



VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION

MEETING AGENDA

**Meeting to be held at:
BARTLETT VILLAGE HALL
228 South Main Street, Bartlett, IL
November 8, 2021 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the September 13, 2021 meeting minutes
4. Approval of the October 11, 2021 meeting minutes
5. Public Comment
6. Small Business Saturday 2021
7. Merry & Bright 2021
8. New Business
9. Adjournment



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
September 13, 2021

1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of September 13, 2021 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 5:30 p.m.

2. ROLL CALL

PRESENT: Commissioners Gudenkauf, Gorski, LaPorte, Lewensky, Kubaszko, Perri, Smodilla

ABSENT: Commissioners Erickson, Hughes

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki, Management Analyst Joey Dienberg

3. APPROVAL OF MINUTES

Commissioner Lewensky moved to approve the Economic Development Commission Minutes from July 12, 2021 and that motion was seconded by Commissioner Perri.

AYES: Commissioners Gudenkauf, Gorski, LaPorte, Lewensky, Kubaszko, Perri, Smodilla

NAYS: None

ABSENT: Commissioners Erickson, Hughes

ABSTAIN: Commissioners Gorski, Smodilla

MOTION CARRIED

4. PUBLIC COMMENT

NONE

5. BUSINESS PARKS TOUR

Mr. Fradin stated that one of the most important facets of economic development is to build a diversified and resilient tax base, not too dependent upon any one company or industry.

Over the past two decades, the village has adopted two Tax Increment Finance (TIF) districts on land that was formerly quarries. The Bartlett Quarry TIF, aka the Brewster



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Creek Business Park, was adopted in 1999 in partnership with Elmhurst-Chicago Stone Company. The Bluff City TIF, including the Blue Heron Business Park, was adopted in 1999.

Both business parks have different zoning requirements, with Bluff City allowing for more heavy land-intensive uses and outdoor storage. Brewster Creek Business Park was created to host light manufacturing, warehouse and distribution, and is home to many high-technology companies. Brewster Creek is home to three distinctive clusters – food companies, those in the auto supply chain, and several German high-precision manufacturing firms.

The two recently-built buildings by Logistics Property Company at the corner of Stearns and Munger are not within Brewster Creek Business Park, and both have been leased within the past year.

I regularly report on projects in both business parks to the Economic Development Commission, including recent large-scale projects in the Cook County portion of Brewster Creek. We spent years competing for the McKesson project, which will gain occupancy later this year, and more recently worked with Conor Globe Commercial on the largest project in the village, a 436,500 SF speculative building for which a lease was recently signed.

Elmhurst-Chicago Stone Company, the many developers, investors, and brokers who have done deals in the business parks, the Mayor and Village Board, the EDC and staff can all be proud of what the village has accomplished in these business parks.

Although not yet completed, Brewster Creek Business Park is within the final stages of development. Bluff City and Blue Heron still have another ten years to complete development, but appear to be on the path to complete development sooner.

The Commissioners then joined staff for a bus tour of the Business Park

There being no further business to discuss, Commissioner Gudenkauf moved to adjourn the EDC meeting and that motion was seconded by Commissioner Smodilla.

ROLL CALL VOTE TO ADJOURN

AYES: Commissioners Gudenkauf, Gorski, LaPorte, Lewensky, Kubaszko, Perri, Smodilla

NAYS: None



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ABSENT: Commissioners Hughes, Erickson

MOTION CARRIED

The meeting was adjourned at 7:00 p.m.

Joseph Dienberg
Management Analyst



VILLAGE OF BARTLETT
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October 11, 2021

1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of October 11, 2021 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:00 PM

2. ROLL CALL

PRESENT: Commissioners Erickson, Gorski, LaPorte, Lewensky, Perri, Smodilla

ABSENT: Commissioners Gudenkauf, Hughes, Kubaszko

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki, Management Analyst Joey Dienberg

3. APPROVAL OF MINUTES

Commissioner Perri stated that he found the tour very informative and that it was a good way for the commissioners to know what is going on with businesses, and that they can speak intelligently when asked. He thanked staff for arranging it.

