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BEFORE THE VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION

IN RE THE MATTER OF:)
)
Marketing Plan and Downtown)
T-O-D Study Update.)

REPORT OF PROCEEDINGS

November 9, 2015
7:00 P.M.

PROCEEDINGS had before the Bartlett
Economic Development Commission of the
above-entitled cause taken at the Village Hall,
228 South Main Street, Bartlett, Illinois, before
LYNN M. EVANS, C.S.R., License #084-003473, a
Notary Public qualified and commissioned for the
State of Illinois.

COMMISSION MEMBERS PRESENT:

- MS. CECILIA GREEN, Chairwoman.
- MS. TRACY SMODILLA, Member.
- MR. MIKE SOBEL, Member.
- MR. BARRY KRALL, Member.
- MR. ROBERT PERRI, Member.
- MR. JEFF PETRO, Member.

ALSO PRESENT:

- MR. TONY FRADIN, Economic Development
Coordinator.

1 CHAIRWOMAN GREEN: Okay. I'd like to call the
2 economic development commission to order.
3 Tony, can you take the roll call?
4 MR. FRADIN: Gerald Kubaszko.
5 Cecilia Green.
6 CHAIRWOMAN GREEN: Here.
7 MR. FRADIN: Donna Weir.
8 Robert Perri.
9 MR. PERRI: Here.
10 MR. FRADIN: Nayan Mehta.
11 Jeff Petro.
12 MR. PETRO: Here.
13 MR. FRADIN: Tracy Smodilla.
14 MS. SMODILLA: Here.
15 MR. FRADIN: Barry Krall.
16 MR. KRALL: Here.
17 MR. FRADIN: Mike Sobel.
18 MR. SOBEL: Here.
19 MR. FRADIN: Okay. We do have a quorum
20 tonight.
21 CHAIRWOMAN GREEN: Now the approval of the
22 October 12th meeting minutes. Does anyone have
23 any comments, questions, corrections, additions?
24 If not, can I hear a motion to approve the

1 minutes?

2 MR. SOBEL: I'll make a motion to approve the
3 minutes.

4 MR. PERRI: I second.

5 CHAIRWOMAN GREEN: The motion has been made
6 and seconded that we approve the minutes. Let's
7 take a vote.

8 All those in favor, aye.

9 (A chorus of ayes.)

10 CHAIRWOMAN GREEN: All right. Next we're
11 moving on to the marketing plan, and we're taking
12 up two of the sections that we're dealing with
13 tonight; is that right, Tony?

14 MR. FRADIN: That's right, Cecilia. Tonight
15 we're going to be talking about the last two
16 sections in the marketing plan. I'll just
17 briefly give the background is that we've been
18 working on this for the past several months.
19 Paula Schumacher is the assistant Village
20 administrator who has been primarily working on
21 putting this plan together, along with Jim's
22 assistance and my assistance. As you can see,
23 I'm here on my own tonight, so I'm going to
24 present the last two sections, one of which is

1 Route 59 and West Bartlett Road and the second of
2 which is the Lake Street corridor.

3 So what I'm going to do, I hope you have
4 all flipped back quite a few pages to this
5 marketing plan to the page that says Route 59/
6 West Bartlett Road on the top. There is a list
7 of goals. Okay. At this intersection the list
8 of goals, I'm going to go through them quickly.

9 One of which is to target smaller,
10 independent businesses in marketing efforts for
11 outlot uses, and outlot just means the lots that
12 are usually smaller, one- to two-acre lots in
13 front of a larger development.

14 A second one is to continue to work with
15 the State Department of Commerce and Economic
16 Opportunity to promote Bartlett. In previous
17 plans, you've seen the -- you've seen it listed
18 as DCEO and what that is the State Economic
19 Development Agency that's currently undergoing an
20 overhaul with some new strategies.

21 Third is to continue to market site to
22 attract desirable users at the local, regional,
23 and national level. I wanted to stop and
24 highlight that one a little bit. In terms of

1 regional and national, we've been discussing this
2 for quite a few years at the economic development
3 commission that a lot of the smaller
4 mom-and-pop-type shops and sole proprietorships
5 tend to open in the smaller, older units in the
6 downtown area and the Route 59 corridor tends to
7 attract more regional and national type
8 businesses, retailers, offices, and service
9 providers.

10 Also, a fourth bullet point is to
11 participate in International Council of Shopping
12 Centers. That is -- we commonly refer to that as
13 ICSC. They have several trade shows per year in
14 the Chicago area that give municipal staff,
15 economic development staff, retail
16 representatives, and shopping center owners and
17 developers the chance to mingle and to meet and
18 to attend informational sessions, and we've been
19 active in that for quite a few years in an effort
20 to promote the village.

21 Next bullet point is to continue shop
22 local efforts, such as the coupon insert that's
23 going to be in the -- in the Bartletter in this
24 December issue coming out next month, the dining

1 guide, and special ads. Special ads can
2 encompass a number of things, whether it be
3 social media or recently we've delved into the
4 world of cable advertising with some future cable
5 advertising coming up fairly soon.

6 Next bullet point is to continue use of
7 traditional advertisement, newsletter, and then,
8 there again, social media to promote new and
9 existing businesses, including the Discover
10 Bartlett Facebook page is a good example of using
11 social media to promote new and existing
12 businesses in the village.

13 Next one is a big one that we haven't had
14 in our marketing plans before, but to communicate
15 planned road improvements. As Jim has mentioned
16 here in the previous few meetings, the State has
17 some plans finally to work with the Village and
18 the counties to improve some of the major
19 intersections here in Bartlett and that in itself
20 can help make it more attractive for prospective
21 businesses or residential developers to come in
22 if they don't have to pay for the road
23 improvements themselves and, of course, it makes
24 their developments more easily accessible.

1 Next bullet point is to work with property
2 owner for a mixed-use development; and one of the
3 things I've put up at your seats, you see, is a
4 printout just from the home page of a developer
5 called Crown Community Development and that is
6 the developer that has purchased and currently
7 owns the large 100-plus-acre property right at
8 the northwest corner of Route 59 and West Bartlett
9 Road.

10 So when we talk about developing that site
11 in particular, what we're talking about at this
12 time is working with the developer who owns it.
13 We meet occasionally. We discuss by phone and
14 email targeting various commercial uses in an
15 effort to bring development to that site and
16 also, as you can see, they themselves are land
17 developers. They have removed some topsoil at
18 that site. They spent quite a bit of time and
19 money doing that to make the site more attractive;
20 and it's their ultimate goal to develop that site
21 as a mixed-use development with commercial and
22 retail development fronting Route 59 with
23 residential development behind it, so working
24 with Crown Community Development is a key element

1 to the marketing plan for that site.

