



**VILLAGE OF BARTLETT**  
**ECONOMIC DEVELOPMENT COMMISSION MINUTES**  
**October 11, 2021**

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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