Commissioner LaPorte stated that he was happy to see how many "We're Hiring" Signs he saw, noting that there are a lot of companies hiring at good hourly rates.

Commissioner Gorski pointed out an error in the minutes in regards to him both seconding a motion and abstaining on an agenda item.

Commissioner Smodilla also noted an error in Commissioner Hughes' attendance status on the minutes as well.

The item was tabled to reflect the corrective changes to the minutes.

MOTION CARRIED

4. PUBLIC COMMENT

NONE

5. HOELTERHOFF'S NURSERY BEDA APPLICATION

Mr. Fradin stated that Hoelterhoff's Nursery has been in business for fifty-six years. The business is located at 5591 County Farm Road on the easternmost edge of the village.



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Hoelterhoff's has been in town for many decades as a family-run multigenerational business. As more landscaping supplies are purchased at big box home improvement stores, small, family-run plant nursery businesses have had to work that much harder to remain viable.

He asked the commissioners to note that the business is within Bartlett's municipal boundaries, having been annexed into the village in 1971. Some of the documentation mistakenly indicates the business being located in Hanover Park.

The business owners and the village believe that enhanced signage will directly boost their business's profits. Studies have shown that monument signage can increase sales by 9.3%, pole signage can add up to 15.6% to your bottom line and larger storefront signage may boost sales by up to 7.7% (American Marking, Inc.).

The average storefront sign is seen 50-60 times per month by anyone living within five miles of a business location, which should result in a greater amount of sales.

The Hoelterhoffs are planning to remove two existing signs and replacing them with the attached renderings for a 20.4" X 26.2" sign along the roadway and a larger 21"X27" sign on the building.

The attached estimate from Bartlett-based Mark Your Space amounts to \$5,747.81.

They are aware that permits must be issued prior to installation of the signs.

Mr. Fradin concluded by stating with five months elapsed and only two BEDA grants totaling \$3,000 having been approved this fiscal year, staff is recommending a grant of **\$2,873.90** upon completion and installation of the new signs.

Mr. Fradin asked if the commissioners had any questions and stated that the petitioner is on the phone to answer any questions.

Commissioner Perri asked staff to clarify the total grant recommendation.

Mr. Fradin stated that it is \$2,873.90, fifty percent of the project cost.

Commissioner Gorski asked how long the project will take upon approval.

Ms. Hoelterhoff stated that they do not yet have the permits, but as soon as it is approved they will start the process.

Commissioner Smodilla asked for clarification on the dimensions of the sign.

Mr. Fradin clarified his memo.

Commissioner Lewensky stated that he likes that the petitioner is staying local.

Commissioner Erickson was happy to see a business with longevity improve their business.



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Commissioner Gorski motioned to approve the BEDA application for Hoelterhoff Nursery in the amount of \$2,873.90 and forward it on to the Village Board. Seconded by Commissioner Lewensky.

AYES: Commissioners Erickson, Gorski, LaPorte, Lewensky, Kubaszko, Perri, Smodilla

NAYS: None

ABSENT: Commissioners Gudenkauf, Hughes, Kubaszko

6. NEW BUSINESS

Mr. Fradin provided various updates on current development projects, including MORE Brewing, The apartment complex on Site E that was recently approved, the status of the vacancy at the former Bartlett Tap, and the overall redevelopment of Railroad Avenue.

Mr. Fradin also stated that Wingstop will be going into the vacancy left by the former Subway on Route 59.

Commissioner Perri asked for an update on the Crown Property, and expressed interest in commercial use on that property.

Mr. Fradin stated that Pulte Homes has pulled out of the project, and staff has gone back to the drawing board for other options with the owners of the property with similar sized home developers. Mr. Fradin did express that there is only limited usable commercial space, and it would be primarily residential.

Commissioner Perri said this is great timing, especially with the limited home inventory.

