasts and by offering up a series of breakfast seminars to help small businesses, as well as the Business Spotlight Videos.

T. Fradin stated that staff does do that marketing as well as the chamber. He stated the Village is constantly marketing all of Bartlett’s Businesses all year through all of their events.

M. Hughes added that it could be beneficial to look back on the shop local campaigns during the recession.

T. Fradin agreed, pointing out the former 3/50 campaign that urged residents to spend \$50 a month at local businesses. He added that with that staff is continually sharing the concept of shop local. He added that part of the effectiveness of Small Business Saturday is the direct national focus it has for that time of year.

K Erickson suggested that staff inform the businesses about the American Express Marketing materials so that they can be proactive with it.

R. Perri suggested that the small businesses put out coupons and sales to help advertise, similar to how the larger businesses advertise black Friday.

T. Fradin stated that staff share the ones that they know about, however that it is ultimately up to the business.

J LaPorte stated that the businesses that do well are doing their own marketing, and added that a lot of the responsibility falls on the business owner, adding that the Village shouldn’t carry the majority of that burden. He added that he is a big fan of the 3/50 program.

9) Email Marketing Seminar November 13th

T. Fradin shared that earlier this year, he attended a Google seminar led by digital marketing expert Nathan Misirian, President of Autumn Consulting, at the Kane County administration building.

He added that he was sufficiently impressed to invite Mr. Misirian to present a similar seminar at Bartlett Hills this past July. Staff 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.

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.

T. Fradin encouraged EDC Commissioners to attend, adding that registration was still open.

K. Erickson stated that she would like to attend if there is still room.

10) New Business Update

T. Fradin outlined the numerous businesses that have opened in recent months. In the Streets of Bartlett Center Armanetti's and D'Licious Crepes & Roti opened, to be followed shortly by "One Taco Dos Tequilas" and "Cherry on Top". In the Galleria of Bartlett Shopping center both Beef Shack and 2x20 fitness have opened. Gambits has opened in the Bartlett Place Shopping Center. Cathay Industries opened their facility in Blue Heron Business Park and the two spec buildings in Brewster Creek Logistics Park have begun construction.

T. Smodilla asked about McKesson's progress.

T. Fradin stated that they are doing some land preparation, and stated that they have until around fall of 2021 to be operational per their incentive package.

M. Hughes asked for an update on MORE Brewing

S. Skrycki stated that staff spoke with them about a week ago, and it is looking like construction will begin in early spring.

J. LaPorte asked about 120 Bartlett Ave.

S. Skrycki said that they have plan commission and the Village Board for their site plan coming up, and added that they will most likely be in front of the EDC in December for a BEDA Grant.

J. LaPorte asked about the out lot at Streets of Bartlett.

T. Fradin stated that staff and the owners of the property continuously market the space, looking for potential tenants. However, it currently is moving slowly and there is no potential tenant in place at this time.

S. Skrycki stated that the owners are mainly focused on filling the large vacancy in the center, and will then shift to the out lot once that is filled, which will make the property much more attractive.

M. Hughes asked about the rebranding of the center, stating that many businesses have items that still say "Bartlett Plaza."

T. Fradin stated that things like that take time, and as they run out of inventory businesses will then switch their marketing materials to the new name. He said the best way to help is to share by word of mouth, and to help residents get used to the new name.

11) Adjournment

A motion was made to adjourn the meeting.

Motioned by: T. Smodilla

Seconded: M. Hughes

Motion Carried. The Meeting Adjourned at 8:18 PM