



**VILLAGE OF BARTLETT
COMMITTEE MINUTES
October 4, 2022**

CALL TO ORDER

President Wallace called the Committee of the Whole meeting of October 4, 2022 of the President and Board of Trustees of the Village of Bartlett to order on the above date at 7:29 p.m.

ROLL CALL

PRESENT: Chairmen Deyne, Gandsey, Gunsteen, Hopkins, LaPorte, Suwanski, President Wallace

ABSENT: None

ALSO PRESENT: Village Administrator Paula Schumacher, Assistant Village Administrator Scott Skrycki, Sr. Management Analyst Samuel Hughes, Management Analyst Joey Dienberg, Economic Development Coordinator Tony Fradin, Finance Director Todd Dowden, Public Works Director Dan Dinges, Interim Planning & Development Director Kristy Stone, Head Golf Professional Phil Lenz, Police Chief Geoff Pretkelis, Deputy Chief Will Naydenoff, Village Attorney Bryan Mraz and Village Clerk Lorna Giless.

BUILDING & ZONING, CHAIRMAN HOPKINS
Townhomes at the Grasslands Final Subdivision/PUD

Chairman Hopkins introduced the item.

Interim Planning and Development Services Director, Kristy Stone stated she wanted to emphasize the building elevations.

Chairman Suwanski asked if these were the townhomes designed for 55+.

Ms. Stone stated no, these are not a part of that section.

Chairman Hopkins asked if this needed a public hearing.

Ms. Stone stated no.

President Wallace asked what the brick like stuff was on the front.

Ms. Stone stated it is a stone veneer.

Patrick Cook of 621 W. Jefferson, Naperville, IL. stated the front is a cultured stone material.



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President Wallace asked if they all had garages in the back.

Mr. Cook stated from the street you will not see a garage, it is in the back of the home.

President Wallace stated he thought the veneer looked better from the lpad, he liked it.

Chairman Hopkins asked if the only entrance was on Naperville Rd. and if there were any other backup ways planned.

Ms. Stone stated it isn't really possible with the wetlands and railroads to the south.

Chairman LaPorte asked if there will be any modifications to Naperville Rd. for the entrance into the subdivision.

Dan Olsem with Crown Community Development stated there will be turn lanes as part of those improvements off of Naperville Rd.

Chairman Hopkins asked if there would be a sign that trucks entering or leaving when site work or construction is being done to guide them southbound on Naperville Road, and not go to the north.

Mr. Olsem stated that is part of the agreement. He asked if they could be moved directly to the board meeting on the 18th in order to meet their closing deadline.

This item was forwarded on to the Planning and Zoning Commission.

Southwind Business Park Lot 3 Resubdivision

Chairman Hopkins introduced the item.

President Wallace asked which lot would have the storage building.

Ms. Stone stated it's the western lot.

President Wallace stated he would like to see a retail business on the main street vs. the storage facility.

Ms. Stone stated the development agreement allowed for industrial uses such as this on the entire property.

Chairman Suwanski confirmed the location of the storage facility.



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This item was forwarded on to the Planning and Zoning Commission for further review.

Southwind Self Storage Site Plan Review

Chairman Hopkins introduced the item.

Chairman LaPorte asked about the landscaping variance and whether everything else along the perimeter would be maintained.

Ms. Stone stated our ordinance requires a minimum of 4ft. wide landscape area around the entire perimeter of the building. Because they are having drive-in doors along the perimeter, they couldn't put in the landscaping so they put landscaping in on the corners to meet the intent. They are still putting the landscaping on the perimeter of the site.

Chairman Hopkins stated he thinks there is a need for this and residents in Bartlett will opt to use this facility just based on the location itself. He would rather have retail, but this is the use before the board.

President Wallace asked if it was a nationwide storage place.

Architect Jeff Budgell stated it is a national organization that will run it. It is not a 24-hour site. The facility is extremely well lit and there are security cameras. The materials are very high end and the total height of the building is approximately 20 feet. There is not a request for a variance on height. Additionally, this use has an extremely low traffic count and on a busy day they get 8-10 visitors a day.

Chairman Hopkins asked about the colors.

Mr. Budgell stated the corners will be green and the colors between are a variation of different grays. They are corporate colors.

President Wallace stated he is concerned about the way it will look when going down Rt. 25.

Chairman Gunsteen asked what the exterior material was.

Mr. Budgell stated they are insulated metal panels.

