



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
March 11, 2024

1. CALL TO ORDER

Commissioner Kubaszko called the regular meeting of March 11, 2024, of the Economic Development Commission (EDC) of the Village of Bartlett to order on the above date at 7:00 PM

2. ROLL CALL

PRESENT: Commissioners Densford, Erickson, Gorski, Gudenkauf, Kubaszko, Perri, Suffern, Lewensky

ABSENT: None

ALSO PRESENT: Economic Development Coordinator Tony Fradin, Assistant Village Administrator Scott Skrycki

3. APPROVAL OF FEBRUARY 12, 2024, MEETING MINUTES

Commissioner Gorski mentioned an error of words repeated, which was noted and removed.

Mr. Fradin reminded commissioners to make sure that their microphone is on when they speak.

Motion by Suffern, seconded by Perri to approve the February meeting minutes.

AYES: Commissioners Densford, Erickson, Gorski, Gudenkauf, Kubaszko, Perri, Suffern, Lewensky

NAYS: None

MOTION CARRIED

4. PUBLIC COMMENT

None

5. COMMUNITY BRANDING DISCUSSION

Mr. Fradin provided a brief background about the community branding project including a recap of the RFP, selection process resulting in the selection of a5, budget considerations, and a reminder that this is the first year out of a three-year process.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
March 11, 2024

Mr. Fradin further detailed the process that a5 has taken so far including interviews, focus groups, and a survey resulting in over 1,000 responses.

Out of the 99 slides, Mr. Fradin showed thirteen slides including some of the survey responses about what is special about Bartlett, what they heard, how they would like the village to be perceived, key messages, strengths, and weaknesses.

Mr. Fradin elaborated about the village's small-town feel, safety, diverse tax base, diversity, and many other aspects of the survey results.

Mr. Fradin then shared the "You Belong/We Belong" tagline and logo including examples of how it can be used in storytelling to promote local businesses as well as business attraction.

He noted that this tagline promotes a feeling of welcoming and belonging, which the village wants to convey. He also noted that the previous "Never Far Away" tagline and logo was crafted in 2005, soon after he started working for the village.

Mr. Fradin said that it is important for all eight commissioners to share the branded content with their own organizations, audiences, and contacts when we roll this out this spring.

Chairman Kubaszko inquired about which features were mentioned most prominently throughout this process. Mr. Fradin replied that there were many mentions of the village's natural beauty, local events, its dynamic business community, and strong civic groups.

Commissioner Suffern asked how the branding would address perceived weakness when it comes to School District U-46. Mr. Fradin replied that the branding would focus on schools within the village rather than district wide and may include information about various academies within the district.

Mr. Skrycki noted that in what we call the economic development slide, branded "You Belong in Bartlett," we will use something like that to promote the new Lake Street TIF District.

Commissioner Erickson asked what we would be putting the logo and tagline on. Mr. Fradin responded that it would be used widely in the future on items like folders, banners, and giveaways, but mostly used in social media.

Commissioner Perri asked about the cost of this branding initiative. Mr. Fradin replied that we budgeted \$25,000 for the initial work currently being done, including the background and development of the tagline and logo, and we have budgeted \$50,000 for the upcoming fiscal year.



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
March 11, 2024

Commissioner Perri asked if that would be the same amount moving forward. Mr. Fradin replied that we budget one year at a time, so it has not yet determined the amount that we will request the following fiscal year.

Mr. Skrycki added that a year from now we will have some data to consider in terms of engagement and other analytics in terms of seasonal events and other metrics.

Commissioner Perri asked if branding will become an annual expenditure. Mr. Fradin replied that is to be determined. Perhaps at some point, staff will take over the branding. It is too early to tell. Remember this is not an all-out marketing blitz, but a multi-year project initially rolled out over the course of three years. Mr. Skrycki noted that will be dependent on three things: (1) the data on this project; (2) the EDC's input; and (3) the village's strategic plan.

Commissioner Perri asked how the village will measure if it is getting its money's worth. Mr. Skrycki responded that we will use data analytics including engagement with social media and other interactions to measure it.

Chairman Kubaszko asked if this project will be completed in stages. Mr. Fradin replied, yes, the first phase is concluding, and the goal was to create a branding logo and tagline that is memorable and resonates with the public and businesses. He added this is unique branding as there are multiple taglines.

