

**Minutes
April 13, 2020
Village of Bartlett
Economic Development Commission**

1) Call to Order

K. Erickson called the meeting to order at 7:00 pm and is broadcasting live via Zoom Meeting video conferencing in order to comply with the shelter in place order issued by Governor JB Pritzker. (Village Hall closed due to the Village President's Declaration of Local Disaster and Public Health Emergency Order)

2) Roll Call

**Present: K Erickson, S. Gandsey, M Hughes, N. Gudenkauf, G. Kubaszko, A. Lewensky, R. Perri,
T. Smodilla**

Absent: J. LaPorte

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

3) Approval of Minutes

A motion was made to approve the minutes from the March 9, 2020 meeting.

Motioned by: R. Perri

Seconded by: G. Kubaszko

T. Smodilla abstained

Motion Carried

4) Public Comment

None

5) Update on Business Retention Action Items

T. Fradin updated the EDC on all of the different activities that staff has done throughout the last month and a half. He shared that staff had the busiest and most challenging business retention month ever this March, sure to be surpassed. The Village's economic development

team within the Administration Department undertook massive efforts to assist as many existing small businesses in the Village as possible.

Tony added that it is important to thank both Sam Hughes and Joey Dienberg, they have helped immensely on pushing out and marketing the information that has gone out, of course Scott who has been there every step of the way as well. Tony then went through the list below of the many different activities that have occurred:

- We have spoken to businesses on nights and weekends and have tried our best to help them every step of the way. We have and will continue to try to contact every single business in Bartlett. The team has attempted to make approximately 300 phone calls letting them know the Village President and Board is thinking about them as well as the Village staff.
- We called all our restaurants early on in the crisis. They were advised of various loan and grant opportunities that were coming including DCEO's Emergency Hospitality Grant Program. Many businesses struggled with the application for various reasons, and we helped them navigate the applications and sent numerous reminders about due dates.
- Promoted carry-out, delivery and curbside pickup options for numerous restaurant businesses throughout the month by posting on Discover Bartlett Facebook page.
- Scott, Tony, Sam and Joey participated in numerous webinars and conference calls with various government entities including the SBA, Choose DuPage, DCEO and many others to keep abreast of the latest programs to share with the Village's business community.
- Joey sent out ten email blasts that we worked on together to the entire database of all Bartlett businesses whose email addresses we have on a wide variety of topics including safety tips, SBA loans, Choose DuPage programs, DCEO programs, Cook County measures, the Village's resource page, IL Dept. of Financial Resources, Hospitality Grant and many others. We began doing daily blasts in late March.
- Scott and Tony fielded calls from various businesses inquiring as to whether they were deemed essential and/or could remain open during the coronavirus pandemic. Staff assisted the business in finding alternative service delivery methods. Including Unfortunately, we had to advise some to close under the Governor's order.
- Ordered "We Are Open" signs from a local business, Mark Your Space, to distribute mostly to independent restaurants throughout the Village which were safely delivered by hand in early April.
- Spoke with multiple landlords to discuss various programs and urging them to work with their tenants as best they can during these months when some may struggle to pay rent.
- Scott and Tony joined a conference call with the Chamber of Commerce to discuss sharing of information and cross-promoting businesses and programs.
- Joey designed a full-page "Shop Local" ad and ran in the Bartlett Examiner, and it was subsequently posted to the Discover Bartlett page, staff's LinkedIn pages, included on numerous Eblasts, and shared with Economic Development Commissioners to share with their networks.
- Had a conference call/status report with McKesson early in the month.
- Hosted a seminar at Bartlett Hills early in the month for about thirty businesses highlighting website tips and focusing on assisting O'Hare's Pub.
- Staff extended the deadline for Business License renewals from the original date of May 1 2020 to July 31, 2020
- The four of us collaborated with Don Pellico from the SBA to plan a Webinar for Bartlett Businesses that took place in early April. This is when we made hundreds of calls to encourage registration to the event.

- The four of us have diligently followed all County, State and Federal press briefings daily to bring the newest resources to the business community.
- Joey contacted all of our restaurants and asked if they were utilizing curbside pickup/carry-out/drive thrus to accommodate proper social distancing measures. Then, working collaboratively with GIS and IT, we updated the online map-based dining guide to include this information.
- Through the heightened posting/engagement on Discover Bartlett due to the pandemic, we have increased the page's reach by 224% (14,207 people reached), page views by 150% (830 views), and page likes by 68% (42 new likes).
- Through our heightened efforts with our Eblast system, we have sent 4,622 individual emails, with an average open rate of 40.33%. This is nearly double of the industry standard in 2019 for MailChimp clients is 21.33%. We will get this number higher through continued education.
- With the help of our Community Relations Coordinator Gaby Infusino, the four of us collaborated to help launch a COVID-19 : Bartlett Business Guidance & Resource webpage on the Village's website, filled with resources from other government agencies for our business community to utilize.

S. Skrycki emphasized the days and weeks that have been spent by staff on these retention efforts, adding that there have been many nights and weekends spent working on this.

S Gandsey asked if staff new of any Bartlett Businesses that had received the Hospitality Grant.

T. Fradin stated that they haven't heard of recipients yet, but most restaurants that he has spoken with did apply.

G. Kubaszko asked if the Bartlett Logo was on the "we are open" signs so that the public knows the Village is doing something.

T. Fradin stated that it is.

N. Gudenkauf stated that she has been on a number of conference calls and webinars daily, collaborating with many different chambers in the region to support their members.

