

**Minutes**

**Village of Bartlett  
Economic Development Commission**

**July 13, 2015**

**Chairman Kubaszko called the meeting to order at 7:04 pm**

**Roll Call**

**Present: M. Sobel, G. Kubaszko C. Green, R. Perri, B. Krall, J. Petro**

**Absent: D. Weir, N. Mehta, T. Smodilla,**

**Also Present: T. Fradin, Economic Development Coordinator, J. Plonczynski, CD Director**

**Approval of Minutes**

**A motion was made to approve the minutes of the June 8, 2015 meeting.**

**Motioned by: R. Perri**

**Seconded by: B. Krall**

**The motion carried with all members voting aye (voice vote).**

### **Status of Proposed Downtown Tax Increment Financing (TIF) District**

**Tony Fradin:** This will be a verbal report, since the EDC packet was produced prior to last Tuesday's Public Hearing when this item was up before the Village Board. As you all know we have been speaking about the TIF for a better of two years. It was finally put to a vote last Tuesday night. The motions for the 3 ordinance's to approve the creation a new TIF and create the financing mechanism and designate the redevelopment area all failed. It went down by a 1 to 4 vote. I know a few of you were at the meeting last Tuesday and it was the major item on the agenda for that night. You are all aware of the different input that we received from many different directions on this. Ultimately that motion failed last week. There will not be a new downtown TIF being formed for redevelopment of the downtown area.

**R Perri:** I believe it was a sorry day for the Village. I think the TIF was something the Village can use and needs. Voting this down forces their prerogative to do that. If this is a wait and see or wait and something can be done, it's better than what was done previously. The real estate market could improve and it could get worse. For us not having a TIF for the downtown area I think was a big mistake.

**T. Fradin:** Any other questions or comments?

**M. Sobel:** I would like to make a recommendation for the next time. I think there are places that we can do a better job. The first addressing the taxing district. We didn't quantify or give then an idea of what their steaks were so they walked away saying there are residents that are going to lose money from that and are voting against it. That helps sway the public. There are only 37 residences in that particular area and the amount you could lose is between X and Y. This place could be residential after it gets built in the TIF. I don't think we did a solid job in being able to explain, especially to the Trustees, where the money would go. For instance, one of the trustees asked about the \$250,000.00 job training, however there weren't any answers. It wasn't said -well this is a liquid number and here are different items that would fit under there that you could provide the businesses in Bartlett. When people don't have answers they have a tendency to be nay Sayers. I think we could do a much better job in defining and helping with what the plan is to do with the money.

**R.Perri:** Maybe we didn't have all the answers to all the questions that were raised. The easiest thing is to call another town and find out what they are doing with their TIF's. There are many towns that are providing a TIF, and not just for the downtown district but all over towns. You could say we fell down on that idea. Rather than vote it down if they wanted answers they could have picked up the phone and called any other town, they all had TIF's. Just a simple phone call to find out how does your work or can you send me something.

**M. Sobel:** I don't disagree with you, if they needed answers just pick up the phone and call towns. The onus became the people asking for the TIF. If you can't put your money where your mouth is when they ask the tough questions, they are not going to go looking for answers. They probably already slanted their minds against it. I wanted this TIF just as much as anyone, but you can't ask someone to vote for something when you didn't have solid answers. When you leave doubts in their minds it makes it easy for them to say no, because 5 other people told them it was a bad thing.

Next time we need to button that up and be able to explain how much money is going to a particular topic and the types of category that would fit underneath it. Everyone knows we can't say X amount

goes here and Y amount goes here. But we should give them at least a plan. My suggestion is next time we give them a better plan.

**P. Schumacher:** Mike, I think there are some lessons learned from this on the first TIF that has failed, EVER, here with these taxing districts and a little surprising when those districts all benefited from the last TIF. They had the dollars in their budgets to see how they benefited from that so I don't think it was entirely an educational failure but certainly a lot of lessons learned from the last one.

**G. Kubaszko:** It appears that this is the end of our discussion on our current TIF status. Move on to the next agenda which is the Village Marketing Plan.

**T. Fradin:** Turning our discussion over to colleague Paula Schumacher, who had been doing the bulk of the work putting this plan together.

