



**VILLAGE OF BARTLETT
COMMITTEE MINUTES
June 6, 2023**

CALL TO ORDER

President Wallace called the Committee of the Whole meeting of June 6, 2023 of the President and Board of Trustees of the Village of Bartlett to order on the above date at 7:36 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, Economic Development Coordinator Tony Fradin, Sr. Management Analyst Samuel Hughes, Management Analyst Joey Dienberg, Finance Director Todd Dowden, Public Works Director Dan Dinges, Assistant Public Works Director Tyler Isham, Planning and Development Director Kristy Stone, Food & Beverage Manager Paul Petersen, Police Chief Geoff Pretkelis, Village Attorney Kurt Asprooth and Village Clerk Lorna Giles.

COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE, CHAIRMAN GANDSEY
Community Branding RFP

Chairman Gandsey introduced the item.

Mr. Fradin stated we had a lot of good submittals ranging from \$60,000-\$100,000. Scott Skrycki and I met and followed up with Mr. Harris from a5 Branding twice between the EDC meeting in April and bringing it before you tonight. We wanted to work with him to fit it into our first year's budget.

Chairman Gandsey asked about the difference between the phases.

John Harris from a5 Branding and Digital stated the campaign itself would help drive economic development and business retention. We also want to attract folks here to Bartlett and make sure a story is told about the great quality of life here. From a multiple budget year perspective, in the first year we would do outreach and engagement, spend time here, come to events, etc. and talk to people through focus groups. We will get a good sense to what is here and get a good sense as to the assets here and the story that can be told, then we will work to create the campaign concept so it is a branded campaign. This concept we generally bring 3 or more concepts to the board to be evaluated and then we will get that ready for a launch. For this proposal, our part would really kick off in the fall, but we would also attend some summer events. We talked about doing some photography this summer, but the outreach and engagement would be done mostly in the fall with the campaign development in the winter for roll out in late spring of next year.

Chairman Hopkins asked what communities they have worked with.



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Mr. Harris stated they just started year #4 in the City of Crystal Lake. They also worked on the "Love Niles" campaign, they worked with the City of Woodstock for 7 years as well as many national clients.

Chairman Deyne asked about the budget.

Assistant Village Administrator Skrycki stated we have an advertising line item and we anticipated budgeting \$20,000-\$25,000 that is available in year #1 for this project.

Chairman Deyne asked why we would need this.

Chairman Suwanski asked what the vacancy rate was.

Economic Development Coordinator Tony Fradin stated he last checked it in December and it was about 6% for commercial and lower for industrial.

Chairman Hopkins asked what he envisioned happening after the first phase.

Mr. Harris stated there are two primary ways to measure the impact of a campaign. The first is a soft measurable like traffic to the website, people spending more time on the website, social media followers and engagement, positive comments on social media, etc. Hard side measurables would include EAV, sales tax revenue, vacancy rates, population growth, etc. For the record, he is not saying a campaign is the single reason for the growth of a community, but we do know that it allows the city to tell their story and control your own narrative. You can tell a story as market conditions change and time goes on. We would work with staff to make sure we have an agreed upon set of measurables because that is important and we need to be stewards of the tax payers.

Chairman Gunsteen asked how they measure their success.

Mr. Harris stated it is the soft and hard metrics. The other way to do it is the perception of the community, so you can take a perception study of the community and do that year over year. There are a lot of hard and soft metrics that we would use. They are also doing a campaign for the State of Illinois regarding gambling addiction and are seeing 4 times more traffic to counselors.

Chairman Suwanski stated how do you know more people are getting help.

Mr. Harris stated it is a closed loop system and there are providers they work with around the state that provide those services. We can track how many people hit the website as well as how many people called the hotline in addition to the number of people that made an appointment and received services.

Chairman Gunsteen asked about a yearly cost.

Mr. Fradin stated we are working off the quote that Mr. Harris originally submitted giving a range of \$65,000-\$85,000 total.

Chairman Gunsteen asked if a5 would own our data and artwork, etc.



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Mr. Fradin stated it would be the Village of Bartlett's.

Chairman Suwanski confirmed that we use social media and we already did a community survey. She asked if this was something we needed.

Mr. Skrycki stated this was one of the tenants of the strategic plan. If we do go through it, we will do everything we can to make sure it has value for the village and our residents. This was something that was discussed years ago, but in conversations with staff and coming off the heels of COVID, we put it on ice because of that and we wanted the car dealership, More Brewing and the grocery store complete. The RFP results came back kind of high, so we went back to Mr. Harris to see if we could carve out a new way to make sure that a budget is in there for that first year and if the board decided to move forward with the campaign, we would craft that second phase and budget for that appropriately.