2 And last is to target medical uses in
3 marketing efforts, and that's another use that
4 has been expanding of late throughout the
5 northwest suburbs and really in general throughout
6 the whole state. That's another type of office
7 use that may be attracted to that site.

8 So after the bullet points, as you've seen
9 in our marketing plan through the months, the
10 page -- there is a page mapping out the site and
11 behind it there's quite a lengthy list of
12 demographics. In my packet, there is the list of
13 demographics for a few pages and then you get to
14 a map of West Bartlett Road and Route 59 that
15 shows the vacant yet-to-be developed parcels.

16 And with that, I would like to hear the
17 commissioners comments and thoughts on this
18 aspect of the marketing plan for this particular
19 site.

20 MS. SMODILLA: I guess the first question I
21 have, Tony, is regarding the continuation of shop
22 local efforts. Clearly what we have in that
23 particular district is a variety of independently
24 owned service companies, restaurants, and I think

1 there is limited retail in that area.

2 With the continue to shop local efforts,
3 is there an opportunity for the Village to perhaps
4 explore a cooperative advertising effort with,
5 again, those smaller businesses where they would
6 actually share in some of the expense that's
7 involved in the advertising? I think particularly
8 as we're thinking about more cable advertising.

9 MR. FRADIN: We haven't really explored that.
10 There is a number of reasons why. We're not
11 necessarily going to promote just the businesses
12 that would help pay for that. We also have an
13 annual marketing budget where we cover the village
14 as a whole and it could become too difficult, in
15 my opinion, if you want to do, let's say, a cable
16 ad and highlight six businesses or -- let's say,
17 six or eight businesses. Some of them may be
18 able or willing to help contribute to it, but
19 there is others that simply can't for whatever
20 reason; and whether we include one or we don't
21 include one based upon that, I think they would
22 prefer not to contribute if we did ask them, but
23 that's not something that we've explored yet just
24 because from the Village side, you know, we're

1 promoting a whole area or a group of businesses;
2 and, also, we like to change it up from month to
3 month, so rather than spend a lot of time gauging
4 their interest in paying, I don't want to sit
5 here and say they can't pay or they won't, but a
6 lot of the ones that we choose to promote -- and
7 we haven't done this type of cable ad yet,
8 promoting specific businesses, but I believe it
9 would be difficult to try to get them to
10 contribute to it.

11 MS. SMODILLA: Well, is that something then
12 that could be, rather than entering into an
13 agreement with the individual businesses, is that
14 something that could be entered into with the
15 chamber of commerce since there seems to be a
16 close relationship between the Village marketing
17 efforts and the chamber.

18 MR. FRADIN: There is a good relationship with
19 cross promotion. They've been kind enough to do
20 a lot of promotion that I've asked them to send
21 out to all their membership. I can't speak as to
22 their budgeting ability, but with these cable
23 ads, for instance, the first ad that we did for
24 Heritage Days was about \$2500 just to run the ad

1 for two weeks and another 300 to produce it, so
2 we haven't asked the chamber if they want to
3 contribute to that, but, again, the businesses
4 that we promote don't necessarily equal the
5 businesses that are in the chamber of commerce.
6 Some of them might not be members of the chamber
7 of commerce, so by doing this through the Village,
8 obviously the Village retains more control of the
9 message that's put into the promotions regardless
10 of their chamber membership; and, again, I can't
11 speak as to their budget, but I don't know if
12 they're ready, willing, and able to contribute
13 that type of financing to a cable television ad,
14 especially if it's not promoting their members.

15 MR. SOBEL: I can give a little insight to the
16 answer to that, and the answer would be we
17 probably couldn't get behind an effort like that,
18 and the reason being it wouldn't cover all
19 businesses. It would be about certain businesses,
20 and we can't be looked at like, oh, we favored
21 these guys; we gave them advertising. We
22 contributed money for advertising for company A,
23 company B, but not company D, so we would probably
24 as a board vote not to do that because we don't

1 want to show favoritism towards any particular
2 businesses.

3 MR. FRADIN: Right. The chamber -- and I've
4 been participating with the chamber for many
5 years. There are a lot of service providing
6 businesses. Quite a few of them are home based.
7 There is a large membership that's not Bartlett
8 based businesses, so, you know, the next
9 promotion that we do on cable will be basically a
10 dining ad to promote eating and drinking
11 establishments in the town, so we would like to
12 promote them regardless of their chamber
13 membership; and, like Mike said, I don't know if
14 that's something they're willing to entertain or
15 not.

16 MS. SMODILLA: And that would be an
17 advertisement then that would promote all eating
18 and drinking establishments in Bartlett?

19 MR. FRADIN: I'm not going to say all.

20 MS. SMODILLA: Well, that's part of the sticky
21 wicket that we get into.

22 MR. FRADIN: Yeah. It's going to be a cross
23 section of unique places.

24 MR. PETRO: You know what I thought was

1 interesting, and I don't know how long it's been,
2 but TL's has had that sign up on 59; and I know
3 when it first went up, Sean was a little bit
4 hesitant. I don't know if anyone's driven by it
5 recently, if it's still up there.

6 MS. SMODILLA: At 59 and Irving?

7 MR. PETRO: Yeah.

8 MS. SMODILLA: It's very effective.

9 MR. PETRO: So, you know, I have no idea, but
10 it seems like it's shown itself to be effective
11 for just one store to go out on their own on 59
12 and Sean's place is not that big of a restaurant
13 really.

14 MR. FRADIN: Right, that's what came to mind
15 when we were talking about the businesses that
16 may contribute. Sean, the owner of TL's, he's
17 always been one of the best business people in
18 town in marketing his business. He happens to
19 have told me that that billboard costs
20 approximately \$5,000 per month, so that's a large
21 marketing expenditure that he's done for quite
22 some time. It's not always there, but it's been
23 there for periods of time over the years, and
24 he's always told me that he's always noticed a

1 good increase in business when he does have that
2 up there.

3 MR. PERRI: So 59 and West Bartlett Road,
4 Tony, would you say the level of interest in this
5 parcel that we're talking about here is at a
6 higher level than it's usually been in the past
7 or lower level interest-wise from getting done
8 something going on?

9 MR. FRADIN: I think it's the same, but in
10 terms of this as a five-year marketing plan, the
11 interest was raised a little bit when they
12 started leveling the site and removing the top
13 soil. I believe that the interest will increase
14 again as the road improvements get under way.

15 We've spoken about it for quite some time
16 here whether or not the entire economy is
17 improving, whether sections of the economy or
18 various classes of real estate like industrial
19 real estate or residential.

20 This site hasn't become necessarily more
21 attractive for commercial use, but a bulk of the
22 site will mostly develop residential for that
23 particular corner that I was talking about, and I
24 do believe that that site is becoming more

1 attractive for them, so kind of a two-way answer.

