



## **VILLAGE OF BARTLETT ECONOMIC DEVELOPMENT COMMISSION**

### **MEETING AGENDA**

**Meeting to be held at:  
BARTLETT VILLAGE HALL  
228 South Main Street, Bartlett, IL  
September 11, 2023 – 7:00 PM**

1. Call to Order
2. Roll Call
3. Approval of the August 14, 2023 meeting minutes
4. Public Comment
5. Branding Discussion
6. Bartlett Oktoberfest
7. New Business
8. Adjournment



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**August 14, 2023**

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1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of August 14<sup>th</sup>, 2023 of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:06 PM

2. ROLL CALL

PRESENT: Commissioners Densford, Erickson, Gorski, Ohlsen (Chamber Representative), Kubaszko, Lewensky, Perri, Suffern

ABSENT: None

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

3. APPROVAL OF June 12, 2023 MEETING MINUTES

Commissioner Gorski moved to approve the June 12<sup>th</sup>, 2023, meeting minutes, seconded by Commissioner Densford.

ROLL CALL VOTE

AYES: Commissioners Densford, Erickson, Gorski, Ohlsen, Lewensky, Perri, Suffern

NAYS: None

MOTION CARRIED

4. PUBLIC COMMENT

NONE

5. The Boss's Signature BEDA Application

Mr. Fradin presented the BEDA Application from the Boss's Signature. Staff is recommending a maximum \$50,000 BEDA Grant for the restaurant buildout.

Commissioner Perri thanked Mr. Matello for choosing Bartlett. What kind of restaurant experience do you have?

Mr. Matello stated that his family has been in the restaurant business, and that he views this as a business venture as he is in the real estate business. I view this as a very attractive investment for me. We looked at Bartlett as an opportunity, where the



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community is investing in its businesses. Since moving to Bartlett, other communities have reached out about what it would take to start something in their communities. This is going to be my last endeavor before I retire. What I see here is what I call a dead zone, you've got establishments that attract in the Streets of Bartlett, and by the tracks. A lot of people drive between those areas, and the reason they aren't walking is because we haven't given them a reason to walk from one end of the downtown to the other. With us establishing this restaurant, and updating it, and giving it the look that is more inviting to the general public, that was my goal.

Commissioner Perri asked how many square feet the building is, and about his cost per square foot, and the value of that metric.

The dining room itself was 1,400 square feet, the entire restaurant is 2,600 square feet. In terms of cost per square foot, that is not something I am looking at. We bought it at a good price, and I believe this will be something lucrative once we make these investments in the property. I don't know much about what it would sell for in regards to square footage. I don't base my investments off of that, I look at what I put in, I invest in myself and what this business can be.

Commissioner Perri asked if the petitioner has any idea of how many pizza businesses are in Bartlett.

Mr. Matello stated that he does not but articulated that a pizza business and brick oven pizza are completely different things. Pasta Mia is different from Marcos, which is different from V&V. Brick oven pizza is different. We took a business that was failing and we brought it to life. He emphasized that it is a much different dining experience than other pizza restaurants.

Commissioner Erickson asked about the consistency versus changes from The Still to The Boss's Signature, in terms of menu, staff, etc.

Mr. Matello stated that when he purchased the business, he made some tweaks, and wanted to support the existing customer base, and also find what they want. As we were going through that, I kept the kitchen staff given their success. The issues with the business before were managerial, and dining room staff, which comes from ownerships. We made changes there immediately. He shared some ideas of his vision for the future, and the atmosphere he is looking to create. He added that the barbecue will stay, but with other dishes added to complement the menu.

Commissioner Erickson asked Mr. Matello to elaborate on his vision. Where do you see "The Boss" in a year or two, why should we support this?

Mr. Matello stated that the Boss's Signature is the beginning. The property is overlooked because of its aesthetics. However, there is a ton of opportunity there. Under the dining



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room there is another thousand or so square feet that we can have a speakeasy. It wouldn't be marketed, it's found. The entire center needs improvement, hopefully the neighborhood can follow up. I don't view our neighbors as competition, I view them as neighbors. We can all be successful. The goal is to bridge both ends of the downtown area and attract residents from outside of Bartlett.

Commissioner Erickson asked how the timeline was coming along.