Chairman Hopkins asked what the name on the material was.

Mr Budgell stated it is called Kingspan, metal panels.

President Wallace asked about the hours.



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Mr. Budgell stated typically there would be one employee on site during normal business hours. If they need to get in after hours, they will need to make arrangements with the facility.

Chairman Gandsey asked what the facility held.

Mr. Budgell stated it is self-storage.

Chairman Hopkins asked if there was access from outside.

Mr. Budgell stated there are garage doors, but they are not able to get into the building from there. They will face east, south and west.

Chairman LaPorte liked that there was no fence.

Chairman Gunsteen stated this is going to be big. There is definitely a need for it. A gas station was recently built in the area and we fought to have stone columns on all of the canopy columns so as much as he likes this, it is a lot of metal without having some architectural cast stone or something to soften it. He thinks it should look more retail with perhaps some fake windows and stone columns.

Mr. Budgell stated there are windows on almost every corner. They are illuminated at night.

Chairman Hopkins suggested more windows along Rt. 25 to make it look more retail.

Chairman Gunsteen stated he just thinks it looks very cold and commercial looking.

Chairman Gandsey asked if there are any locations in the brand that have different facades.

Mr. Budgell stated there are instances where they use precast concrete panels. He is not aware of units that have masonry on them.

President Wallace asked how tall the truck stop on the corner is and stated he assumes the lot is lower on the corner.

Ms. Stone stated she thinks its around 15-20 feet.

Mr. Budgell stated he believes this site is considerably lower.

Chairman Hopkins stated a diesel canopy has to be at least 20 feet tall to the top.



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President Wallace stated he thinks it looks okay. He is not thrilled with the use, but we have been trying to get something there forever.

Chairman Suwanski asked about signage.

Mr. Budgell stated there will only be signage on the building. The access to this is off of Benchmark, not Rt. 25.

This item was forwarded on to the Planning and Zoning Commission.

COMMUNITY & ECONOMIC DEVELOPMENT, CHAIRMAN GANDSEY
Community Branding RFP

Chairman Gandsey introduced the item.

Economic Development Coordinator Tony Fradin stated the RFP incorporates several elements of the strategic plan. We had several meetings at the Economic Development Commission (EDC) last year and the RFP morphed from starting off as an economic development tool, to promoting more community events and local business. It would not be used just for business recruitment but also for retention. This would also step up our marketing with videos, more materials for trade shows, new imagery and a new slogan. Its goals would be to increase awareness of our identity and increase tourism from other communities. It would also be used to reach out to businesses that are looking to move and be used as a business attraction tool and something that we can put in front of a lot of investors as well. The draft RFP is fairly broad and staff would like to hear any comments you have and we are hoping to send it out in the next couple weeks.

Chairman Deyne asked if we got some sort of budgetary number we are operating in.

Mr. Fradin stated that they added about \$20,000 to the advertising campaign. When we started looking into it, we discovered that many communities that do this engage with firms for multiple years, so we wanted to make sure we budgeted for it. Other communities that have engaged in this effort have spend \$5,000 for a logo and a slogan and the firms that get into video production and design of materials can run \$15,000- \$35,000 per year.

Chairman Deyne stated he sees this as being a more advanced campaign.

Chairman Hopkins asked if this firm will identify the need for a TIF District along Lake St. and portions of downtown and help us understand what we could do if a TIF District was created.

Mr. Fradin stated this would be a separate project from looking at a TIF. If we move forward on that, we would use a specific TIF consulting firm that specializes in TIF law



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and redevelopment plans. However, it could tie together during the course of the branding campaign being that it will promote development opportunities in the town.

Chairman Gandsey stated one suggestion she had since it seems to be marketing to everything, she wants them to list who they plan to market to for economic development for example. It seems like we need content that's very targeted for these developers so that it is consistent and has the data they need to make a decision.

Mr. Fradin stated we tried to address that in the RFP with some of it being economic development related and business attraction related. It is hard to develop a brand that incorporates recruitment, industrial and special events.

Ms. Schumacher stated one of the things we discussed as a staff and with the EDC was that we want this to be flexible. We want to use it over a number of years. We want the same overlook, but more refined for the residential component then more refined for the business development or business retention. We are asking them to give us something that we can adjust.

Chairman LaPorte confirmed that the RFP is to find a firm that is qualified to put a plan together for us. Step #2 would be the requirements or what we are looking for and propose a budget. He said last week, the bike path consultant laid out a program for the next 25 years and he liked the separate tiers of services based on a specific funding level, but confirmed that right now we are only looking for a firm.