2 We've been working together trying to
3 target retailers to come in and the interest has
4 not been great. This site is also in Cook County
5 and I'm talking about the northwest corner in
6 particular.

7 MR. PERRI: Right.

8 CHAIRWOMAN GREEN: From the target medical
9 uses, is that just like small doctors' offices or
10 could that possibly be a facility?

11 MR. FRADIN: That's somewhat of a general
12 statement, I know. In my thinking, it would be
13 more of a larger facility because the site is
14 undeveloped. It's a very high profile site. I --
15 you would really need a crystal ball to see
16 exactly what size and scope of a medical facility
17 might come to that site, but I'm not thinking
18 something -- I shouldn't speak for Paula, but not
19 like a whole hospital, but a larger medical
20 complex perhaps, larger building, possibly a
21 multi-story medical building.

22 CHAIRWOMAN GREEN: With like several doctors
23 or a group of doctors perhaps?

24 MR. FRADIN: I would say perhaps.

1 CHAIRWOMAN GREEN: Yeah.

2 MR. FRADIN: It's one of the types of uses
3 that we still get inquiries on. A lot of the
4 larger health group systems are still in
5 expansion mode. Unlike retailers, the medical
6 industry seems to have continued expanding and
7 that's -- I'm not going to say it's a highly
8 likely use for that corner, but it's a potential
9 use for that site.

10 MS. SMODILLA: Well, with the understanding
11 that, you know, one of the reasons we're looking
12 at developing these vacant parcels, how does a
13 medical-use facility, how does it impact our tax
14 base?

15 MR. FRADIN: It impacts it in the same way
16 that a retail use would, obviously, without the
17 sales tax. There would be -- number one would be
18 the ease or convenience for residents who use it.
19 Another one would be raising the daytime
20 population in terms of jobs that would be created.
21 They're typically better jobs than retail jobs.
22 Of course, if the site is developed, they would
23 be another large taxpayer in the village; and if
24 it was, say, a large medical complex, that

1 complex in itself wouldn't necessarily create any
2 further burden on taxing districts for -- it
3 would be employee based. It wouldn't create
4 additional students or necessarily park or
5 library users, although I work in town and I use
6 the library quite a bit, but basically it would
7 be another large part of the tax base with the
8 big exception of not creating any retail sales
9 tax directly. Perhaps if they had a hundred
10 employees, those hundred employees might patronize
11 local businesses and then help boost them.

12 MS. SMODILLA: Sure. So really the comment of
13 targeting medical uses and marketing efforts for
14 that corridor, that's just kind of a we're
15 kicking the tires and we're thinking about it
16 right now? We're not -- there is not a very
17 specific effort for that?

18 MR. FRADIN: That's a good way to put it.

19 MS. SMODILLA: Okay.

20 MR. FRADIN: We're not going out necessarily
21 contacting the big medical offices or health care
22 systems, but we wish for this marketing plan to
23 incorporate that possibility or at least to be
24 open to it.

1 MS. SMODILLA: Thinking about that and thinking
2 about the opportunity that a medical -- a medical
3 facility -- the opportunity that a medical
4 facility would bring to the greater Bartlett area,
5 why -- and again, I don't want to backpedal to
6 other districts just for the sake of backpedaling,
7 but wouldn't it behoove us to maybe think about
8 the downtown area as an opportunity for medical
9 use development and Gorski plaza being one of
10 those? We've got a pretty stable infrastructure
11 already, and certainly Gorski plaza does need
12 some remediation, but I think in terms of really
13 looking at these goals we have of boosting
14 daytime census to the downtown area, which we
15 know is underutilized during the day for the most
16 part, wouldn't it behoove us to really think
17 about a very fortified marketing plan to target
18 those particular businesses that are in
19 healthcare?

20 MR. FRADIN: That could be -- that should be
21 part of this marketing plan.

22 MS. SMODILLA: Quite frankly, I think that --
23 you know, if I'm going to go and see my doctor, I
24 really don't care where my doctor is at. It

1 doesn't need to be at a major retail intersection
2 the way Stearns and 59 would be, but Gorski plaza
3 it could become a destination for those that are
4 looking to utilize healthcare services; and
5 again, I'm just reflecting a little, tiny bit on
6 what's going on with the transportation oriented
7 district steering committee. There is a new
8 concept called Medtail where more medical
9 facilities are actually going in to retail --
10 traditional retail spaces; and, again, with --
11 again, with remediation for not just the interior
12 of the space, but certainly for what they would
13 need for fiberoptics or digital imaging, so I
14 just think it would be a great opportunity for us
15 to maybe think about that in more detail.

16 MR. FRADIN: That's a good idea. I hear that
17 term Medtail a lot at ICSC. Years ago it was
18 just all retail all the time. Now I do hear that
19 a lot.

20 One of the reasons it ended up in this
21 section of the marketing plan, rather than
22 downtown, a lot of times -- let me backtrack and
23 say I'm not an expert at medical retail -- or
24 Medtail development, but usually it's the group

1 themselves that drive the development. Typically
2 they call with their own criteria; and all the
3 ones I've spoken to or learned of over the years,
4 none of them really fit that footprint of the big
5 empty grocery store. It's 32,000 square feet.
6 They typically want to either build their own,
7 build to suit you would say, or have something,
8 I'm going to use quotes, as a higher image
9 center, so the last one that I've spoken with
10 that had some interest in constructing their own
11 facility, I was trying to get them to consider
12 the vacant Dominick's space because it was closer
13 to that size, which is approximately twice as big
14 at Gorski plaza. I believe that an expanding
15 medical group would be reluctant to go into that
16 space, but it's something that if something comes
17 in and they're smaller, 32,000 square feet or
18 smaller, should consider it.

19 MS. SMODILLA: And I agree and I think one of
20 the benefits that that space would have to a
21 medical facility is the fact that they are within
22 close proximity to the Metra station, so they
23 would certainly have the opportunity to attract
24 people coming from as far away as Elgin or even,

1 you know, some of the other suburbs that are to
2 our east.

3 I can only imagine the story that we could
4 create for them by saying we've got this great
5 space. We're right on the Metra. They've got --
6 most medical facilities have vans that they use
7 to transport, so I think it would be a real boon
8 even to the senior or, you know, the aging
9 community, certainly those with disabilities, that
10 may not have their own transportation for them to
11 use something like public transportation and have
12 a shuttle that would take them over there.