**P. Schumacher:** The beginning of June we went to the Village Board and gave them a summary of all the marketing efforts that we employ. We took all the marketing elements from the strategic plan and from the EDC work plan from the recommendations that you gave to the board for the downtown recommendations that the Spartan Marketing group gave for the downtown. The ongoing practices that the Community Development Department does throughout the year and consolidated all of that into one summary report and broke that down into four categories: Technology, Partnership and outreach, Tangible marketing products and Visibility.

That was the jumping off point for the board to discuss the suggestion that they raised. They would certainly like some details, some focus in the plan, as well as your guidance on how it should be organized. One thing the Mayor suggested that here be a different set of goals or defined goals for each development area. Whether it be Brewster Creek Business Park, Rt. 59 corridor or downtown to break it up that way. They also suggested that we give more attention to the industrial uses and the marketing around those. Those are the 3 big questions. What I'm hoping to do is take your input and put together an actual plan with a little more structure that we can bring back to you for further discussion.

My hope is to have a plan to the Village Board by October or November 2015 so we can walk it into the budget process. We can cost it out and can put it in our annual budget. That's why I'm here. Tony had provided you with 2 plans, 1 from the city of Cary and 1 from Lombard. Both kind of breakdown in the way the Mayor had suggested. I just wanted to give you the specifics. Lombard breaks it down by development districts a little more specifically. The plan from Cary is organized broader over the economic development issues. And with a strategic plan where there is goal, then tasks, and your objectives. I would just like to hear your thoughts on how we should proceed.

**J. Petro:** I have a question for Paula. The information about the other Villages, was this information presented to you or between you, the Mayor and the trustees?

**P. Schumacher:** Tony called around.

**T. Fradin:** Yes, there was research on my part. I would say at various points in time most of the area communities have embarked on this type of project and actually come if the plans I found are one hundred to two hundred pages long, almost too cumbersome. Great reports but a little less on point. Three of us have met a few times to talk about this. Not saying Bartlett is just like Cary or Lombard but it's a mid-sized town and kind of shorter more concise report. The answer to that it was done through

research for the type of report we were hoping that the EDC would find likeable and then ultimately the Village Board.

**J. Petro:** Do you have any feelings as far as which of those might be in line with what the trustees are expecting, gut feeling?

**P. Schumacher:** I think the answer lies on the combination of the two. We heard from parts of the Board and they said they would like to see some real thought given to the uniqueness of each development of the areas. Another section of the Board would like to get into some details and real specifics. I think a combination of the two might fit the bill.

**C. Green:** Is there budget set aside for implementing a marketing plan or does that come after the plan?

**J. Plonczynski:** Our current budget we are working with for marketing is about \$35,000.00. We buy ads in trade show or ads for Heritage Days and that type of thing. We use it for variety of things, that's the budget we are currently working with.

**P. Schumacher:** I would think that once we take a look at what we would need to accomplish these goals then we are going to tweak the budget and Community Development line items.

**C. Green:** \$35,000.00 is not very much.

**J. Plonczynski:** Some people think it too much.

**T. Fradin:** It is mostly local advertising and publications. You can see it in one of the industrial guides that I'm distributing tonight. Mostly local publications.

**C. Green:** That's a reasonable number for that kind of thing, but for a REAL marketing plan with real facets to it, it will have to be more.

**T. Fradin:** We agree.

**P. Schumacher:** I think what gets us there is having a specific details to say we need "X" amount more because we are going to do "Y".

**C. Green:** There is some way to interject a really creative idea or two that will catch their imagination and get them excited. A marketing plan does not necessarily have to be a cookie cutter type of marketing plan. If we are going to expose this and it sounds like we are going to be asking for recommendations from the public. One big idea to spur everything on might be something to aim for. Coming from an advertising background, if I didn't have a big idea at least once per year I couldn't do my job.

**T. Fradin:** You can all recall during the recessionary period, we have gone to lower and lower costs of advertising. That's when the EDC launched "Discover Bartlett" Facebook page a few years ago. As staff we have been striving to lower and lower the costs of marketing over the years to utilize social media as much as possible. You are right it is like going in the other direction pricing out some other things. We met recently with cable advertiser and that kind of thing like with Comcast can become expensive very

fast. It might be one of the big idea but you don't want to use up the whole budget on a couple of months of advertising.