Commissioner Suffern said that he likes the branding. He wants to make sure that we use it to create greater awareness of where Bartlett is when used for economic development. He suggested that the village create signage to place in strategic locations, to get residents to buy into it and share photos with hashtags.

Mr. Skrycki replied that we can do that and place them at local festivals too. He likes it as a low-cost organic marketing strategy. Commissioner Erickson agreed and suggested that we have a sign at National Night Out for example.

Commissioner Lewensky asked how we would address it in terms of letting others know where Bartlett is. Mr. Skrycki replied that we would indicate the location in individual posts and within other narratives we could highlight the geographical location. Mr. Fradin added that he is asked that a lot while traveling and frequently describes Bartlett as located between Elgin and Schaumburg. We must improve upon that.

Commissioner Lewensky asked if there were target metrics and expectations tied to this. Mr. Skrycki replied that we would be analyzing other things besides engagement, for instance permits issued, vacancy rates, and looking at overall growth year-to-year. We will be talking more about data collection as we go into Phase Two.



VILLAGE OF BARTLETT

ECONOMIC DEVELOPMENT COMMISSION MINUTES

March 11, 2024

Commissioner Perri asked if the village's economic growth is due to the overall improving economy. Mr. Fradin responded that it is due to *both* external and internal factors. Branding is part of our overall strategy, but it is not all-encompassing. Some projects would have happened without any efforts on the village's part, while many others would not have. Branding is part of our overall toolbox as we move forward, and we will continue to engage with the EDC on it.

6. CHAMBER OF COMMERCE UPDATE

Commissioner Gudenkauf stated that Commissioner Erickson is chairman of the Chamber Board and announced that the newest Resource Guide has been published. They printed 11,500 of them, mailing 11,000 to homes and businesses. She passed them out and noted that the Chamber of Commerce represents Bartlett and Hanover Park and members from thirty different communities.

She reported that the Chamber is very active and described events including the LEADS group, ribbon-cuttings, educational sessions, multi-chamber events, a golf outing, a progressive luncheon, and more. The Chamber organizes Oktoberfest with the Lions Club and Rotary Club.

Commissioner Gudenkauf described the challenges with recruiting additional members from Hanover Park. She further described the tradespeople in the Chamber guide as reputable and local vendors who will follow up if needed.

Commissioner Erickson described the challenges with recruiting more businesses from Hanover Park, noting that many of the restaurants in the town are members of the Hispanic Chamber of Commerce. She further reported that in addition to the Chamber's active social media presence, the paper items including the upcoming calendar of events sheet and the Resource Guide are very popular. It's like the "phone book of Bartlett."

Commissioner Gudenkauf stated that businesses can be listed up to three times in the Resource Guide. They are all listed alphabetically and can also be in two categories. Many of them also purchase ads in it.

Commissioner Erickson thanked the village for branding the ribbons for ribbon-cuttings. Commissioner Gudenkauf added that the Chamber will not only organize events for ribbon-cuttings but also anniversaries. She described restaurant meet-ups as another boost for local businesses and described Chamber-sponsored trips abroad including to Ireland, Switzerland, and China.

Commissioner Perri asked if members of the EDC could attend. Commissioner Gudenkauf replied "Of Course," and Tony will send the emails to add commissioners to



VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION MINUTES
March 11, 2024

the invitation list for Chamber events. Commissioner Erickson urged commissioners to follow the Chamber's Facebook page and website.

7. NEW BUSINESS

Mr. Fradin noted the upcoming opening of a new business, Second Chances Curated Living. It is being opened by a village resident, Andrea Scott, and will be in the rear lower level of Main Street Plaza.

This is another case of a small business that began out of a home and into small, shared spaces in Elgin and Aurora, now opening her own space in downtown Bartlett.

Second Chances will be open on Tuesdays and for quarterly three-day sales, the first one coming up on April 12th – 14th.

ROLL CALL VOTE TO ADJOURN

AYES: Commissioners Densford, Erickson, Gudenkauf, Kubaszko, Perri, Suffern, Gorski, Lewensky

NAYS: None

MOTION CARRIED

The meeting was adjourned at 8:05 PM.

Tony Fradin, Economic Development Coordinator