



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 14, 2022

1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of November 14, 2022 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:02 PM

2. ROLL CALL

PRESENT: Commissioners Gorski, Hughes, Sarwas, Lewensky, Kubaszko, Perri, Smodilla

ABSENT: Commissioner Erickson

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

3. APPROVAL OF OCTOBER 10, 2022 MEETING MINUTES

Commissioner Perri moved to approve the October 10, 2022 meeting minutes, seconded by Commissioner Gudenkauf.

ROLL CALL VOTE

PRESENT: Commissioners Gorski, Hughes, Sarwas, Lewensky, Kubaszko, Perri

NAY: None

ABSTAIN: Commissioner Smodilla

ABSENT: Commissioner Erickson

4. PUBLIC COMMENT

NONE

5. SMALL BUSINESS SATURDAY 2022

Mr. Fradin first took a moment to congratulate Commissioner Perri for 10 years on the EDC and thanked him for furthering the development of the town.

Mr. Fradin stated that Small Business Saturday (SBS) 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 26th.

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



VILLAGE OF BARTLETT

ECONOMIC DEVELOPMENT COMMISSION MINUTES

November 14, 2022

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!

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 26th.

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.

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.

Mr. Dienberg added that this year, we have worked with our GIS staff to create an online dashboard where businesses can participate in adding their business to our Small Business Saturday online map. In this map, shoppers will be able to identify all businesses that have signed up to participate in SBS, and see what deals they have throughout the entire holiday weekend.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 14, 2022

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

Mr. Dienberg walked the commissioners through the app webpage.

Commissioner Smodilla asked questions regarding the functionality of the app.

Commissioner Kubaszko asked how much staff tracks the success of Small Business Saturday.

Mr. Fradin stated that it is mostly on an anecdotal basis, and stated that as an example, Banbury Fair, usually sees a significant increase in customers and sales.

Mr. Dienberg stated that the use of this app will be able to pull data from the backend and see how many people access the application on Small Business Saturday.

6. MERRY AND BRIGHT 2022

Mr. Dienberg stated that 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 is continuing our Merry and Bright celebration. Merry and Bright brings all events, old and new, from all of the different taxing bodies and organizations participating under one concise brand.

The kickoff to 2022's Merry and Bright celebration will be the traditional Bartlett Tree Lighting with many new (bolded) and traditional aspects including; visits with Santa and assorted Disney characters, warm up by a cozy fire, rides on a horse drawn carriage, a live reindeer display, holiday decorated cars, various food vendors, and more! Village staff is collaborating with other taxing bodies on the marketing of the event, and there is more to come along the way.

Mr. Dienberg also showed a map to show the updates to the tree lighting.

Mr. Dienberg continued talking about the Cocoa Crawl, saying that they removed the cap on the sale of tickets, which was previously set at 250. He added that there are 32 businesses signed up.

Commissioner Sarwas asked staff to repeat the food trucks participating in the tree lighting.

Commissioner Gorski asked if sign up for the businesses is still open for the Cocoa Crawl.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 14, 2022

Mr. Dienberg stated that it is closed, but that was a soft deadline, as staff is reaching out to previous years participants to see if they are able to participate once again.

Commissioner Lewensky asked about the map of the tree lighting. He asked what the hold up is on adding more lighting, to make it a nice destination area.

Mr. Skrycki stated that staff is gearing towards that. Two years ago, this event consisted of a bag of Oreo's and some cocoa. Commissioner Lewensky's idea is where we are hoping to be. He added that this will be up throughout the holiday season, and not just one night. Bartlett Park is leased by the park district, so staff will have to confer with them.

Commissioner Smodilla stated that as a holiday destination walking distance from downtown and restaurants, additional lighting throughout the season could be a boon to those businesses.

Mr. Skrycki reiterated that it will be up throughout the season.

Commissioner Hughes asked about the "Boo-Drive-Thru" event that the park district hosted during the pandemic. People ended up being turned away due to the large draw that it had to the community.

Mr. Dienberg stated that the village administrator was the genesis of that event, and it was a partnership between the village, park district and other taxing bodies.

Commissioner Hughes added that once you have them in the community, you have the opportunity to keep them here.

Commissioner's Lewensky and Smodilla agreed.

Mr. Skrycki stated that a few years ago, about 70-100 people attended, and last year it was estimated at 2,000. We are looking to add on every year, but there is some risk with the weather factor.

Commissioner Lewensky reiterated that he is talking about a display that attracts people all season, not just one night.

Commissioner Smodilla agreed, and recommended recognizing Home Depot at the event for their donation and installation of the lighting.

Mr. Skrycki stated that there will be signage, but added that Home Depot is not seeking out credit. Regardless, staff will be putting up signage and profusely thanking them on social media.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 14, 2022

Commissioner Gorski stated that he has been to other events that have had a free-will offering that could go to a charity or something else, he wasn't sure if that was the right setting, but put it out there regardless.

7. NEW BUSINESS

Mr. Fradin stated that he distributed copies of a Press Release from a recent groundbreaking in the Cook County portion of the Brewster Creek Business Park, and elaborated on the project. He stated that this TIF will end next year, and this project brings us closer to rounding out the business park. He added that when a developer puts that large of an investment into a speculative project, that speaks to the confidence they have in your area.

Commissioner Perri asked how many jobs a project like this brings to the area.

Mr. Fradin stated that they do not yet have a user, with 75-100 employers. With building of this size, jobs tend to be more automated reducing the total number from some smaller operations that may have more employees.

Commissioner Erickson asked about how this project will impact traffic in the area.

Mr. Fradin stated that it is possible to increase traffic, but that varies based on the user, and is difficult to speculate. He stated the village is always cognizant of traffic, especially in that area.

Mr. Skrycki stated that at the end of the day it is a county road, but staff continues to work with them, and it is getting rough in that area. Staff have done traffic studies, but they indicate that once 59 and West Bartlett is improved, it will greatly improve the traffic. Unfortunately, it will get worse before it gets better.

Commissioner Gorski asked about the construction near the township, and asked what that is.

Mr. Skrycki stated that they are building a garage to house some of their vehicles.

Commissioner Smodilla asked with the TIF expiring, what the impact will be on the taxing bodies involved.

Mr. Fradin stated that they all do their own analysis individually, and they are not obligated to provide that to the village. He added that the village is obligated by law to provide a Joint Review Board hearing, which is this week, and the village reviews the financial details of the conclusion of the TIF.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
November 14, 2022

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

ROLL CALL VOTE TO ADJOURN

ROLL CALL VOTE

PRESENT: Commissioners Gorski, Hughes, Sarwas, Lewensky, Kubaszko, Perri,
Smodilla

NAY: None

ABSENT: Commissioner Erickson

The meeting was adjourned at 7:43 p.m.

Joseph Dienberg
Management Analyst