13 MR. FRADIN: So you feel we should add a
14 similar bullet point to the downtown marketing?

15 MS. SMODILLA: I think it would be terrific if
16 we were to start to speak to some of these other
17 healthcare providers, whether they're in the
18 traditional large group healthcare providers,
19 like an AMITA or Northwestern or Rush Copley. I
20 know there is many, many -- I think it's because
21 of the advent of the merger in healthcare
22 facilities that they're looking for more of these
23 smaller, specialty-type facilities, and I think
24 to have that where you're in close proximity to

1 public transportation, I think, would be a real
2 asset to them. That's just my feeling, but,
3 again, under the heading of boosting daytime
4 census.

5 MR. FRADIN: That would be a good way to do it.

6 MR. PERRI: Couple weeks ago I had the
7 opportunity to sit down with the owners of the
8 Bartlett Plaza property and discussed with them
9 what they thought could be done with that
10 property; and the conclusion after talking about
11 different ways to go about it, I think what they
12 decided that they're going to knock the property
13 down because they're paying for that property in
14 taxes with a building that's empty and they've
15 been trying to rent that for, I don't know, ten
16 years, so they're seriously considering just
17 knocking it down and maybe building a smaller
18 building.

19 MR. FRADIN: They've spoken with me about that
20 possibility before. From a Village standpoint,
21 we've always been supportive if that's the tactic
22 that they want to take. It may make their site
23 more marketable, as you mention, to knock down
24 vacant 32,000 square feet. That itself could

1 become an outlet building where a retailer could
2 build a stand-alone building or perhaps a
3 restaurant or a drive through restaurant, so
4 that's something that they've spoken with me
5 about before, but ultimately it's going to be
6 their decision and what's in their own best
7 interests, but you're correct, the taxes on the
8 Cook County, which we're talking about with
9 Bartlett Plaza, they're onerous, so that might
10 be -- so that might ultimately become their best
11 option.

12 MS. SMODILLA: Well, whether that's the option
13 or the existing space is remediated, I think we
14 can all learn a lesson from the Hanover Park
15 parcel at the northeast quadrant of Irving Park
16 and Barrington. There was a former Dominick's
17 there in kind of a nondescript strip mall and
18 that was raised in favor of the Menards going in;
19 and you seen really an increase in retail traffic
20 in that area and, you know, it's certainly become
21 a much more attractive retail destination as a
22 whole, so perhaps, again, we could look to what
23 Hanover Park has done with their interested
24 developers.

1 MR. FRADIN: Absolutely.

2 CHAIRWOMAN GREEN: Okay. Is there anything
3 else on West Bartlett Road and 59 before we move
4 on to Lake Street?

5 All right. Tony, you want to lead us
6 through Lake Street?

7 MR. FRADIN: Yes. Thanks, Cecilia. The Lake
8 Street marketing plan it's a little different
9 than some of the other ones we've gone over so
10 far, but the first one remains the same, to
11 continue the use of traditional advertisements,
12 newsletter, and social media to promote new and
13 existing businesses.

14 Second point is something we've been doing
15 here for years, maintaining a database of
16 available commercial sites and the owner and
17 broker information for those sites.

18 Third is to continue to market sites to
19 attract desirable users at the local, regional,
20 and national levels, and Lake Street is actually
21 a good mix of all three; you've got nationals
22 like Dunkin Donuts there, you've got regional
23 like some of the automotive service businesses,
24 and you have local -- you have some stand-alone

1 mom-and-pop shops as well.

2 Continue to shop local efforts is the next
3 bullet point.

4 The next one after that is unique to Lake
5 Street, target car dealerships, hotels, and retail
6 uses in marketing efforts, that's the first
7 mention of car dealerships and hotels in this
8 document.

9 Next one is to participate in
10 International Council of Shopping Center shows to
11 promote the sites; and the last one is to
12 communicate the value of access improvements.

13 So you see with Lake Street there's a wide
14 mixture of uses. It's an interesting area because
15 it goes in and out of Bartlett. Some of it is
16 unincorporated. It goes into Streamwood in some
17 parts, so the future marketing of Lake Street is
18 a conglomeration of a lot of the other sites as
19 well, with the addition of the possibility of
20 attracting car dealerships and hotels to this
21 site.

22 And with that, I open the Lake Street
23 corridor up to your comments and questions.

24 MR. PERRI: How would the Village be open to

1 possibly putting in improvements on Lake Street
2 to get it ready for a business to go in there,
3 rather than waiting for a business and then you
4 have to put the improvements in which take more
5 years?

6 MR. FRADIN: It would be hard to answer that
7 sitting here, but I would say it would depend on
8 the size and scope and nature of the business.
9 If it was a large business, something like the
10 Elgin Toyota that's going in right past the
11 border in Streamwood, I would say that that would
12 be a likely scenario. If it was a larger hotel
13 or something of that nature, but a lot of the
14 development you've all seen that has come into
15 Lake Street is typically on a piece-by-piece
16 basis. Like I said, some of them are Bartlett in
17 some parts and then going in unincorporated
18 areas. It's a challenging area to develop, so I
19 would say that, of course, we would work with a
20 developer to put in the road improvements, but in
21 terms of putting them in before a development,
22 that would basically be like Route 59 based upon
23 state funding.

24 MS. SMODILLA: Do you know what the status of

1 the vintage real estate development is with the
2 board at this time? Apparently they're proposing
3 a multi-unit, mixed-use development. I believe
4 it's Sutton, Lake, and Horizon, which is going to
5 be luxury rental apartments and retail.

6 MR. FRADIN: That's correct. That one is
7 still in the making. I would characterize it as
8 the due diligence phase. There is some
9 Village-owned property in this proposed
10 development, so that's another wrinkle into it
11 where at some point the Village would have to
12 determine if the Village is going to sell it, how
13 much the Village would sell it for, but that's a
14 good question because that is -- that could be a
15 keystone project to spur development of that area.
16 I'm hard-pressed to remember the exact number,
17 but it's over 400 apartments proposed with a
18 limited amount of retail; and the retail I've
19 seen on the concept plan can best be described as
20 supporting the apartments themselves, like a
21 health club facility, a drive-through coffee
22 shop. I believe there might have been some type
23 of banquet space or rentable building space for
24 the apartment units, but that is still a project

1 that could potentially move forward.

2 CHAIRWOMAN GREEN: Why is this the only place
3 that hotels are mentioned and not on West Bartlett
4 Road and 59?

5 MR. FRADIN: That hotels are mentioned?

6 CHAIRWOMAN GREEN: Uh-huh.

7 MR. FRADIN: The reason for that is in my
8 attempts over the years to attract a branded
9 hotel to the village, most of them -- not most of
10 them -- all of them have taken more of an
11 interest in Lake Street simply due to the high
12 traffic counts and the nature of the street that
13 goes through, you know, many communities. It's a
14 highly traveled route, but that's actually a
15 good -- I think that's a good point that that
16 could be another bullet point to the West
17 Bartlett Road and Route 59 marketing plan just
18 because the large size of the site; and if that
19 develops before the Lake Street sites do, that
20 could become an attractive location for a hotel
21 as well. That's a good point. We would be open
22 to it. It's just when we -- when we have a
23 conversation with a hotel developer, they're
24 typically drawn to the Lake Street corridor.

