



# VILLAGE OF BARTLETT COMMITTEE MINUTES February 20, 2024

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## 1. CALL TO ORDER

President Wallace called the Committee of the Whole meeting of February 20, 2024 of the President and Board of Trustees of the Village of Bartlett to order on the above date at 7:14 p.m.

## 2. 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, Finance Director Todd Dowden, Public Works Director Dan Dinges, Assistant Public Works Director Tyler Isham, Civic Engineer Nick Talerico, Planning and Development Director Kristy Stone, Grounds Superintendent Matt Giermak, Police Chief Geoff Pretkelis, Deputy Chief Rob Sweeney, Deputy Chief Will Naydenoff, Village Attorney Kurt Asprooth and Village Clerk Lorna Giles.

## 3. TOWN HALL: None

## 4. STANDING COMMITTEE REPORTS

### A. COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE, CHAIRMAN Gunsteen

#### 1. Alan Horticulture

Chairman Gunsteen introduced the item.

Planning and Development Services Director Kristy Stone stated this was before you as a Concept Plan a few months ago. Planning and Zoning reviewed the plans and recommended approval with the additional condition that they use the W. Bartlett Road corridor lights for their front parking lot, which the petitioner has agreed to do. They have added faux second-story windows. This would come to the village board for a public hearing on the amended annexation agreement in March as well as the final approval.

President Wallace confirmed that those would both be done in the same meeting.

Ms. Stone responded they would be.

### B. COMMUNITY AND ECONOMIC DEVELOPMENT COMMITTEE, CHAIRMAN GANDSEY

#### 1. Branding Concept Discussion

Chairman Gandsey introduced the item.



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John Harris and Matt Robbie from A5 Digital and Branding presented the attached presentation to the village board and announced the branding campaigns.

Chairman Suwanski asked about the 1,000 responses to the survey and if that was normal. Mr. Harris stated it is an exceptionally good response. The only comparable was Northbrook. You can also see the diversity of connecting with the school district, BAPS, community events, etc.

Mr. Robbie stated we specifically reached out to Bartlett schools in U-46; we did not go outside the village.

Chairman Hopkins asked why they chose not to go outside of Bartlett.

Mr. Robbie stated the feedback they received was specifically geared toward Bartlett residents.

Chairman Hopkins stated we have a lot of kids that go to schools outside of Bartlett.

Mr. Harris stated with Bartlett Schools it's only the kids that were from Bartlett.

Chairman Suwanski asked why the park district wasn't included.

Mr. Robbie stated we reached out many times with the help of the village staff and didn't receive a response.

Chairman Suwanski stated 39% stated they get their information from social media and asked if that is standard.

Mr. Harris stated that is increasingly the standard. Social media and word of mouth are generally the top 2, in communities in which we have worked.

Mr. Harris stated the research shows Bartlett is welcoming, outdoor living is important, people like to get involved, the location is convenient, there is outstanding village service, and the Bartlett schools are strong.

Concept A is "Belonging in Bartlett" using existing colors that would be a natural transition to work with these colors. It's flexible for use inside the community for community building as well as business recruitment and retention. "You belong in Bartlett" for attraction, and "We belong in Bartlett" for internal use. We do recommend getting some more photography as it gets warmer to help tell the stories we want to tell. A strong focal point is usually better.

Concept B is the idea of "Better in Bartlett." The idea is life is better in Bartlett, starting or running your business is better in Bartlett. We could build themes around the outdoors, for example, or around schools. It could also be: "Be your best" or "Way better in Bartlett".



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Concept C is “Good for us.” It is a little more about “I” or “me” or “us,” but it also sends a signal that we are doing well here. It could also be “good for you.” The font is also a little more traditional, and the color behind it adds some personality.

Chairman Deyne stated he would like to see the name Bartlett in the branding. If he had to pick right now, it would be “Better in Bartlett”.

Chairman Suwanski asked about “Progress with Pride.”

Village Administrator Paula Schumacher stated that is our motto; we are keeping that.

Chairman Suwanski stated she likes the font on the second option, but none of these really hit her much. She liked the layouts in Option B.

Chairman Gandsey stated the application of that is very hard. She didn’t think it fits what we are trying to do.

President Wallace stated he is not a big fan of using the word “better”. He feels like “we belong” is better.

Chairman Gandsey also likes how it can be changed to “you” or “I,” etc. She felt like the third option would put us in a bubble.

President Wallace stated it is inviting and the community groups could use it too. He wanted something with a small-town feel, big town dining, etc.

Chairman LaPorte stated another thought is “You are Bartlett” the people that live there are Bartlett.

Chairman Gunsteen stated he was underwhelmed by the three examples because I agree that Bartlett needs to be the focal point of any advertisement or social media.