**C. Green:** One big idea everything has to be integrated into that.

**M. Sobel:** Every good marketing plan and every good business plan starts with a vision. We need to define that vision, whether it be an overall all vision or a vision for each of these different aspects. Who would be responsible for that vision?

**P. Schumacher:** What would we like to do? Mike, are we looking at the big overall vision or do we want a vision say for the Business Park is "X" and another vision for the Rt. 59 corridor is "Y." That is what we are asking. We can put some ideas together and bring it back to see if we have it right. But when setting these goals we need a little more narrowing down.

**M. Sobel:** Taking into account the current mood of the City/village, the residents and businesses I think the vision needs to be developed for each separate group and needs to be developed by different people. I would think that the industrial piece is something that the Village can create. The residents can have some input but maybe aren't somewhat the most important piece of that, whereas the commercial, you might need more input for the residence if they don't want a gaming place in downtown Bartlett. You need to know this upfront. You cannot create a vision and then have them fight it. It's a waste of time and effort. I'd hate to see that happen.

**P. Schumacher:** The visioning and feedback component.

**M. Sobel:** Creating the vision for these different pieces are the appropriate people to create that vision.

**J. Petro:** I'm a little confused. I remember this all started when we were tasked with developing a downtown redevelopment plan. We pushed back and said we don't think it could just be for downtown. I'm a little confused because that was our stated vision to them. Now I'm wondering what changed potentially.

**T. Fradin:** I would look at this as not downtown specific, but as Paula was saying, different marketing strategies, different target audiences, trade shows, publications and media based upon different development areas of town. One of the neatest things about Bartlett is how different the downtown area is from Rt. 59 Corridor is to Brewster Creek Business Park.

The original task from June 2013, was to brainstorm on the downtown area. This is community-wide but also downtown would be the big focus. From my perspective, it would be small businesses that we talked about, the Mom & Pop type of businesses. It's becoming a lot of restaurants, so perhaps your marketing thought can be what to do to support entrepreneurs and small business, small restaurants in the downtown area but that's not the same strategy you would have for Brewster Creek Business park and for Rt. 59 corridor.

**C. Green:** The chains that are on Rt. 59.

**T. Fradin:** We talked about like Dollar Tree and Auto Zone, they would never come to downtown Bartlett, but they are attracted to Rt. 59 and Stearns Road. Hopefully that helps answer the questions. A different strategy for different parts of town.

**B. Krall:** The opportunity we have now is we now know there is no TIF so now we can look at these 3 areas which actually very good strategies and determine two or three things. I'm not a firm believer of large voluminous marketing plans because there are probably limited follow up on this but it does look pretty. Saying we are to produce in these three areas maybe 10 objectives to have with them a year. That might be a great way to just deal with the short term and how to get these things possibly up and going.

**C. Green:** I think Mike mentioned vision but I think each of these has their own brand and so to define that brand succinctly, I've got a statement right here. Bartlett is a safe, family oriented community, that's a great place to live, shop, work and play. We've always used that message for the Village overall, but for each of these pieces what is there brand, what is unique about them? What can we sell about these? Without the TIF downtown maybe going to change somewhat because we heard from owners of Lucky Jack's and other restaurants that may no longer be there. That will change the historic flavor of downtown. So now do we create a new brand for that and not rely on the quaintness that you see that may be soon gone.

**M. Sobel:** I think that why you need to have a vision defined for the commercial area, industrial area and the residential area. I think the Village could probably create the vision for the industrial area and a combination of the Village and the residents need to create the vision of the commercial and residential area.

**J. Petro:** I have a question as I'm reading through the wonderful committee minutes for June 2, 2015 Village meeting and on page five at the bottom referencing President Wallace's comments. I just don't know what responsibility we have. Maybe we need to pick up the phone and talk to him. He says that before we start picking and choosing what area it would be good to have the EDC's vision of the Rt. 59 corridor and moving on. What's in the back of the Plan Commission mind as far as they perceive future development? So that's what I'm saying, I just want to make sure what we do this time is in the right direction and doesn't come back to us and say OOPS. Decide what's best for us.

**M. Sobel:** That's why I'm suggesting we go these people and ask time what the vision is so we are not engineering something they don't want. Cause if they don't want it...

**J. Petro:** When you say "these people" do you mean the people involved will be impacted by it, the public?

**M. Sobel:** All of Bartlett, whether it be the residents or whomever might have a piece in the decision process. Whether in the public hearings or etc. The trustees need to be part of the vision process. If they are admittedly against what we think is the vision there is no point in doing the work.