1 CHAIRWOMAN GREEN: Of course that's closer to
2 Elgin-O'Hare.

3 MR. FRADIN: That's the main reason, along
4 with the traffic counts.

5 MR. PERRI: Tony, the car dealership on Lake
6 Street I think would be a great asset to the
7 village because it would bring in tax revenue.
8 Is the Village doing anything to get a car
9 dealership interested in the area there?

10 MR. FRADIN: Well, so far it's been my own
11 marketing efforts. Occasionally through a broker
12 or another colleague, I'll find out that a
13 smaller dealership may be looking around; and,
14 for instance, I've reached out to two of them in
15 the past six weeks or so, but they're smaller.
16 They're not -- it's not a Honda. It's not a
17 Toyota or a Chevy. They're used car dealerships
18 in the area that may be looking to expand, so
19 targeting car dealerships is hard without already
20 having them, but having the Loquercio Group build
21 Elgin Toyota in close proximity to the village
22 could be the starting point of bringing that area
23 to the attention of other car dealers; and there
24 is also the chance of new brands perhaps coming

1 onto the market and that's something that we may
2 be able to compete for. So far it hasn't really
3 been done very much besides some smaller used car
4 dealerships.

5 MR. PERRI: You think it might be a good idea
6 to contact a big dealership like Honda or Hyundai
7 or somebody like that?

8 MR. FRADIN: Much like restaurants, they're
9 franchises, so if you want to contact Honda, for
10 instance, you might contact somebody like the Bob
11 Rohrman Group who's got a number of dealerships
12 or the Jacobs Twin dealerships. I've only spoken
13 to a few in my ten years here, some of the larger
14 dealerships, and they're very, very reluctant to
15 go where there isn't already an auto row. They
16 don't want to be there by themselves. That's why
17 this is becoming part of this future marketing
18 plan because instead of saying yes, you'll be out
19 here by yourself, you'd say, well, no, there is a
20 new Toyota dealership nearby. We've all gone car
21 shopping and you don't want to go to two or three
22 dealerships in a row on Golf Road, like where
23 I've gone, and then drive another 15 miles to
24 another dealership. A lot of times car

1 dealerships tend to cluster. Just like the food
2 businesses are clustering out in the Brewster
3 Creek Business Park, car dealerships are a
4 classic type of business that cluster together,
5 but it's something we would like to target.

6 MS. SMODILLA: Well, it seems like if we're
7 going to do that, our opportunity in the western
8 Lake Street area is very limited. Those parcels
9 are not conducive to car lots unlike an eastern
10 Lake Street. Just west of North Oak Avenue on
11 Lake Street looks like there is a fairly large
12 parcel that would be conducive to that, but even
13 that aside, you know, is this something --
14 especially as it relates to the -- this Lake
15 Street corridor, isn't there some low hanging
16 fruit that we could address, such as the strip
17 mall at Lake Street and North Oak Avenue.

18 I don't know what the relationship that
19 the Village has with the owner of that, but it
20 is -- the parking lot is abysmal on its very,
21 very best day. The -- they've got some quality
22 tenants in there, and I also know those quality
23 tenants are complaining about some of the other
24 current tenants. I don't know what can be done

1 to perhaps encourage them to clean up their
2 space, wash their sidewalks. Perhaps the Village
3 could enforce code as it relates to one business
4 in particular that's operating illicitly, but I
5 think that is one of the gateways to the village
6 of Bartlett. I think we could do a better job in
7 just cleaning up the existing shopping centers
8 that we have.

9 MR. FRADIN: I agree. This is obviously a
10 question I would hand over to Jim if he was
11 sitting here with me, but at Oakfield Plaza, our
12 Village has done quite a bit of code enforcement
13 on that center. We agree it's not the most
14 attractive center in the village. In the time
15 that I've been with the Village, I'm going to say
16 that it's transacted three or possibly four
17 times. It tends to sell every two years or so;
18 and for the most part, our code enforcement has
19 had them either in court or giving them citations,
20 and you named the main thing, the parking lot;
21 also, the facade, broken signs, and all types of
22 code violations there over the years.

23 The good news is that the current owner
24 has been more receptive than some previous

1 owners. They've worked with our code enforcement
2 people to bring it up to code. They haven't
3 completely remodeled it obviously, but I think if
4 you go by there and take a look, you'll see that
5 it looks better now than it did a few years ago.
6 The current owners have been working more closely
7 with code enforcement. You're right, you hit on
8 some major points with that. That particular
9 center has been an eyesore over the years and
10 it's one that the Village works with the current
11 owners to bring it up to code.

12 MS. SMODILLA: Well, I think --

13 MR. FRADIN: Let me say one more thing. Like
14 you said, there are some very good tenants in
15 there. There is a great Mexican restaurant,
16 El Faro. The Goodyear is not necessarily part of
17 it, but I've been taking my car there for years.
18 The Village takes the Village cars there. The
19 7-Eleven on the corner has been there. The Dairy
20 Queen in the outlot building, the pizza place.
21 There has been some very good businesses that
22 have been there for a long time and there has
23 been other units where people just come and go,
24 so you're right, that should be maybe another

1 bullet point in this marketing piece is just --
2 I'm not sure exactly how to phrase it besides to
3 continue working with code enforcement with
4 property owners perhaps.

5 MS. SMODILLA: Well, I agree. I think
6 particularly since when you have a blighted
7 retail area directly across from the sign that
8 welcomes you to Bartlett, I think it's a little
9 bit of a black eye for us. Again, I think
10 particularly when you think about the amount of
11 traffic that you get at the intersection of Oak
12 and Lake Street. I mean, these are people that
13 are coming eastbound and westbound from various
14 communities, so when you see the sign Welcome to
15 Bartlett and you see, you know --

16 MR. FRADIN: I agree with that. Our recently
17 retired, long-time Code Enforcement Officer Tony
18 DeMartino was working with the shopping center
19 owners on that center continuously and was there
20 at least once a week, would take a hundred
21 photographs at a time, mark all the code
22 violations, and then send it to them; and I'm
23 going to use the word work with them because a
24 lot of the jobs they had to do were seasonal.

1 This gets out of my particular area of expertise,
2 but I know that they would put together a budget,
3 you know, where they would fix the parking lot
4 during the warmer months, where they might paint
5 something after that, but they were continuing to
6 bring that up to code; and if any of you are ever
7 there and witness anything that you think may be
8 a code violation, you don't need to hesitate to
9 let us know, so that -- you're correct, that's an
10 important gateway into the village on Lake
11 Street. It needs to look better.