Village Administrator Paula Schumacher also thought the phasing element was important so we can be flexible. The vacancy rates are fairly recent and economic development is recruitment and retention. It is important that we start shifting some of our focus to that retention element. We do not have a lot of places that we can put people, so we need to focus on our businesses that are here and for a long time. It is something that came out of your strategic planning and went through the Economic Development Commission process.

Chairman LaPorte mentioned creating a plan for the next 5-10 years for this marketing plan and giving different levels of affordability so we have a plan going forward.

Chairman Gandsey asked when a5 could go through and make sure we are utilizing all of the tools and resources to make sure we are maximizing what we have.

Mr. Harris stated we would want to do that in this first year. We have a team of people looking at the latest trends and how we can improve what you are already doing.

Chairman Hopkins stated that he mentioned focus groups and what people actually want so he looks forward to how that could be improved.

Chairman LaPorte also stated he wanted a lot of participation from the community.

Chairman Suwanski asked how they would steer more people to complete surveys.

Mr. Harris stated they just branded the Village of Northbrook which is a different campaign than what Bartlett wants, but they had a multi-pronged approach including an email survey and they partnered with the Chamber of Commerce and enlisted all of their community partners to help distribute the survey. They went to several public events and faith-based communities as well. Additionally, they have a high Korean population so they sat down at a dinner with some of the leaders of that community to get their feedback. Once we get all that information back, we will synthesize it and put a recommendation forward.



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Chairman Suwanski clarified that Phase #1 is the first year. She asked if Phase #2 typically starts in the first year or the second.

Mr. Harris stated that typically it would be in the first year. For this project, it would be spread over 3 years instead of about 1 year.

Chairman Suwanski asked about the project area vs. study area.

Mr. Skrycki explained the various phases of the project.

Chairman Gunsteen stated that we are somewhat of a divided community because of Rt. 59. To him, this reaches out to the west and south sides of Bartlett where some residents on those sides of town don't really know what's happening in downtown Bartlett and to that point, some people on the east side have no idea what is developing on the other side of town. This will help people know more about the community as a whole.

Chairman Gandsey stated she thinks it is more than just a logo, it is a consultant coming in to help us leverage our systems, see what data we have available or what we could be looking at.

Chairman Hopkins stated he is okay with this. We budgeted for it, we haven't done a campaign like this in nearly 20 years, so we are overdue and if we are not happy with the product by the first year, then we cancel.

President Wallace asked how we would gauge that first year.

Administrator Schumacher stated she thinks it's a lot of what Mr. Harris mentioned earlier and she thinks we can work with him to right size that and determine which metrics we will use to judge how that first year went.

President Wallace stated most often, the two most important things to people when evaluating a community is safety and schools. He would suggest that we try to do whatever we can to highlight how good those two things are in Bartlett. We should also highlight the businesses that are already here and ones coming soon.

Chairman LaPorte agreed and added that maybe we could get a progress report quarterly as well.

Mr. Harris stated this is going to create a story and narrative that creates excitement for all sides of the community which helps with attraction and retention and helps with a positive feel towards Bartlett and community building.

BEDA Revisions

Chairman Gandsey introduced the item.

Chairman Hopkins stated he agreed with the EDC with background checks being required for all applications and all applicants shall provide a lease with proof that they are not behind on their lease.



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Chairman Gunsteen asked if all businesses in Bartlett are required to have a license.

Mr. Fradin stated it is his understanding that some of the state licensed businesses are not required to get a license from the village.

Chairman Gunsteen asked if we require the business to have a license with the village.

Mr. Fradin stated we want to make sure it has not lapsed or disperse anything prior to them getting a license.

President Wallace liked the clawback and asked about general recommendations on how that would look.

Village Attorney Asprooth stated we have based it off a 3-year term which would be set up as a forgivable loan with 33% expiring in the first year and so on for 3 years.

Chairman Deyne asked if we are really going to spend money to clawback the BEDA if an applicant goes out of business.

Mr. Asprooth stated that would have to be on a case by case basis. If we want to make the claw back have more teeth we could make it a lien on the property but that makes it more complicated because then you are bringing in a landlord as part of every agreement.

Chairman Deyne also stated some of these businesses move out but leave their fixtures.

Chairman Gandsey was worried about the claw back deterring some small businesses from applying. We had a good success story with Indian Express coming in and making a unit a restaurant and then when they left a new restaurant was able to move in.

Chairman Deyne stated they will need to be evaluated on a case-by-case basis.

President Wallace asked about using a mechanics lien.