**C. Green:** We need input but when you have Public Hearings the same people show up with the same story.

**M. Sobel:** I agree with Cecilia, but the bottom line is we just turned down business that wanted to open up in the part of downtown Bartlett that has been vacant. We have continually turned business down because of the residents nearby have concerns. You have to create a plan that is on board with what their expectations are. You can't ram it down their throats, they will come to the meetings all upset

about something that they don't like and will voice their opinions and the vote will go that way. Had we known that the people didn't want to have a TIF we wouldn't have gone through with several months of work?

**J. Petro:** Also the thousands of dollars the Village spent.

**M. Sobel:** I think it's important to get the vision defined. They don't need to define every molecule of it but give us an idea. Do you want a quaint downtown Bartlett or do you want a livelier downtown Bartlett? Do you want the shopping on Rt. 59 corridor expanded? What do people want? Whatever the residents want or don't want is how they will vote. They are going to sway Trustees and the residents. I personally don't want to waste that much time on it.

**R. Perri:** What do the residents want to see downtown?

**T. Fradin:** Funny you should ask. We have mentioned this upcoming project a few times but not for several months while the TIF was winding its way through. If you recall, one of the 24 recommendations the EDC made back in 2013 was to seek a grant from the RTA. Actually through an umbrella organization call CMAP. The Village actually was approved for this. While we are talking about the plan for the downtown, because that's what has been mentioned so many times through this process, is the actual RTA grant is to create a new plan that type of planning document for the downtown area specifically. That's approximately a year long process. That's should be starting very soon. The composition of the committee has been just about finalized. Commissioner Smodilla has agreed to serve on it. The vision for the downtown will be debated in open forum at great lengths over the next year. For that there is area specifically I think it will be flushed out. What type of downtown we have; to use this acronym SWOT analysis, I think we will all have a better feeling for what the strengths, weakness, opportunities and threats are for the downtown. That will be something that the EDC doesn't have to give directions for that in one night, but should be able to weigh in for this marketing plan.

The RTA plan does not equal this marketing plan, but some of the things that come out in the RTA plan I'm sure could be part of it. And part of the marketing plan should also be incorporated into the RTA plan for the downtown. There are a few different areas besides the downtown also that we need to concentrate on that are stagnating. The Lake Street corridor is a good example. Of an area that things could and should be done, but aren't for whatever reason. I think the downtown is going to be discussed in open forum very soon. We hope to start this kick off meeting in early August.

**R. Perri:** I have going over this brochure that you put together from Cary which is very complete. The goals are specified. Everything is pointed out to what they want to do, how they want to do it, not specifically, exactly how, but what they want. But as I read this, the development goals look very similar to what Bartlett has done and is trying to do with their goal and their assessments. While this looks like a carbon copy of what you have been trying to do. Am I off on that?

**T. Fradin:** You are not. Commissioner Perri, I have read through, not every word, but through 12 of these Economic Development plans. Just opening it to any particular page they all will have something about office and industrial parks. I'm on page nine of the Lombard plan. Instead of York and Butterfield road we would talk about Rt. 59 or West Bartlett Road. The point is, they are all similar, in the overall structure of the plan, but our sights are different than theirs. Ours might have some benefits that theirs don't. You make a good point. These are both good plans, specific to their respective towns. We wanted to hear if you would like the structure and layout of these brochures.

**R. Perri:** I think the structure, the way it's laid out is excellent. The biggest difference is that they have TIF's all over their town plus the BID splattered in here and there. That would be the biggest difference that I see. The structuring of what they are doing and compared to what we are doing.

**T. Fradin:** Right. Ours would reference the TIF's. Bartlett does have three active TIF's. One of them is extremely successful. I always say I think it's one of the most successful TIF's in the State. Brewster Creek Business Park is all built on a TIF. There is another TIF that is just starting to develop at Rt. 25 and West Bartlett Road. Then there is one that year after year, we sit here and say nothing is happening, is Rt. 59 and Lake Street TIF.

Even though the EDC recommended a TIF a long time ago and we hired a TIF consultant, and we went through the whole thing, it still might end up being part of the recommendation for the Lake Street corridor. Just to clarify, we do utilize TIF's to develop area in the town. It's just that with the downtown for now, we are going to have to look at some other economic development tools. Whether or not the Village adopts them or not, it's something to consider.