12 MS. SMODILLA: Thank you.

13 CHAIRWOMAN GREEN: Before we leave the
14 marketing plan, maybe, Tony, you should go over
15 the key performance indicators that you've come
16 up with that we asked for last time.

17 MR. FRADIN: Right. I have to backtrack on a
18 few. I believe you're talking about the Brewster
19 Creek Business Park site?

20 CHAIRWOMAN GREEN: No. The memorandum.

21 MR. FRADIN: Oh, thank you. Yeah. I met with
22 Paula about this and the EDC wanted some
23 performance indicators with this plan and she
24 submitted two for your review. One is to maintain

1 an occupancy rate of over 85 percent and the
2 second one is to increase available space in
3 business and industrial parks by 15 to 20 percent.

4 The second part of this memo that Paula
5 submitted for tonight was at six and 12-month
6 intervals to report back to the EDC the status of
7 key economic indicators; and those include the
8 EAV, meaning the equalized assessed value, of
9 business and industrial parks, the number of
10 advertisements placed, the number of contacts
11 resulting from outreach efforts, the number of
12 new businesses, the increased sales tax revenue,
13 and the vacancy rate in downtown and other
14 commercial locations, so we felt that those would
15 be appropriate economic indicators to bring back
16 to the EDC to see if it's working, at least if
17 the efforts out there, to continue making these
18 contacts.

19 Like I said before, some of these are
20 beyond the Village or a staff person's control,
21 such as the equalized assessed value of a space
22 or a business park because those fluctuate year
23 by year, but number of advertisements. We often
24 talk about advertisings and I haven't been

1 bringing them to the EDC while we've been going
2 through this marketing plan, but we've continued
3 advertising the business park. We have the
4 coupon insert in the Bartletter this next month.
5 We have cable television ads we've been working
6 on. So we've been very actively advertising what
7 we have and number of new businesses is something
8 we always talk about also.

9 We've had a number of closures recently,
10 so we should mention those as well, but these are
11 the performance indicators we propose bringing
12 back at six-month intervals.

13 MR. SOBEL: Tony, I've got a few questions on
14 those.

15 MR. FRADIN: Yeah.

16 MR. SOBEL: For the maintaining an occupancy
17 rate over 85 percent, A, do we have a current
18 benchmark? What is the number; and, B, how is
19 the number computed? Is it based on the number
20 of buildings occupied? Is it the square footage
21 occupied? What's the definition of occupied and
22 all the inputs into that?

23 The second bullet point is increasing
24 available space in business and industrial parks

1 by 15 to 20 percent. Again, do we have a
2 benchmark, a place to start, so we can say, hey,
3 today it started at X number and tomorrow it's at
4 B?

5 And then a couple quick comments about the
6 6- to 12-month intervals. I guess, how is it
7 advantageous to track the number of advertisements
8 placed? Wouldn't it be better to track the ROI
9 of an advertisement or of all of the
10 advertisements? I mean, just throwing money at
11 advertisements doesn't necessarily bring in
12 money.

13 CHAIRWOMAN GREEN: Or at least the number of
14 inquiries from that.

15 MR. SOBEL: Right. You have to find some way
16 to find the benefit of doing those additional
17 advertisements. Like Cecilia said, maybe it's
18 not monetary; it's number of inquiries. You
19 know, if it increases the number of inquiries,
20 that's important.

21 MR. FRADIN: That's a good point. I'll work
22 backwards on your question. With the ROI for
23 advertisements, I've said for years I'm not --
24 I've never seen one particular metric that will

1 tell everything. I mean, shopping and dining
2 will tick up in December typically, and I don't
3 want to attribute that to doing dining ads in
4 Bartlett, but I think that's something that we
5 can all say is supportive of it.

6 People who call -- a good example of that
7 is our ongoing advertisement in Chicago Industrial
8 Properties magazine. Sometimes people will call
9 and say they saw it in that magazine or that
10 publication, but if your typical industrial real
11 estate broker calls inquiring about space, we
12 haven't asked over the years too much well, how
13 did you hear about it, was it through an ad, was
14 it just through knowledge, was it through going
15 on CoStar or LoopNet? For the -- a lot of the
16 leads for the spaces are generated through search
17 engines. CoStar and LoopNet are the two big ones
18 that are used in industrial real estate, so I'll
19 say that's why we just said the number of ads
20 because it may be difficult to gauge if a certain
21 project was generated through an ad or by some
22 other means. The ones that would call and say
23 they saw it through an ad, those are very few,
24 but there are some that do call and say that.

1 The other questions you asked about
2 benchmarks, the occupancy rate, 85 percent is a
3 real healthy rate, and you're never really going
4 to attain 100 percent occupancy, but 85 percent
5 is actually maybe a little higher than it would
6 even normally be in a healthy economy, but, I
7 mean, the goal is always 100 percent, but I would
8 say 85 percent would be a good goal for our
9 business park for something once it's built out.

10 For our downtown district that would be a
11 good goal too, but we're a very long way from
12 that; and that's your second part of that
13 question, is typically it's calculated based on
14 square footage. Now, when we had a meeting this
15 past Wednesday night about our downtown, the
16 downtown consultants they gave a lower downtown
17 vacancy rate of about 15 percent, but they said
18 that they based it on a number of storefronts, so
19 the best example for that in downtown is the
20 vacant grocery store. It's 32,000 square feet.
21 The vacant Ace is 10,000 square feet. The flower
22 shop moved out, that was about 3,000 square feet,
23 so that's over 50 percent of Bartlett Plaza
24 vacant, the way I look at it, and that's based on

1 square footage.

2 Another way you could look at it is you
3 have 18 businesses and only three empty, so the
4 vacancy rate is somewhere around 80 percent, 90
5 percent. Typically, in the real estate
6 profession, and in the economic development
7 profession it's always looked at based on square
8 footage. If you have a building that's 100,000
9 square feet and it's divided into two and there
10 is a 1,000-square-foot vaping shop and there is
11 99,000 square feet of empty space, to me that
12 building is 99 percent empty, but another way to
13 look at it would be it's 50 percent vacant.

14 MR. SOBEL: That's why I was asking for
15 clarification of the definition.

16 MR. FRADIN: Right. For this definition,
17 we're basing it on square footage.

18 MR. SOBEL: Okay. Thanks.

19 MS. SMODILLA: So if we're at 50 percent
20 vacant in the Bartlett Plaza, are you saying that
21 we're really going to start marketing that
22 particular parcel to come up to 85 percent?

23 MR. FRADIN: No, that's a general indicator.
24 This isn't particular to Bartlett Plaza. It was

1 my understanding it was more geared towards the
2 business parks.