Mr. Fradin stated yes, a firm that has municipal branding experience.

Chairman LaPorte stated then why do we have a dollar sign here if they are to present us with options.

Mr. Fradin stated this is the first step in the process in terms of identifying who is out there with the expertise and what the various costs would be on these line items. We do not have to go with every single item that they propose. We just want to have some choice on who we engage with on this important project.

Assistant Village Administrator Scott Skrycki stated this is a multiyear campaign and we had to attach a budget to get the ball rolling, so if we see a firm that we think is a good fit, we can work internally to discuss pricing of certain items and services.

Chairman LaPorte asked if that was what we did with the bike path.

Ms. Stone stated that was a grant that the village received. CMAP gave us the grant and selected the consultant.



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Chairman Suwanski asked if we will receive proposals from these companies, are we committed to go with any of these groups at this point.

Ms. Schumacher stated we envision getting the RFP's back, presenting them to the EDC to see what they narrow it down to. Then it would go back to you, but we always leave the door open to reject everyone.

Chairman Suwanski asked if we think we are lacking in event promotion.

Ms. Schumacher stated she doesn't think so in event promotion, but creating a more cohesive feel for the community in general. This last weekend we had about 6 events in town so nothing will incorporate all of those events, but an overall umbrella is what we are looking at.

Chairman Suwanski asked what communities we looked at when looking to define what we are looking at.

Mr. Fradin stated some of them focus more on business and some more on community. We looked at Elk Grove Village, Elmhurst, Glen Ellyn, the group we are a part of "Access O'Hare West" that hired a branding firm. This RFP is what we hope is taking some of the better elements of these RFP's we reviewed and combining the best parts.

Chairman Deyne asked what the timeline is.

Mr. Fradin stated we typically like to give them 6 weeks or so.

Chairman Gunsteen asked how many firms we anticipate sending it to.

Mr. Fradin stated between 8-12.

Chairman Gunsteen asked how we anticipate narrowing that down to three finalists.

Mr. Fradin stated he hopes the EDC will help with that.

Chairman Gunsteen stated he would like it to be narrowed down to three and then see how they match up with the boards opinions on a direction.

Chairman Deyne stated he thought it might be similar to how we interviewed our insurance agencies.

Chairman Hopkins asked if we have done anything like this before.



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Mr. Fradin stated yes, in 2005. There was really one consulting firm that worked with most of the towns at that time. That is where the Never Far Away slogan came from, but there was not an RFP released at that time.

Chairman Hopkins asked if we found value in that.

Mr. Fradin stated we did and we used it in a lot of marketing materials. It became pretty recognized in the Chicago market.

Chairman Gunsteen stated whoever we select, he would like to make sure we have a way to track the ROI of it.

Chairman Gandsey stated that should be in their reports.

Chairman LaPorte stated another thing we should include is future trends so we can be ahead of the curb instead of catching up, similarly to evaluating our technology needs. We need a firm that has foresight.

Mr. Fradin stated we added some language to that affect.

Chairman LaPorte stated he thinks it is a good idea since we haven't done anything since 2005.

Chairman Gandsey asked if we should also consider if there is a marketing and public relations component to know what they would suggest. There is a site called "only in your state" with videos and blogs that are placed there. Are we envisioning that this will include helping with placement or writing to promote Bartlett?

Mr. Fradin stated yes, it goes beyond just the development of slogans and logos, but helps with placement and the marketing ad copy.

President Wallace asked what the purpose was and he agreed with Chairman Gandsey that we need to make sure different areas of branding are doing what they are supposed to do, but he is not sure why they need it, given that the industrial park is almost full and every community event that we have is almost packed. He stated he thinks "Progress with Pride" can carry on for eternity. He isn't too sure on what the goal of this project is.

Ms. Schumacher stated we would not change "Progress with Pride." Additionally, this grew out of the strategic plan process we did with the village and one of the guiding forces in this was not so much of what are you today, but what are you tomorrow and not only your recruitment but your retention. We want businesses to expand and grow here.



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Chairman Hopkins stated he thinks he agrees with staff and it will educate us on where our failures have been and if we don't see value in it, we do not have to select anybody. He looks at it as an educational experience.

Chairman Suwanski wanted our welcoming signs to be more visible when you come into town.

The community branding RFP will be issued.