**R. Perri:** Did I not see a FOR SALE sign up on Lucky Jack's? Not Lucky Jack's, the old Bartlett Tap? A little sign in their window?

**P. Schumacher:** That's a sign, they are currently closed. They are revamping their concept.

**R. Perri:** OK, I just saw it as I drove by I thought it said FOR SALE.

**T. Fradin:** Right, it's not for sale.

**R. Perri:** Just to clarify Tony, do you think that the commission here should be looking toward what can be done further, how to do it in regards to the current TIF's?

**T. Fradin:** I don't know if that's appropriate for this marketing plan. It's something that could be circling back to the marketing plan that we are looking at. A TIF could always something that comes up as a possibility. I think for the downtown, for the time being, we've been there and tried to do one and it's time to look at other strategies of building up the downtown.

**J. Petro:** I agree that's off the table.

**R. Perri:** Just the downtown area or where we currently have a TIF in Bartlett?

**T. Fradin:** Well the Brewster Creek Business Park is a TIF, but that TIF doesn't get.... That's a classic infrastructure TIF. That's not something where were dangling incentives in front of businesses to come in.

**R. Perri:** Do we have a TIF on Lake Street?

**T. Fradin:** That's a distinct possibility.

**R. Perri:** Do we have one, a TIF?



**T. Fradin:** We do, but it's a portion of it. It's at the Southwest corner of Rt. 59 and Lake Street. It's over ten years old now. With no development, so maybe I'll be the first to say here it's a failed TIF. That TIF hasn't attracted any development and its eleven years old. It was adopted before I started here.

**R. Perri:** Do we know why it a failed TIF? So we can fix it.

**T. Fradin:** Yes, we do. And I'm not going to say it's all based on the recession but that's a big part of it. Just like a lot of other businesses that a lot of people want in Bartlett, a lot of the businesses have located elsewhere. For instance Target is a good example of something that won't go over there. That area has been under contract with three different developers that I can recall. One of them for two years and that did fall through during the height of the recession in 2008.

Also incidentally there is a proposal, not sure if I want to call it a proposal, but there is a concept plan for development right at that corner as we speak. For apartments and a limited amount of retail space to support the residential there. It's being floated now as a concept plan called Aberdeen. I don't think any of us can answer why that hasn't developed. We are talking about not just the corner but the entire Lake Street corridor. If you drive up and down Lake Street tonight you will see empty buildings, dilapidated buildings, unincorporated buildings, empty RV dealerships. Ripe for redevelopment.

**R. Perri:** Does the Lake Street development area have the TIF?

**T. Fradin:** As I was saying, just on Rt. 59 and Lake Street intersection has one on the Southwest corner.

**J. Petro:** Why can't the continuum like Mike brought up that we have to somehow work to come up with the vision for these four different areas and then they will be brought up at the public hearing. Which Cecilia brought up would be the same old people. Any other ideas what we could do? Are we understanding the impact on the people in each of these areas?

**C. Green:** Instead of just throwing it out to the public and taking your chances of who shows up, sometimes you can form focus groups where you invite certain community leaders and residents. Invite them in for a focus group so you get a little different input sometimes.

**P. Schumacher:** From those specific areas we get a fair amount of input for a strategic plan just from our simple little clip and save, send in your idea each year and what we get off the website as well.

**C. Green:** Constantly getting input.

**P. Schumacher:** Maybe setting up a page for the website were we could get some input. For somebody who can't make a meeting.

**C. Green:** The people who submitted ideas, are they anything you could implement? Or put into a document and we can look at it?

**P. Schumacher:** I would think that some of those over the years they have ranged the gambit. We always summarize them and give them to the board for the planning sessions. Some of them have been very useful.

**C. Green:** Tony, do recalling some of them?

**T. Fradin:** They are mostly suggestion of groceries stores to contact.

**P. Schumacher:** We get a Trader Joe's every year.

**T. Fradin:** More like every few weeks. Trader Joe's and Whole Foods. I would say strategic plan, marketing plan, the number one Economic Development goal and thing I still work on, even though people aren't talking about it every week, is try and get another grocery store in town. That could be a big part right in the marketing plan.