3 MS. SMODILLA: That's not clear to me, so --

4 MR. FRADIN: I'll ask her to clarify that.

5 MR. PETRO: I would think with what Bob shared
6 that they might be wrecking it to start to --

7 MR. FRADIN: Right. I mean, just to play
8 devil's advocate, if Lucky Jack's were to be
9 demolished and the vacant grocery in Bartlett
10 Plaza were to be demolished, the vacancy rate in
11 downtown would plummet and the occupancy rate
12 would skyrocket over 85 percent just by that, so
13 I mean, vacancy rate and occupancy doesn't tell
14 the entire story of everything, but it's
15 basically the best performance indicator. Number
16 of businesses, of course, being another one. I
17 mean, if you have two new businesses open, but
18 six close, you might be better off just having
19 one business open and none close, so that's
20 something that we felt would be good performance
21 indicators just to bring back to see if it's a
22 result of additional marketing of these spaces.

23 In some cases, it will be a direct result.
24 Like Brewster Creek Business Park, when we market

1 it, people like it. The businesses are attracted
2 there. They like to take a look at it when
3 they're looking to expand, and we've been -- I
4 consider that we've been very successful
5 marketing that business park. Some of these
6 other areas have been more difficult to market.

7 MS. SMODILLA: That's still a TIF district,
8 correct?

9 MR. FRADIN: Yeah. Brewster Creek is all
10 developed via TIF.

11 CHAIRWOMAN GREEN: Okay. If there is nothing
12 else on the marketing plan, let's move on to the
13 T-O-D.

14 MR. FRADIN: May I ask is the -- does the EDC
15 wish to bring back further revisions to a future
16 EDC meeting; or if we make those revisions, are
17 you ready to make a recommendation on it to the
18 Village board to adopt this as a marketing plan?

19 MR. SOBEL: I would like to see very well
20 defined KPIs for each part of the marketing plan.

21 MR. FRADIN: Can you repeat that?

22 MR. SOBEL: I would like to see very well
23 developed with definitions KPIs for each part of
24 the marketing plan.

1 MR. FRADIN: Okay. We will bring back the
2 marketing plan for a future meeting then.

3 CHAIRWOMAN GREEN: So we'll see it one more
4 time before it goes to the Village board or not?

5 MR. FRADIN: Commissioner Sobel said he would
6 like to see better defined key performance
7 indicators, and do you have suggestions on those,
8 better defined how?

9 MR. SOBEL: I can email you some feedback, if
10 you want.

11 MR. FRADIN: That would be great.

12 MR. SOBEL: Okay.

13 MR. FRADIN: And that goes for anybody on the
14 EDC to email or send us additions as you see fit.

15 MS. SMODILLA: Well, something else that I
16 would like to see in the -- in part of the
17 marketing plan is the -- is that staff would
18 create a robust databasc of those companies that
19 are actually making inquiries to vacant buildings
20 or parcels of land for their use. I know we've
21 talked a little bit about SIC codes so that we
22 had -- we would have a better understanding --
23 the commission would have a better understanding
24 specifically of what types of businesses are

1 making inquiries to come here, what districts
2 they're looking at coming into, and perhaps what
3 some of their criteria is for looking at the
4 village of Bartlett.

5 I know you've said many times, Tony, that
6 companies are looking for us to give them
7 something, but I think it would be very, very
8 helpful if we had a better understanding of what
9 types of businesses those were, where they were
10 looking to bring their business to, and perhaps
11 even the size of the building or the parcel that
12 they were looking for, and then what types of
13 givebacks that they were looking for as well. I
14 think it's one thing to just fill up the empty
15 space or the land that we have available for
16 development, but I think what's also important to
17 our residents is that we are attracting
18 businesses that are going to be contributing to
19 the tax base.

20 MR. FRADIN: Okay. Thank you.

21 CHAIRWOMAN GREEN: And then last time we
22 talked about the time period for the marketing
23 plan. I think we talked about a five year, but
24 I'm not seeing that in this memo.

1 MR. FRADIN: Yeah. There is a page that Paula
2 put in front of the whole marketing plan, you
3 should have it, marketing goals by development
4 sites 2016 through 2020.

5 CHAIRWOMAN GREEN: Okay. All right.

6 MR. FRADIN: We're going to consider this a
7 five-year marketing plan.

8 CHAIRWOMAN GREEN: All right. So maybe that
9 and the key performance indicators too, that over
10 five years -- the goal at the end of five years
11 is to have an occupancy rate of 85 percent,
12 correct?

13 MR. FRADIN: That would be it.

14 CHAIRWOMAN GREEN: Okay. All right. Let's
15 move on to the T-O-D. I know some of us were
16 there for the meeting and have gone to the
17 website and I just filled out the survey today.

18 MR. FRADIN: Thank you for doing that. The
19 T-O-D study has been another ongoing project for
20 staff and the Village. We pursued this as one of
21 the 24 recommendations made by the EDC back over
22 two years ago in October 2013. The Village
23 ultimately selected a consultant for this project
24 called SCB, that stands for Solomon Cordwell

1 Buenz, and we've been working with staff from the
2 RTA, Metra, Village staff, and volunteers for a
3 steering committee.

4 Originally convened at Village hall back
5 on August 11th. As you recall, SCB then held a
6 series of focus group meetings at Village hall on
7 October 13th and 14th, met with business owners,
8 representatives of various village organizations,
9 property owners, and representatives of other
10 taxing districts, as well as some downtown area
11 residents.

12 Following those meetings, the steering
13 committee convened for a second time on October
14 21st. At that time we reviewed some preliminary
15 findings and discussed plans for the public
16 meeting, which was held last Wednesday, November
17 24th, at Bartlett Hills. I would estimate that
18 about 60 to 70 people attended that meeting.
19 There was a lively discussion and people had the
20 opportunity to go from table to table to make
21 recommendations, to put stickers on various areas
22 based on where they shop or where they thought a
23 good future development site would be or a
24 redevelopment site. People got to add one good

1 idea on one of the tables where you could write
2 something on it, and it was a very interesting
3 meeting from 7:00 to 9:00 last Wednesday night.

4 The consultants have designed a website
5 for this project called bartlettowntowntod.com
6 to provide information. There is also a survey
7 on the website so that anybody can participate in
8 this process.

9 Staff will keep the EDC apprised of the
10 next steps, which include another steering
11 committee meeting coming up in January, as well
12 as a second public input meeting in February.
13 I'm going to tell you the tentative dates right
14 now because nothing has been finalized, but the
15 next steering committee meeting is scheduled for
16 January 20th at Village hall and the second
17 community meeting, the one like we had last
18 Wednesday, that would be open to the public to
19 review the study and where the consultants are at
20 that time will be February 3rd, tentatively.
21 Once it's finalized, I'll send an email out to
22 all the commissioners. Commissioner Smodilla is
23 part of the steering committee as well. So
24 that's where we're at with that.