Chairman Gandsey asked how we would carry it through when using in economic development.

Mr. Harris stated it would be “You belong in Bartlett,” the copy then the call to action.

Chairman Deyne asked about eliminating one or what is needed. He wanted a consensus from the board to see if we can eliminate Concept C.

The board agreed to eliminate Concept C.

President Wallace stated he thinks “we belong” brings good warm feelings. There is a lot in that statement.

Chairman Hopkins suggested putting it on social media to help decide.



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Chairman Gandsey asked how we do testing before a whole campaign is rolled out.

Mr. Harris stated we could test it with a couple of groups. On social media, people tend to focus on the negative vs. the positive.

Chairman Deyne asked if we can do that.

Ms. Schumacher asked if she can get everyone's comments on Concept B because not many people have talked about liking it.

Chairman Gandsey stated she thinks the language is too hard.

Mr. Harris stated it is more of a statement about Bartlett. Whereas "you belong," "we belong," etc. is more of an invitation.

Chairman Gandsey stated she also sees using the first one for economic development whereas "Better in Bartlett" is more just shutting that down.

Ms. Schumacher stated there seems to be a consensus around "belong."

President Wallace stated the way social media works, it doesn't seem like it's impossible to do a month of "we belong" ads and then a month of "better" type ads and just see what the response is.

Ms. Schumacher stated she thinks that would be confusing. She thinks it's better to decide and bring one out. We take it back to the EDC and ask them to flush this out around this theme, etc. She is hesitant to take pieces out to the community ahead of time.

Chairman Deyne is in favor of taking the two concepts back to the EDC for input.

Chairman Suwanski confirmed that the EDC has not seen the concepts.

Chairman Hopkins asked what kind of feedback do you typically get from village boards.

Mr. Harris stated we presented 4 concepts to staff and 3 are shown tonight. You might have different opinions on what we have presented tonight. It can be helpful to see it, contemplate it a little, but he thinks they are hearing support for "We belong/you belong in Bartlett" and clearly no support for the third concept. We are confident we can build this out to have the energy and call to action. We could work the "You are Bartlett" into the call to action or punctuation.

Chairman Gunsteen asked if there is a certain number of letters the brand should be inside the square. He likes the "You are Bartlett" and "We are Bartlett."

Chairman LaPorte stated using some local familiar faces in the ads would be good too.



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That is part of the plan. We would be using Bartlett photos for the campaigns. It will come to life when you see the owners and patrons in the campaigns.

Chairman Deyne stated he would like to see photos to incorporate Bartlett Hills.

Mr. Harris stated yes, we are going to take the photos and do that for Bartlett Hills.

Chairman Gandsey asked what our #1 goal is? Is it for Tony going to trade shows?

Ms. Schumacher stated she thinks the goal is to have a unified message. We have a lot of fragmented messages currently. We should have a unified message with a common thread that we have not had in a while.

Chairman Deyne asked Ms. Schumacher if we are supposed to go to the EDC.

President Wallace stated she wants us to pick one.

Chairman Hopkins asked which one Paula would pick.

Ms. Schumacher stated she liked "We belong." It's welcoming, it pulls you in and invites conversation. Once Mr. Harris has an opportunity to flush out the individual pieces, we can bring those to the EDC first, so you have some basis for more discussion.

President Wallace stated I think we can still use the "We Belong" with the "We are Bartlett" underneath.

Mr. Harris stated the idea is this should work with residents and economic retention and attraction. When going to trade shows, the business might understand it at a high level and want to engage more, and from a resident tourism standpoint, there are opportunities about belonging. We can also add the line you talked about. It could be the end punctuation as well. At the outset of the campaign, we will want it unified, but in the future, we can look into separating the blocks as well.

Chairman Gandsey stated she likes what Trustee LaPorte and Gunsteen said, but she likes having a verb, so she would like to use the belong part. She would also like to see an application for economic development purposes. She would like to see those applications.

Mr. Harris stated absolutely we can do.

### C. FINANCE COMMITTEE, CHAIRMAN LAPORTE

#### 1. Water/Sewer Rate Review

Chairman LaPorte introduced the item.



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Chairman Deyne asked what the percentage increases were for our last rate increase.

Mr. Dowden stated it was a 3% increase on water. Sewer rates were raised two years ago. It was in the 5% range for Cook County and 8-8% in DuPage County.

Chairman Hopkins asked to explain why there are different rates for the counties.

Mr. Dowden stated we were gearing up for the \$37 million-dollar IEPA loans. We started raising those rates at the same time we were raising the Cook County rates. The purpose of that was for the 2019 bonds issued for the Devon Ave. project.