**R. Perri:** Get a Costco out in Brewster Creek and that will make them all happy.

**T. Fradin:** That would cover every shopping category that exists.

**J. Plonczynski:** I think as Paula said you could get public input on through the various social media we have Facebook page and the website. In terms of the industrial park with the TIF districts, the vision that are there are kind of formulating by the uses in those centers. As for Brewster Creek, Tony always markets it this way, we got that food service industry that kind of picked up on that and we continue to get businesses that are going to be food service related or food distribution. We had a development that was at Plan Commission last week where the gentleman is building the spec building, something like 90,000 square foot. The Plan Commission asked and were told he was going to market it to the food industry because you have a core of businesses there.

The other TIF district that Tony said is just starting out to be developed, way out on Rt. 25. Its like, I'm being facetious, but it the uses nobody else wants, come out here, we have the liquid Asphalt building, we got a Mine operation there. We've got an Asphalt Shingle recycle center. Concrete pipe manufacturing that produce a ton of sales tax for the Village. You see the product every day when you go through a construction site. All the orange cones, we are going to have two business that there main job is providing all that to all the road builders. They need outside storage to put all that stuff. That's the spot to put if so that's kind of the niche that's going to be filled out there. It's kind of like the heavy industries that nobody else wants. We draw the line at a Tannery. Just so you know.

**T. Fradin:** I don't want to brand the business park that way: Bluff City, "for the businesses that nobody else wants."

**J. Plonczynski:** People call us and say they want to go to Brewster Creek and they want something that has big outside storage with lots of stuff. We send them to the guy who owns the business park on Rt. 25. He has been able to accommodate two so far. He working on a third. One of the best businesses in town and people don't realize is Welch Brothers Concrete Pipe Manufacture. He has twenty plus acres of pipe storage. We get tremendous sales tax revenue because he sells a lot of product. His retail sales don't all go to State jobs. We get a good amount of sales tax rebate from him. An incentive that we provided to him a couple of years ago when he wanted to expand and we said come to the Village and we will give sewer, water and we will annex it and we will give you a sales tax rebate. He did it. People don't ever give us credit for that, but that's the reality of the situation.

**R. Perri:** Looks like we have 2 successful TIF's that no one is hearing about them until today.

**J. Plonczynski:** It's kind of because they are under the radar. They are doing so well they kind of just kind of market themselves. Through Tony's efforts of marketing it at the industrial trade. Those are very specific target audiences, the industrial trade and brokers. Tony does that annual somewhat of an open house out there. That's kind of how we do it, market it in several trade journals. It's a different kind of tactic, that why the vision is different there. Or will be different when you develop it.

**P. Schumacher:** Maybe what we could do is put together those individual areas that we talked about tonight, put together the descriptive and maybe some of the unique features of those. Bring that back. Here's how we have divided things up, what do you think. Are we missing something then we can start soliciting some input for what the overall goals for those areas should be or our next steps.

**J. Petro:** I do have two questions. The Rt. 59 and Lake Street area. We already have two areas described, food specialties, also, the outdoor storage available for the industrial use. It's all we have left is the downtown vision and vision for Lake Street and Rt. 59. Have you guiding Lake Street and Rt. 59 one general area?

**T. Fradin:** That has been completely targeted for retail only up to very recently. Back before the recessionary years, the biggest thing that every town wanted was called the Lifestyle Center. These are the open air, outdoor, high end shopping centers. Like Geneva Commons, Streets of Woodfield and the Arboretum. That's what we used to seek at that intersection. During the time we were seeking one of those, the Arboretum was developed in South Barrington, but not every town will have a center like that. That was considered too close.

The other developers that had it under contract were both looking at doing large retail shopping centers. Being smart developers that they are, they weren't going to build a 400,000 square feet on spec for retail. Also, I might add that is in Cook County. Anyhow, when the anchor tenants backed out much like knocking over a domino set the others backed out. There were going to be three anchor tenants in one development there that didn't happen. That intersection has always been targeted for retail. The comprehensive plan, that's why the TIF was created. Also was to attract retail.

As I mentioned, as of now there is a concept plan being floated for that intersection. I don't have those exact numbers but roughly 250 to 300 high end apartment units and also some associated retail that will be tied into the development to basically service the people who live over there. A coffee shop, some type of health facility and other things that slip my mind at the moment. All of this is just being pitched as a concept right now. There is a chance that that exact area will be developed.