Mr. Asprooth stated we would not be able to do that in this instance, but we will have a choice to clawback any of the funds, although we are not obligated to do so.

Chairman Suwanski stated the Bartlett Tap BEDA was \$35,000 and the building is no longer being used as a restaurant.

Chairman Deyne thought the language about the background check should be left the same so that we are not required to do a background check each time.

President Wallace stated he thinks the background check should be included for every applicant.



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Chairman LaPorte stated the goal is to assist them so that they are successful, but lets face it, restaurants do not have a high success rate. We want to protect ourselves on the backend, but it is what it is.

Chairman Gandsey asked why it is three years long.

Mr. Asprooth stated it is a standard amortization schedule we came up with, but we can change that if we like.

Chairman Hopkins stated he would feel comfortable with two years.

Chairman Suwanski stated right now the BEDA grant is based on a pin number so we are getting the same people applying sometimes, should that be adjusted?

Ms. Schumacher stated she thinks those are typically unusual, and the majority of BEDA grants go to individual businesses.

Chairman Hopkins stated it comes before the Village Board so if we don't see value in the application, then they can be turned down or you could vote "no". He thinks the multiple BEDA's from the individuals who did do them provide great value, so he doesn't mind doing those. The Streets of Bartlett speaks for itself.

President Wallace stated he thinks Chairman Gandseys point is a good one, but he would agree two years seems fair and we do not have to enforce it if we don't want to.

Chairman LaPorte asked how effective it has been.

Mr. Fradin stated it has done more good than bad. It has leveraged millions of dollars of private investment.

Chairman Deyne asked if the Boss's Signature has applied for a BEDA.

Mr. Fradin stated we have three BEDA's in the works where they have applied prior to these changes being made. They are working on an application now.

President Wallace asked if a business can use it to resurface their parking lot.

Mr. Fradin stated that they cannot, it is mostly for an interior buildout or exterior facade, sign, landscaping or windows.

Chairman Gandsey asked what is something we had to say no to.

Mr. Fradin stated primarily they are non-sales tax producing businesses. Some others he would characterize as more typical maintenance, repainting the inside, replacing some seating, etc.

Ms. Schumacher stated it is not a refurbishing grant, it is to expand or add more table tops etc. something that will add more tax dollars and enhance what we currently have.



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President Wallace stated some of the things that a business might not have the capital for, that would increase their business are some of the things we should consider expanding the program on. If someone is just on the edge of making it and not making it and the establishment has been around for a while but they need a refreshing look then we should support that idea.

Ms. Schumacher stated we do not get many of those and we may want to earmark some of the gaming revenue to help us with outside walk program, so it may not be an ever-expanding pool. She added Tony and Scott went to a cannabis convention and we learned that we do not have enough space for many of these businesses.

LICENSE AND ORDINANCE COMMITTEE, CHAIRMAN HOPKINS **Chicken and Beekeeping License Update**

Chairman Hopkins stated that we have one item, the chicken and bee license update. With this, I think we should increase the chicken license up 50.

President Wallace asked how many we have now.

Ms. Stone stated 16.

Chairman Hopkins stated that he doesn't think we are going to hit that number in the next one or two years, but this way we won't have to have this come back through the committee. I also think for larger lots we can increase the number of chickens allowed, based on lot size. I think that is in line with other communities.

Ms. Stone stated that this would be a zoning text amendment and would require a public hearing.

President Wallace asked how many complaints we have received.

Ms. Stone stated none for chickens, but one complaint about a person that had a rooster, and that person did not have a chicken license.

Chairman Deyne asked in lieu of raising it, can we wait until we get to the 25-total available, since we only have 16.

Chairman Hopkins stated we can wait, I was just bringing it up now so that we didn't have to discuss it later.

Chairman Suwanski stated that with the larger lot provision, maybe more people would apply.

Chairman Deyne stated we are going to have staff look at what other communities do in regards to lot sizes, and I trust staff's judgement on this.

Ms. Stone stated that we are working on updating the entire zoning ordinance, so this is one of those changes we can incorporate.



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Chairman Hopkins stated that with there being only one bee license currently, I don't see a need to increase that to 50. Do other communities offer more hives?

Ms. Stone stated that we are pretty standard for a residential lot. Other communities have additional community apiaries, that is getting more popular.

Chairman LaPorte asked if people could apply for a variance.

Ms. Stone stated it is not a current allowable variance.

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

ROLL CALL VOTE TO ADJOURN

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

NAYS: None

ABSENT: None

MOTION CARRIED

The meeting was adjourned at 8:27 p.m.

Samuel Hughes
Deputy Village Clerk