



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
July 12, 2021

1. CALL TO ORDER

Commissioner Erickson called the regular meeting of July 12, 2021 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:04 p.m.

2. ROLL CALL

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

ABSENT: Commissioners Hughes, Kubaszko, Smodilla

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

3. APPROVAL OF MINUTES

Commissioner Gorski moved to approve the Economic Development Commission Minutes from June 14th, 2021 and that motion was seconded by Commissioner Gudenkauf.

AYES: Commissioners Erickson, Gorski, Gudenkauf, LaPorte, Lewensky, Perri

NAYS: None

ABSENT: Commissioners Hughes, Kubaszko, Smodilla

MOTION CARRIED

4. PUBLIC COMMENT

Karen Brhel – 205 Wilcox Drive

Ms. Brhel stated that she is a longtime resident of Bartlett and was a teacher for U-46 for many years and stated that Commissioner Smodilla recommended to her that she attend a meeting, as she would be interested in the discussion.

5. BRANDING RFP DISCUSSION

Mr. Fradin stated that last month, the Economic Development Commission (EDC) discussed the Village Board's desire to launch a new branding campaign to better position the village in the eyes of stakeholders and potential businesses and investors.



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He added that attached to the packet is a draft Request for Proposals (RFP), which would be sent out in the coming weeks. He anticipates this resulting in multiple proposals, which we will coordinate through the EDC for consideration.

He summarized the RFP by stating that they are focusing on seven main points. (1) The objectives being business attraction/retention, energize/inform residents, enhance village image. (2) that this will be a multi-year marketing campaign (3) a part of the campaign will be a feature video on Bartlett about 3 minutes in length. (4) Staff will manage the campaign. (5) They will look for success in other municipalities. (6) Community research will be presented to EDC. (6) Staff plans to look at starting at \$10,000/year budget for this project.

Commissioner Lewensky asked about the thought behind the video length. He recommended 30 seconds.

Mr. Fradin stated that he liked three minutes, because it can cover a few different aspects of the community. He added that it is not set in stone, and that we could do a few shorter ones. He stated that it is all still flexible.

Commissioner Erickson stated that she agreed that three minutes seems too long, but added that 30 seconds is too short. She recommended having maybe three different videos focusing on different aspects of Bartlett, but all with a common theme that launches, and then branches into the others.

Commissioner Gorski stated that there is a place for a three-minute spot, and cited Bedford Park's ads on the radio. He stated that the three-minute video could be parceled down into shorter spots depending on the use and situation.

Mr. Fradin agreed with Commissioner Gorski.

Commissioner Gorski recommended spelling out the process of the implementation in more detail as a part of the RFP. Mr. Gorski added that he also recommended that they state that the village reserves the right to call a meeting for the purpose of answering vendor questions, to prevent staff from answering the same questions over and over.

Mr. Fradin agreed and stated he will revise the document. He stated that he left it vague to provide flexibility, but agreed that there needs to be more specificity.

Commissioner Erickson asked how many responses other communities received who had similar RFPs.

Mr. Fradin stated that it ranges from 3 up to 7-8. He emphasized that the ones that had more responses were less detailed than the current draft that staff currently has, and are



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more geared at towns creating logos and slogans. He stated that any good marketing professional can generate logos and slogans, and that for something more detailed like this, they are expecting a smaller number of bidders.

Commissioner Lewensky recommended adding a paragraph in the community profile highlighting Bartlett's accomplishments in the last five years to add some optimism to the document.

Mr. Fradin agreed, and stated that the village has a lot to brag about.

Commissioner Erickson asked for clarification on what "Multi-Year" means, and also asked if \$10,000 per year is enough for what we are asking.

Mr. Fradin stated between 3-5 years. He stated that it may not be a large enough budget, but emphasized that if the RFP said a larger budget, that all of the bids would come in at the minimum. He also added that in the next budget process, that number could change with what the village board wants to do.

Commissioners Lewensky and Erickson recommended making the RFP vaguer in terms of the budget in order to allow for more flexibility.

Mr. Skrycki said that they would take a look at that wording. He added that other communities spend hundreds of thousands of dollars on marketing, and stated that they don't want 50 responses from multimillion-dollar companies, and that they want somebody local.

Commissioner LaPorte recommended that staff take a look at the video that Bartlett Terrace Apartments recently produced for the website, and stated that the vibe of that video reflects what they have been discussing. He stated that he is on the board for Bartlett Terrace Apartments and that his brother-in-law produced the video.

Staff pulled up the video and played it for the commissioners.

Mr. Fradin complimented the video.

Commissioner Erickson agreed, stated that she liked the common theme.

Commissioner Perri asked if this will be executed in phases.

Mr. Fradin stated that is accurate.

Commissioner Lewensky asked if staff could send the commissioners some of the examples from other communities.



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Mr. Fradin stated that he would.

6. NEW BUSINESS

Mr. Fradin stated that the Crown Development (Located at 59 and West Bartlett Road) and the Residences at Bartlett Station (Site E) would be going before the Village Board and Committee of the Whole in the next few meetings. He stated that Crown would bring in close to 350 residential units.

Commissioner Erickson asked about the Bartlett Tap.

Mr. Fradin stated that there has been some general deterioration while it has been unoccupied. He stated that the owner of the building has hired some contractors to fix some of the issues so that they fill the space.

Mr. Skrycki added that they will be putting in new restaurant equipment and getting the main floor of the building in show condition and in August they plan to hire a broker.

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

ROLL CALL VOTE TO ADJOURN

AYES: Commissioners Erickson, Gorski, Gudenkauf, LaPorte, Lewensky, Perri

NAYS: None

ABSENT: Commissioners Hughes, Kubaszko, Smodilla

MOTION CARRIED

The meeting was adjourned at 8:03 p.m.


Joseph Dienberg
Management Analyst