6) **Small Business Emergency Relief Program**

T. Fradin shared Since the Coronavirus pandemic took hold in early March, the Village of Bartlett staff has taken numerous proactive measures to assist businesses during this time of crisis. We recognize that many businesses both large and small are struggling to make ends meet and there are a wide variety of new programs to assist these businesses in obtaining loans and grants to survive and remain open following the pandemic.

Some measures taken by staff include numerous email blast updates to the business community, a webinar that we hosted with our local SBA representative, "We Are Open" signs to distribute to food-related businesses, numerous business promotions on the Discover Bartlett page, additions to the Village website including a link to open dining options and a new page on the Village website dedicated to providing the latest information from numerous sources including the SBA, DCEO, counties, and business organizations.

Additionally, staff has personally spoken with and responsibly visited with dozens of businesses throughout March and into early April. We have also begun working remotely to practice social distancing through the end of April when the shelter-in-place order is currently scheduled to be lifted.

In an effort to assist as many small sales-tax generating businesses as possible, staff has spent hours crafting a one-time Small Business Emergency Relief Grant program with the goal of supporting Bartlett businesses during the crisis.

Tony and Scott will explain this program at the next Village Board, promote it to eligible Bartlett businesses and assist participating businesses with their applications.

The final details and application remain a work-in-progress, but the high-level parameters include:

1. Limited to sale-tax producing businesses only with revenue between \$50,000 and \$2 million in taxable sales last year or in a shorter pro-rated portion if they were not open all of 2019. This is so the Village is understanding of how much they have been impacted by this.
2. Franchise businesses and others with more than four units are not eligible to participate in this program. Home-based businesses are also not eligible.
3. Businesses must have a valid business license with the Village of Bartlett.
4. Businesses must not have ceased operations permanently, but businesses that temporarily closed due to Coronavirus are eligible.
5. Businesses must have verifiable sales losses as a result of the Coronavirus pandemic and must be able to provide verification with a start date of March 17th, when Governor Pritzker's shelter-in-place order was issued.
6. The grant amount will be calculated upon a business's lost sales tax revenues in comparison with March 17th of 2019 through the date of the application. The Village intends to make up 25% of lost sales tax revenues (Village portion only) up to a maximum amount of \$10,000.
7. The application due date will be May 15th if the Village Board approves this program at its April 21st meeting.
8. We are working on this program with the Finance Director and Village Attorney to verify both available funding as well as the best ways to obtain personal guarantees should the businesses close or engage in any fraudulent activities.
9. Unlike BEDA applications and TIF Rebate applications in the past, signing this application will include an acknowledgment providing Village representatives permission to obtain personal financial information including tax statements and permission to use sales tax information provided to the State of Illinois.

With this program, we are striving to quickly roll out a relief program to supplement other statewide and nationwide programs, some of which are proving challenging to the small business community.

However, we still must have policies and procedures in place; thus, we request the EDC's review, input, and endorsement of this new program.

S. Gandsey stated that some of the problems with similar programs at the state and federal level of running out of funds and creating a panic to apply right away. She added that not having issues that other programs would be great for the Village's Brand.

T. Fradin stated the program is designed and budgeted assuming maximum exposure, and that everyone eligible will apply and receive the full amount.

S. Skrycki added that this program also won't have a crashing website or a busy signal. He stated that they have the ability to walk every single applicant through the program individually.

K. Erickson applauded the program, citing that it was well put together and detailed. She liked that it was based off a similar program in another community where staff didn't have to start from scratch and added that she is sure that by the time it gets to the Village Attorney that it will be well buttoned up. She also applauded the speed of the creation of the program.

N. Gudenkauf added that this program shows what a top-notch village Bartlett is, and this will be a crucial part of Bartlett's resume to show what they do for businesses in a time of need when recruiting future businesses. She said that she is proud to represent this Village through the Chamber.

R. Perri congratulated staff on putting together this program so well. He also asked what will happen if a business is awarded funds, but subsequently still ends up going out of businesses, what will happen to those dollars.

T. Fradin stated that that detail has not been finalized, and that will be straightened out once the Village Attorney finalizes the application. He added that staff are doing their best in the vetting process to provide funds to businesses that have a sound business model and should not go out of business.

R. Perri made a motion to recommend the Small Business Emergency Relief Program to the Village Board.

Seconded by Nan Gudenkauf

Roll Call Vote

Yes: K Erickson, S. Gandsey, M Hughes, N. Gudenkauf, G. Kubaszko, A. Lewensky, R. Perri, T. Smodilla

No: None

Motion Carried

7) New Business

T. Fradin stated that he has been surprised with the amount of development that has continued through the pandemic. He added that he has received calls from multiple developers and business that are still moving forward.

M. Hughes asked if this pandemic has affected the progress of MORE Brewing.

S. Skrycki stated that he spoke with them 5 or 6 days ago. He stated that they do have money invested in this project and that they just haven't closed yet. He added that they have not given him any reason to doubt that they will move forward, and that staff continues to be hopeful. He reinforced that they are Bartlett residents, and that the best way to support them is to utilize their curbside pickup in Villa Park and Huntley.

S. Gandsey asked if staff has any update on the Bartlett Tap's eventual reopening.

S. Skrycki stated that it has not yet changed hands, and that staff is working with the previous owner on the sale of the business. He added that the work the previous owner did is a huge advantage to moving forward. He stated that that is a huge investment that will stay with Bartlett.

8) Adjournment

A motion was made to adjourn the meeting.

Motioned by: N. Gudenkauf

Seconded: S. Gandsey

Motion Carried. The Meeting Adjourned at 8:05pm