1 It was a lot of public input, lot of
2 research going on with that, and a lot of things
3 that we're actually talking about in some aspects
4 with the marketing plan are parts of this downtown
5 T-O-D study. They're analyzing everything about
6 the downtown, daytime population, number of Metra
7 commuters and where they come from, calculated
8 the vacant storefronts. Like I mentioned, they
9 would count the empty grocery store just as one
10 vacancy, so the vacancy rate they reported was
11 lower than it would be if they based it on square
12 footage, but they're doing a fairly comprehensive
13 study of the downtown area.

14 Again, T-O-D stands for transportation
15 oriented development, so the focal point of their
16 study starts from the Metra station and how
17 people drive, walk and bike and travel in and
18 around downtown Bartlett.

19 Are there any questions for staff about
20 the downtown T-O-D study?

21 CHAIRWOMAN GREEN: They seem to be doing a
22 wide scope of work for the \$125,000. I mean, are
23 they going to have overage of hours or how --
24 they've been certainly keeping track of what

1 they're doing.

2 MR. FRADIN: Yeah, the way that grant works,
3 it's an RTA grant and the RTA will pay the first
4 \$100,00 for this study and it's the intention not
5 to go over \$100,000, but in order to proceed with
6 the study, the Village board had to adopt a
7 resolution to fund up to 25,000, so the maximum
8 it could go would be 125,000, so for instance if
9 the total study costs 110,000, the RTA would pay
10 100,000 and the Village would have to cut a check
11 for \$10,000. It's the RTAs and Metra -- they're
12 the drivers behind this program, but you're
13 right, I communicate with a person from the RTA
14 who -- I'm going to say they oversee the grant
15 for the RTA, and we'll start conversing soon
16 about the cost of it. We're well below it now,
17 but we're still in the earlier stages of the
18 study. Their goal is to conclude it by next May
19 or June.

20 CHAIRWOMAN GREEN: I just saw the number of
21 professionals involved and the scope and having
22 worked with consultants before I'm going like,
23 hmm, I hope they can get it done.

24 MR. FRADIN: They hired who I consider the top

1 retail market analyst in the market. Her name is
2 Christine Williams and she's with the Goodwin
3 Williams Group; and you're right, a study by them
4 alone can -- I'm not sure exactly what it costs,
5 but I'm going to guess in the 20- to \$30,000
6 range for that. They also have a transportation
7 consultant. A woman by the name of Cindy Fish.
8 If you want to look that up, her company is called
9 Fish Transportation Group, so you're right, there
10 is a team of consultants.

11 MS. SMODILLA: I would just like to add that I
12 happen to be -- I think I'm pretty fiscally
13 prudent when it comes to studies like this; and
14 in the steering committee meetings, I can already
15 tell that the consultants that are on board with
16 this are lending a great deal of empirical
17 knowledge and data that they have picked up from
18 other communities that have similar issues, so I
19 think we're really benefitting on really the
20 experiences of previous communities, they're
21 bringing that to the table, so I think already
22 we're seeing some value to what they're bringing
23 to the community; and the reality is that the
24 study has basically already been funded through

1 fuel taxes collected, so --

2 MR. FRADIN: True. They beat out quite a few
3 other consultants for this. There were numerous
4 submittals. They had the most thorough by far.
5 I won't say by far, but they stood out above some
6 of the other submittals and were graded by a
7 number of people who graded the submittals
8 without comparing the grades to each other, so it
9 was a compilation of them receiving the highest
10 grades out of about seven consulting groups that
11 were competing for the Bartlett contract and some
12 others as well. They're very good.

13 CHAIRWOMAN GREEN: Good. Okay.

14 MR. PERRI: I happened to be there too; and
15 from my point of view, I was impressed with the
16 amount of information that they were gathering
17 from all different points of view, and it was
18 nice to see what they do with the information.

19 MR. KRALL: It will be very interesting to see
20 what the recommendations are in July.

21 CHAIRWOMAN GREEN: Exactly.

22 MR. FRADIN: We're all looking forward to that.

23 CHAIRWOMAN GREEN: Okay. Tony, any new
24 business to cover?

1 MR. FRADIN: I just want to mention the
2 Brewster Creek Business Park luncheon or open
3 house, as I call it, November 19th at 12:30 p.m.,
4 1540 Hecht Drive, at the former location of the
5 Hitting Zone, which is now a 15,000-square-foot
6 vacant space near the back of Brewster Creek
7 Business Park. I want to thank Commissioner
8 Robert Perri for making the space available. I
9 email blasted out invitations to several hundred
10 people in the industrial real estate market in
11 Chicago -- in the Chicagoland O'Hare real estate
12 market and so far have about 50 RSVPs. Last year
13 we had about a hundred people, and I would
14 anticipate a similar number again this year, and
15 there are quite a few of the more prominent
16 industrial real estate brokers in the market are
17 coming, so we look forward to showing off our
18 business park again and hopefully working with
19 the broker and the owner for that building. The
20 broker happens to be Commissioner Perri and we
21 hope to fill that space and reduce that vacancy
22 rate like we were talking about.

23 MR. PERRI: All I can say is I have high hopes.

24 MR. FRADIN: I do too. So that's the 19th. I

1 know a lot of you have RSVPed to me already that
2 you'll be attending, so I look forward to that.
3 That's the only thing I wanted to mention under
4 new business tonight.

5 You probably all saw it that D'licious
6 Crepes and Roti closed, also, on November 1st
7 unfortunately. It's not a new business, but it's
8 one less business in Bartlett Town Center.

9 MS. SMODILLA: And Clique Photography is gone
10 as well, so the space is open.

11 MR. FRADIN: Correct, so two additional
12 vacancies in Bartlett Town Center now.

13 CHAIRWOMAN GREEN: Any other questions or
14 comments from the commissioners?

15 If not, I'll take a motion for adjournment.

16 MS. SMODILLA: I move to adjourn.

17 MR. SOBEL: I second.

18 CHAIRWOMAN GREEN: It's been moved and
19 seconded to adjourn. We are adjourned.

20 MR. FRADIN: Thank you.

21 (Proceedings concluded at

22 8:14 p.m.)

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1 STATE OF ILLINOIS)
2 COUNTY OF DU PAGE) SS.

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4 LYNN M. EVANS, CSR, being first duly
5 sworn on oath says that she is a court reporter
6 doing business in the state of Illinois; that she
7 reported in shorthand the proceedings given at
8 the taking of said meeting and that the foregoing
9 is a true and correct transcript of her shorthand
10 notes so taken as aforesaid, and contains all the
11 proceedings given at said meeting.

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LYNN M. EVANS, CSR
CSR No. 084-003473

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