Commissioner Smodilla asked if there have been any further discussion on the RFP's for rebranding and marketing.

Mr. Fradin stated that it was put on hold. Looking at all of the projects on the horizon, he stated that the management team came to a group decision that it would be very important to get the new apartment buildings, MORE Brewing and other projects included in that brand with all of the momentum. He stated that staff will also be participating in some training on municipal branding in the coming weeks.

Mr. Skrycki added that some of the suggestions brought forth by the EDC changed some of the financials of the process, and some of that would be a part of budget discussions for the year. He also reiterated Tony's statement on momentum.



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Commissioner Smodilla complimented the event marketing with the Cocoa Crawl and the Merry & Bright campaign, stating that it is a key to continue to draw people into the business community.

Mr. Skrycki gave an update on some of the changes to the Tree Lighting and the current status of the Cocoa Crawl, and stated that there is a meeting within the next week to button up the details of the events.

Commissioner Smodilla asked for an update on Small Business Saturday.

Mr. Dienberg stated that staff actually has an email queued up to send out to businesses in the next week or so to get that on the radar of businesses that would be interested in participating.

Commissioner Smodilla stated that she thinks it's a good idea to bang that drum a little harder and earlier to get the word out sooner, especially with inflation and supply chain disruptions impacting holiday shopping.

Commissioner LaPorte agreed with Commissioner Smodilla.

Commissioner Perri stated that he had a great burger this past Monday at 120 Live, and that they were doing half price burgers.

Commissioner Erickson complimented a variety of local businesses for their excellent social media marketing. She reiterated that commissioners have the responsibility to also share that information and help get the word out.

Commissioner Lewensky asked if it was possible to have local gift cards at Jewel and CVS.

Mr. Dienberg stated that staff looked into it in previous years and were told that there are much larger corporate agreements with those larger brands that do have gift cards, and wouldn't allow it for the local businesses without losing their cut.

Commissioner LaPorte suggested doing so at local businesses instead.

Mr. Skrycki suggested working with the Chamber.

Commissioner Erickson stated that it was looked into in the past, but there was so much administrative work to keep up with it that the chamber directed people to buy them at individual businesses.

Mr. Skrycki said that it has been a year, and that there it won't hurt to try again.



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There being no further business to discuss, Commissioner Smodilla moved to adjourn the EDC meeting and that motion was seconded by Commissioner Perri.

ROLL CALL VOTE TO ADJOURN

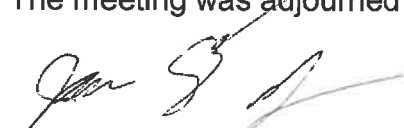
AYES: Commissioners Erickson, Gorski, LaPorte, Lewensky, Kubaszko, Perri, Smodilla

NAYS: None

ABSENT: Commissioners Gudenkauf, Hughes, Kubaszko


MOTION CARRIED

The meeting was adjourned at 6:44 p.m.



Joseph Dienberg
Management Analyst

ECONOMIC DEVELOPMENT MEMORANDUM

DATE: November 4, 2021
TO: Chairman and Members of the Economic Development Commission
FROM: Tony Fradin, Economic Development Coordinator 
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 27th.

First celebrated in 2010, Small Business Saturday calls to attention the importance of shopping at the small businesses that serve as the backbone of the American economy and our local communities. Each year, Small Business Saturday draws shoppers to main streets across the country with great deals on unique products and services, events that encourage shopping locally, and unique experiences that introduce you to new venues.

The idea for this special day is to encourage people to shop small during the post-Thanksgiving weekend and support their local economies. It has become a holiday shopping tradition dedicated to supporting all kinds of businesses — from the corner store, to your favorite local restaurant, to your neighborhood book shop — and everything in between!

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 which are sole proprietorships, and several which have opened over the past few years, especially in Streets of Bartlett.

With that in mind, staff has once again requested promotional items from Small Business Saturday at American Express to distribute to small businesses in the downtown area including tote bags, stickers, banners, and buttons for them to display between now and the 27th.