Mr. Matello stated we think in a couple weeks or hopefully by the end of the month. Regarding how we are doing now, our carry out business is doing very well; we have cars lining up. Our goal is to get this open soon and be done in a couple of weeks. He added they are getting special doors for the carry out portion and accordion windows. He added that down the road the goal is to have outdoor seating. He attributes a lot of MORE's success to their rooftop seating, and he is looking into that as a possibility.

Commissioner Perri supported the idea of outdoor seating. He also asked about the number of employees he has.

Mr. Matello stated that realistically the goal is between 16-24. He stated that he understands the challenges and fluctuations of staffing needs. He added that down the road they would like to add a breakfast component and described the atmosphere that would have.

Commissioner Erickson moved to recommend a BEDA grant in the amount of \$50,000 to the Village Board. Seconded by Commissioner Perri.

AYES: Commissioners Densford, Erickson, Gorski, Ohlsen, Lewensky, Perri, Suffern  
NAYS: None

MOTION CARRIED

#### 6. Issa's Venezuelan Restaurant BEDA Application

Mr. Fradin presented the BEDA Application from Issa's Venezuelan Restaurant. Staff is recommending a \$17,000 BEDA Grant for the restaurant buildout.

Commissioner Lewensky asked if the \$17,000 had anything to do with budget constraints. Also, these receipts seem a little less detailed than other applications in the past. Did staff look into the contractors to ensure they are legitimate.

Mr. Fradin stated it did not have anything to do with budget constrictions.



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Mr. Skrycki stated that staff audits the receipts before any checks are disbursed. This is also aided by the permitting process as well.

Commissioner Gorski asked if one of the contractor names was spelled correctly as it states "Hadyman" instead of "Handyman".

Mr. Malvestuto stated that is his business, and that is how they spell it.

Commissioner Perri asked how large the space is.

Mr. Fradin stated it is about 3,000 square feet (old O'Hare's and Trackside location).

Mr. Malvestuto (On behalf of Ms. Estrada) stated that the seating capacity will be about 100 people and will have around 28 tables.

Mr. Ohlson asked if this will replace the other location or be in addition to.

Mr. Malvestuto (on behalf of Ms. Estrada) stated that it is in addition to.

Commissioner Gorski asked if staffing is in place to open on time.

Mr. Malvestuto (on behalf of Ms. Estrada) stated we are planning to hire 12 employees.

Commissioner Perri stated that he has not had the pleasure of eating Venezuelan food. When I come into your restaurant, what are a couple of things you would recommend to me?

Mr. Malvestuto (on behalf of Ms. Estrada) stated they have a lot of delicious options. We have breakfast food like arepas. We have empanadas, Venezuelan style barbecue, some hamburgers, sandwiches, etc.

Commissioner Erickson asked about hours.

Mr. Malvestuto (on behalf of Ms. Estrada) stated 9 a.m. to 11 p.m.

Commissioner Erickson asked about who their target audience is.

Mr. Malvestuto (on behalf of Ms. Estrada) stated that they want to be something different that offers something unique to Bartlett and added that the built-in base from their other location will contribute to the word-of-mouth marketing.

Commissioner Densford stated that he has been to their other location and complimented the restaurant. He stated it's always busy. He added that based on his customers, there are a lot of Venezuelan people in town, and this business will be welcomed.



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Commissioner Lewensky asked about the length of the lease.

Mr. Malvestuto (on behalf of Ms. Estrada) stated it is five years.

Mr. Fradin added that he will also help market this business, like all others, through small business Saturday, the cocoa crawl, etc.

Commissioner Erickson also recommended the chamber as a resource.

Commissioner Perri welcomed the petitioners to Bartlett, and stated as an American he is proud of the petitioners.

Commissioner Gorski asked for clarification on the hours and the number of employees, as 12 employees for the number of hours they are open doesn't make sense.

Mr. Malvestuto (on behalf of Ms. Estrada) stated that is their goal to get to that many hours, but initially, they will do what they can with the minimum 12 employees they are starting with. The goal would be to increase staff with demand.

Commissioner Perri moved to recommend a BEDA grant in the amount of \$17,000 to the Village Board. Seconded by Commissioner Erickson.

AYES: Commissioners Densford, Erickson, Gorski, Ohlsen, Lewensky, Perri,  
Suffern

NAYS: None

MOTION CARRIED



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**7. NEW BUSINESS**

Mr. Fradin provided updates on More Brewing, Aldi and the branding agency.

Commissioner Perri asked for an update on the construction at W. Bartlett Road and 59.