Chairman Deyne stated he was asked why we have not had incremental increases instead of waiting then doing a large increase.

Mr. Dowden stated some of the variables we are watching are, this last year we raised the rate 3% then had a 3% increase in consumption. We have been decreasing over the last 10 years. The pandemic came and usage went up. As people went back to work, it started decreasing a little bit. We had a dry spring last year and that really increased our usage again. We have a new residential community going in this year so there is likely going to be sod going in and a lot of water consumption again. We are expecting at least in the neighborhood for consumption to be up again. Consumption is one variable, but the other variable is how much capital improvements we get done. Next year we have \$7.5 million in capital improvements scheduled with \$9.5 million in the fund, so that is the large decreasing fund balance. Interest income is almost like a rate increase with the 5% short-term interest rate these days. The other factor is the DuPage Water Commission (DWC) since they are projecting to raise their rates another 3.4% this summer. We do have a big balance so we are planning to hold off this year and continue to review rates next year.

Chairman LaPorte asked Mr. Dowden to go into the capital projects and elaborate a little on why we have to raise the rate periodically.

Mr. Dowden stated the big factor for the sewer fund is the wastewater treatment plan bonds that will need to start being paid in the fall. The Devon Force Main was also financed by debt. It is the level of debt service payments that are driving the rates in the future.

Ms. Schumacher stated we do not have an automatic increase because it allows the board to review these things and pay attention to the variables. Each year plans change, consumption changes, etc. so we should do our due diligence on it to make sure we are right sizing those rate increases.

Chairman Gunsteen asked about the water main replacement and how it's multiple millions one year then a couple of hundred thousand the next and back up. He asked if there was a way to even those costs out.

Public Works Director Dan Dinges stated the project we are currently designing is the water main on North Ave. and Oak. We are doing that in anticipation of receiving STP funds for resurfacing. We have



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the funding secured for North Ave. We will be doing that next year. We have applied for Oak to receive funding, but we are not sure if it will match up and we will decide if we want to do Oak next year or push it back. As far as the large amount and smaller amount, we are trying to do water main one year and a road program the following year. It is making capital budgeting a little different. It helps our engineer because we can design the water main project in one year then the road program the next.

Chairman Gunsteen asked if the \$3.6 million included the resurfacing or not.

Mr. Dinges stated no, the MFT side of things will show the work for North Ave. and Oak in the summer of 2025.

Chairman Gunsteen confirmed if the 2026 project will be more water main.

Mr. Dinges stated it would be. We have not finalized if it would be in the downtown area or if we would be filling gaps where we are having fire flow issues or problems.

Chairman Gunsteen stated that is a big impact for one year and tough to balance.

Mr. Dinges stated that is why we try to keep that reserve higher so you can work your way down.

Chairman Hopkins stated DWC is raising our rates 3.4% in the middle of the year, and asked if we will raise rates next year.

Mr. Dowden stated that is just one factor we will be looking at.

Chairman Hopkins asked if it's a possibility that we do not raise rates next year.

Mr. Dowden stated they are raising their rates this year and we are keeping ours flat. That will not be able to continue to work at some point.

Chairman Gunsteen asked if he knows how much of our income that will take away from the village.

President Wallace stated you are asking him loaded questions. He cannot answer whether we are going to raise rates if we do not know what interest rates will be or what capital improvements we will have, etc.

Mr. Dowden stated yes there are a lot of factors. Right now, we have a \$9.5 million dollar balance, and we will be working that down.

### 2. Proposed Operating Budget Review Presentation

Chairman LaPorte introduced the item.

President Wallace stated this is high level right now, we will have the chance to chop this up in March.



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Mr. Dowden presented the attached presentation.

Chairman Gandsey asked about the 22% decrease in TIF revenue from '22 to '23.

Mr. Dowden stated that is due to the IEPA loans and bond issuances.

President Wallace stated it was at \$95 million last year because of the bonds we took out and the TIF.

Mr. Dowden stated in governmental accounting, a loan is considered revenue.

Regarding the two large dump trucks that were ordered the prior year and two more that were ordered this year that still have not been received, Chairman Hopkins asked when we know we will get them and if we can switch brands.

Mr. Dinges stated they are all the same; nobody can get trucks right now.

Chairman LaPorte stated 83% of our revenue is from other taxes and 17% is from property tax. He thinks it's important to show that not all of our funding comes from the backs of our homeowners.

### 5. ADJOURNMENT

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

#### ROLL CALL VOTE TO ADJOURN

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

NAYS: None

ABSENT: None

MOTION CARRIED

The meeting was adjourned at 8:38 p.m.

Samuel Hughes  
Deputy Village Clerk