**R. Perri:** Will this take up all the area that we are talking about here? Or will there still be some area for development?

**T. Fradin:** There will still leave some for development. The Village owns some land at that intersection and this is on Village owned land that it is being proposed. There is a ten acre parcel that we have always called the Martino property is now owned by a bank. Also that broker for that property is the person who brought this potential developer into the Village. I am going to say it's on like 30 acres over there.

**R. Perri:** They are in the first stages of talk?

**T. Fradin:** That's about where it's at.

**J. Petro:** I was at a Village meeting in the last couple of months where they were talking about having to do a sewer study or something about revamping our sewerage in order to take care of the food needs.

**P. Schumacher:** That's our FOG. Fats, oil, grease number for treatment and adjusting that number to accommodate those kinds of food uses. Correct me if I'm wrong here but like the RANA Pasta they have their own pretreatment facility on that site. So we test to see what your levels of those FOGS are before they go into our sewers system. It's adjusting that number, it's a very aggressive number that we have and we believe that are some kind of latitude in that number where we can lower it. Make it a little more cost effective for users that come in there depending on what they are doing. We want to protect our system, that's our first goal. We want to make it a realistic number for what that threshold should be. That's coming, we are doing an analysis of what that number should be. We are working with a consultant on this and that should be coming in fall.

**J. Plonczynski:** Most of the modern food producing company these days have pretreatment as Paula said. When the first companies came into the industrial park we were novices on pretreatment end of it. It was trial and error. We worked with RANA pasta, fortunately the company has deep pockets and they were experimenting trying to meet our needs. You can't just throw that waste product in the sewer because we have lift stations that service the industrial park. First of all it's like dumping a can of grease in your upstairs bathtub and see how far that gets down before it gets clogged. That's what those lift stations do, then we went back and worked with them on pretreatment. We worked with some of the newer companies that have designed their pretreatment based on the needs. When it gets through the lift station through to our sewer treatment plant it can be degraded properly and then disposed of through the system. The FOG number is a key number when we didn't have a food processing industry. You don't need a real specific FOG number because you won't have kind of waste. Now with this type of industries that we are attracting you need to be very cognitive because it can ruin your system. Not only that, some of the stuff goes to MWRD. They will come and you will get arrested. Because you are violating their downstream treatment. I was at the Cadillac Ranch one time when the MWR police gave a ticket to the operator because his grease traps failed. Kind of similar but no exactly but it can clog up a system pretty good.

**R. Perri:** Is there a risk if we get too many in there? That need that?

**J. Plonczynski:** Its part of our analysis so that can determine what our system can handle. What level of acceptance and do we need to upgrade some of the lift stations that pump these to the different areas? The lift station is key because that's the first line of defense so to speak. If you don't have pretreatment in your plan or something goes wrong with it and it bypasses, you will have grease, pesto, oil that will clog up that system and it will back up into the plant. It's bad not only for the business but also for everyone. It is to every ones benefit. It's a mutual benefit.

**P. Schumacher:** I think I know what our marching orders are.

**C. Green:** So the three areas we are going to slice and dice by downtown, Rt. 59 and the industrial business park?

**P. Schumacher:** I have Lake Street corridor, Rt. 59 corridor and pieces of Rt. 59, downtown, Business Park, and industrial park, the Rt. 25 one that one as well.

**R. Perri:** Sounds like there are 5 of them right? Two different industrial parks?

**J. Plonczynski:** I think your Rt. 59 development and as you go the Lake Street/Rt. 59 corridor and 20 is a little different animal. As you start coming down to the development potential that we have at Rt. 59 and West Bartlett and what is there Rt. 59/Stearns now we are starting to see the Rt. 59/Schick, Rt. 59/Army Trail gets some demand. We have had some concepts for some outdoor restaurant type of sports bar venue down at Rt. 59/Schick. A Veterinary kind of pet store, kind of concept that is coming through. Those areas which remain yet to be developed have a little different character than Rt. 59 and Lake. They have much better access for one thing. You have high traffic volume at all of those different intersections. The potential for capturing that traffic is there. Rt. 59 and West Bartlett Road is a great site. There is going to be something good there. It's a big site though, will not be all commercial. You have got commercial component and residential component that will help the commercial entity. You have got 130 maybe 140 acres of land to develop. Can't do all of this commercial. You will have 20 to 25 acres commercial and the rest used as residential as you go further west.