Regular participants include the Shoppes at Banbury Fair, Arts in Bartlett, the small retail shops at 138 S. Oak Avenue, Town & Country Gardens, Forever After Antiques & Collectibles, Spin Doctor Cyclewerks, and several independent restaurants throughout town.

We encourage them to participate on their own with giveaways or specials of their own in an effort to encourage local residents to shop small the day after Black Friday.

Staff will be promoting Small Business Saturday via multiple posts on the Discover Bartlett Facebook page, Instagram account and website. We are additionally renewing our Business Spotlight series this month, featuring multiple small businesses.

We sent out an email to every business inviting them to participate in Small Business Saturday, which resulted in the aforementioned videos, and we are encouraging them to come up with their own promotions for that day.

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.

Memorandum

To: Scott Skrycki, Assistant Village Administrator
From: Joey Dienberg, Management Analyst
Date: November 3, 2021
Re: Merry & Bright 2021

Background:

In an effort to create a succinct overall brand for all holiday events throughout Bartlett, partnering with the Bartlett Area Chamber, the Bartlett Park District, The Bartlett Library District, Bartlett Rotary Club, and the Bartlett Lions, the village has started the first ***Merry and Bright*** celebration. Merry and Bright will bring all of the events, old and new, from all of the different taxing bodies and organizations participating under one concise brand.

Tree Lighting:

Saturday, 12/4, from 5 p.m. to 8 p.m.

The kickoff to 2021's Merry and Bright celebration will be the traditional Bartlett Tree Lighting with many new (**bolded**) and traditional aspects including:

5-8:00 p.m.

- **Take a scenic ride through downtown Bartlett in a horse-drawn wagon. Free for all guests.**

- Enjoy cookies (**From Rebecca's Cakes by Design**), cocoa and caroling

5-6:30 p.m.

- Visit Santa at the Log Cabin, thanks to the Bartlett Lions Club.
 - Non-perishable donations for the Hanover Township Food Pantry are appreciated.

6:30-7:00 p.m.

- Celebrate the season with the South Elgin High School Choir's performance of holiday music in the Gazebo

7:00 p.m.

- **Enjoy an exciting musical performance and Meet & Greet with our special *Frozen* friends: Elsa, Anna and Olaf.**

- The Holiday Tree is lit by Village President Kevin Wallace
- **Continue to enjoy rides in the horse-drawn wagon until 8:00 pm.**

Cocoa Crawl:

Saturday, 12/18, from 11 a.m. to 4 p.m.

Join a fun filled day of supporting local businesses and sampling cocoa beverages -- some hot, some cold and even some for those 21 years and older. Get your \$10 tickets at business.bartlettareachamber.com/events -- includes passport/ticket book that covers the cost of your cocoa drinks, souvenir mug (while supplies last) and map to the participating vendor locations, where you can sip some cocoa as you “crawl” along. Free for 16 and younger. Drop your passport at the last location visited for a chance to win fun raffle prizes.

The businesses listed below all are participating in the event.

- Associated Bank
- Balance Family Chiropractic
- Bartlett Barbers
- Crest Motel
- Derango Family Dental
- Flags USA
- Gambits Place
- Good Beans Coffeehouse & Cafe
- Hoot Dogs
- JC Mexican Restaurant
- Lucky’s Barber Shop
- Magnum Realty
- McMae's Tavern and Grill
- Midway Landing Bowling Alley
- North of the Border
- O'Hare's Pub & Restaurant
- One Twenty Live
- Pasta Mia
- Rebecca’s Cakes by Design
- The Closet Boutique in Little Shop on Oak
- The Still Bar & Grill
- TL’s Four Seasons
- Town and Country Gardens
- WOW-CBD Health & Wellness

Summary:

The village is continuously looking to improve all of our events and find ways to create business engagement. While this years events are mostly set in stone, staff is always looking for new ideas to continuously enhance village events as apart of the Village Board’s strategic plan.