Mr. Skrycki stated that they anticipate completion before next summer.

Commissioner Ohlson expressed the importance of marketing Issa's.

Commissioner Erickson stated that she doesn't think that is as important to them given their popularity already and word of mouth. This is an exploding population in the area, and catering is a big part of their business. Of course, they need to market, but there will be support for them. She expressed a lot of support and confidence in the business.

Commissioner Densford agreed.

Commissioner Erickson asked about the Cocoa Crawl.

Mr. Dienberg stated that it will continue, and staff has already started planning. New businesses have already been reaching out about participating.

There being no further business to discuss, Commissioner Lewensky moved to adjourn the meeting. Seconded by Commissioner Densford.


**ROLL CALL VOTE TO ADJOURN**

**AYES:** Commissioners Densford, Erickson, Gorski, Ohlson, Lewensky, Perri, Suffern

**NAYS:** None

**MOTION CARRIED**

The meeting was adjourned at 8:25 p.m.

  
Joseph Dienberg  
Management Analyst

## ECONOMIC DEVELOPMENT MEMORANDUM

**DATE:** September 5, 2023  
**TO:** Chairman and Members of the Economic Development Commission  
**FROM:** Tony Fradin, Economic Development Coordinator *TF*  
**RE:** Branding Campaign Discussion

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This past spring, the EDC and staff collaborated on reviewing two submittals from a Request for Proposals (RFP) for community branding.

Since recommending a5 Branding & Digital at the April EDC meeting, the village has subsequently entered into an agreement with the firm to begin the Bartlett community branding campaign.

Part of a5's process is to thoroughly investigate and research the village's key attributes and unique features to help develop a memorable and accurate branding campaign.

One element of that is to meet with, brainstorm with, and hear ideas from stakeholders including members of the Economic Development Commission as well as representatives of the Chamber of Commerce, to specifically address business-related issues.

As we commence this exciting journey to craft a compelling and resonant identity for our village, it is vital to recognize that our community's appeal extends far beyond its economic attributes.

While the branding process will indeed delve into the business-related aspects that define Bartlett's success, it is equally important to highlight the broader qualities that contribute to our village's character and desirability.

Bartlett is more than just a thriving business hub; it is a place where quality of life flourishes, safety prevails, and family values are celebrated. In our discussions with a5 Branding & Digital, we want to ensure that these essential facets of our community are woven into the fabric of our branding strategy.

To prepare for this meeting, which will be held roundtable style, please consider things that you feel make Bartlett a unique, prosperous, engaging community to invest and operate a business in, live in, visit as an out-of-towner and other key attributes that you would like the branding consultants from a5 to consider as this project moves forward.

We will also be considering various metrics and performance measurements whereby to measure the effectiveness of the village's branding campaign.

We would like for each commissioner to lend her or his expertise and knowledge of the village and contribute to this discussion.





# Oktoberfest 2023

## Live Music and Event Schedule

### Friday 9/29

- 4:30 pm **Fest Opens! Vendor Booths Open**
- 5 pm **Tapping of the Golden Keg  
with Festival Sponsor Christopher B. Burke Engineering**
- 4:30-6 pm **The Happy Wanderers (German)**
- 6:30-8 pm **Patrick Bale & The Pale Ales (country)**
- 8:30-10:30 pm **Black Bolts (retro soul, garage rock 'n roll)**

### Saturday 9/30

- 12 pm **Fest Opens! Vendor and Crafter Booths Open**
- 12-2 pm **The Happy Wanderers (German)**
- 12-4 pm **Giant Chess Interactive Demo**
- 12-4 pm **"Kinderplatz" Kids Place Activities, including  
Bounce House (compliments of Bartlett Bounce 'n  
Play), Bozo Buckets, Balloon Pretzel Twisting  
Challenge, Tattoo Station, and Lebkuchen Craft:  
Build your own German heart necklaces\***
- 12-10 pm **Yard Games; Selfie stations and photo opps**
- 1-4 pm **Visit with the Stormtroopers**
- 2:30-4 pm **Bossy Dog (rock, pop)**
- 4:30-6 pm **Danny Cronson (blues/jazz/soul/R&B)**
- 6:30-8 pm **Whoosh (funk, rock)**
- 8:30-10:30 pm **South City Revival (country rock)**
- 10 pm **Drawing for the 50/50 Raffle**



Leiseberg Park  
325 E. Devon Ave. , Bartlett