FINANCE & GOLF COMMITTEE, CHAIRMAN DEYNE
Proposed 2022 Property Tax Levy

Chairman Deyne introduced the item.

Finance Director Todd Dowden presented the attached presentation. Below are any questions during the presentation.

President Wallace asked what the amount of total pension funds was for the police.

Mr. Dowden stated we topped out at about \$60,000,000 and we are at about \$55,000,000 now.

Chairman Suwanski asked if the bonds that we restructured at the beginning of the year are reflected in our levy.

Mr. Dowden stated those adjusted the 2021 levy because we had debt service in 2022. Last year they reduced the levy about \$55,000. After it was approved and then when we did the refunding, we went back and abated more taxes before the property taxes went out.

Chairman Suwanski asked if the police pension from about 2012 to 2022 nearly doubled. And do we anticipate it doubling in the next ten years.

Mr. Dowden stated that is correct. The real issue is that we are 73% funded so we are required to get that caught up. We are about \$11-15 million short of reaching 90% funded. The investment returns are the bulk of the funding. Last year with the 25% returns, our funding level went way up, but when we have a return of -4%, and we are assuming we will return 6.75%, that is almost a 10% short fall on \$55 million. That is where the property taxes take a hit. We do smooth the investment returns over three years so the levy doesn't go up and down as much. The amount we pay on pensions will not change, but the sooner we fund it, the more we will make on investment returns.

Chairman Suwanski asked if 73% funded was pretty good in comparison.



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Mr. Dowden stated it is a lot better than the state and Chicago funds.

President Wallace stated that he thinks in 2012, the number of sworn officers was lower and the actuarial was probably much different than it is now.

Mr. Dowden stated we had a significantly higher assumed rate of return. Right now we have 41 pensioners. We have added 4 officers, but those positions are vacant right now.

President Wallace asked if the 6 that retired were early retirees.

Mr. Dowden stated, no.

Ms. Schumacher stated that we are finding that there is a spike because we hired them under the COPS grant, including our former chief of police and that was when we were really growing. We had a lot of officers hired with the COPS grant and all hit 50 years old near the same time so we have a little bit of a bubble too.

President Wallace confirmed that we were going to pull another \$150,000 out of the general fund. He asked if the balance of the general fund was above or below our policy.

Mr. Dowden stated we are at about 50% right now. Our policy is 25-30% plus some additional for retainage. This last fiscal year, the state underestimated the amount of income tax we would receive. Our use tax shifted to sales tax and that did not reduce as much as we estimated. We ended up about \$2 million over what we budgeted last year.

President Wallace asked why we wouldn't pay off the entire deficit of the police pension. If we are short \$178,000 and we are going to take a portion from the general fund, why wouldn't we just pay the full \$360,000 and keep the levy even.

Mr. Dowden stated we could do that. We would probably have an increase the following year so if you don't take it from the general fund next year when there isn't a surplus then you are going to have a bigger jump in the levy.

President Wallace stated that does not make any sense to him since we have an extraordinary amount in the general fund. Why wouldn't we pay off the \$178,000.

Chairman Suwanski asked if we took money from the general fund for this recently.

Mr. Dowden stated we did in 2019. We also had a surplus in revenue that year.

Chairman Suwanski agreed with President Wallace.



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President Wallace stated he preferred for it to go into the police pension.

Mr. Dowden confirmed he wanted to keep the levy the same as the prior year.

Chairman Gandsey asked if there would be a big increase in the future.

President Wallace stated that is speculative.

Mr. Dowden stated he is not in favor of leaving a huge amount in the general fund above our policy.

Mr. Dowden stated our policy states we can use that money for capital projects and we could transfer it to the municipal building fund for future projects too.

Chairman Hopkins asked if we can use the money in the general fund to reduce the water rate.

Ms. Schumacher stated no.

Mr. Dowden stated we normally do not use that money for operating expenses. We are planning to use the stimulus money for capital projects which will help keep the rates from increasing due to capital projects.

Chairman Deyne moved to adjourn the Committee of the Whole meeting and that motion was seconded by Chairman Gandsey.

ROLL CALL VOTE TO ADJOURN

AYES: Chairmen Deyne, Gandsey, Gunsteen, Hopkins, LaPorte, Suwanski

NAYS: None

ABSENT: None

MOTION CARRIED

The meeting was adjourned at 8:54 p.m.

Samuel Hughes
Deputy Village Clerk