**J. Petro:** I have hearing some things about how apartments and condos will be gaining in popularity because people aren't going into homes, especially the younger people. Have you been hearing anything like that?

**C. Green:** Is that in the city or in the suburbs?

**R. Perri:** Just in general, young people aren't willing to put amount of money down.

**C. Green:** They are more people renting than buying.

**R. Perri:** That's why I'm wondering.

**J. Plonczynski:** From what you just said we hear that, and that's why Tony explained this luxury apartment concepts. That same developer if you read the Herald last week, presented a similar plan in Hoffman Estates. He is a Luxury home builder but he is moving into this luxury apartment called lifestyle living concept for the Millennials and empty nesters. He is very specific as to what he want there. We hear that way and from what they call the affordable or work force housing developers. Unfortunately with the workforce housing projects, the potential, both sides got bought by other developers, they snapped them up. We are going to have a memory care facility on one site and the other site is this luxury apartment guy. He snapped up or least has a contract on that. There is a demand for it.

**R. Perri:** As a matter of fact there are more developers that are looking to build apartment, rentals. Than they are actual building for homeowners. The way others see it the rental market will get stronger, stronger than now. They feel the future, short term future anyway, is in apartment building.

**C. Green:** Sounds to me other than downtown things are coming along pretty well and a lot of potential and a lot of things happening. Seems like Paula going to have more work into downtown area than the others. I know there are people in Bartlett that would probably volunteer their professional services to do focus groups as professional facilitators. Might not cost you anything and certainly be a good idea to get input that way. Especially downtown. You got a pretty aggressive timeline, right? October to come up with this?

**P. Schumacher:** That was my initial thought process, but it doesn't work.

**C. Green:** I think the downtown needs more research and more input from the public.

**P. Schumacher:** This may be something like Tony mentioned that really gets defined through that RTA process. Maybe we bring them in on the back end.

**C. Green:** There are things that we suggested when we did our study a while back, that have not fully be implemented, right?

**P. Schumacher:** There are still things that need to be done. I know what I'll be doing tomorrow.

**G. Kubaszko:** New business, Tony do you want to talk about that.

**T. Fradin:** Pacino's Tap House has been closed since our last meeting, but there is a new concept that will be coming soon I'll be speaking with the owner Gary Danno to flush some of the details out hopefully this week or next. Another shopping center on Rt. 59, a new nail salon has opened recently in shopping center just south of Apple Valley center. It's is called Bartlett Place, if you can just picture it's where the Country Financial office is located, they had just one vacant space.

I was writing the Zoned for Business column for the newsletter today and going over some recent business records. I've mentioned this before at other meetings that they were coming. I also wanted to mention the building where we held the Brewster Creek Business Park open house last year was the first building in the business park 1291 Humbracht Circle had been vacant for about three years. There is a business in there now called Bremskerl, they expanded and relocated from a location in South Elgin. There are a German based company that does brake parts, brake pads for light rail, trucks and industrial uses. We are very happy to fill that space. You don't hear that much as you do about the vacant spaces in the shopping centers because that's where the residents all shop and it's very highly visible. This was a building that has been vacant for about three years. We worked pretty closely with them over a period of about six months. I think the last meeting I said they were just about ready. They recently opened. That's another vacant space that has been filled in the business park. The address 1291 Humbracht Circle when you turn in the business park off of Stearns on to Munger Road, it's the very first building on your right. The intersection of Munger Road and Humbracht Circle. That's all the new businesses.

**R. Perri:** That makes that park a German specialty park.

**T. Fradin:** That's the third business. One thing I want to tell you in our last parting thought, in our branding and marketing of that, that's one of the first thing I told them when I made contact with them. I said we are a very friendly town and we have two other German based companies so we would like to make it three. So now we have four. That's all the new businesses.

**G. Kubaszko:** That concludes your presentation?

**T. Fradin:** Yes, it does.

**G. Kubaszko:** We can move on to the last agenda item. The ever popular adjournment. Do we have a motion to adjourn?

**M. Sobel:** I motion.

**C. Green:** I second it.

Meeting adjourned at 8:05 PM.

