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BEFORE THE VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION

IN RE THE MATTER OF:)
)
Marketing Plan and Cable)
Television Ad Campaign:)
Dining in Bartlett.)

REPORT OF PROCEEDINGS

December 14, 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:

- MR. GERALD KUBASZKO, Chairman.
- MS. CECILIA GREEN, Member.
- MS. DONNA WEIR, Member.
- MR. MIKE SOBEL, Member.
- MR. BARRY KRALL, Member.
- MR. NAYAN MEHTA, Member.

1 ALSO PRESENT:

2 MR. JIM PLONCZYNSKI, Community Development
3 Director.

4 MR. TONY FRADIN, Economic Development
5 Coordinator.

6 MS. PAULA SCHUMACHER, Assistant Village
7 Administrator.

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1 CHAIRMAN LEMBERG: Okay. We have a call to
2 order for the Bartlett Economic Development
3 Commission meeting for the month of December 14,
4 2015.

5 Can we have a roll call, please?

6 MR. PLONCZYNSKI: Jerry Kubaszko.

7 COMMISSIONER KUBASZKO: Here.

8 MR. PLONCZYNSKI: Cecilia Green.

9 MS. GREEN: Here.

10 MR. PLONCZYNSKI: Donna Weir.

11 MS. WEIR: Here.

12 MR. PLONCZYNSKI: Robert Perri.

13 Nayan Mehta.

14 Jeff Petro.

15 Tracy Smodilla.

16 Barry Krall.

17 MR. KRALL: Here.

18 MR. PLONCZYNSKI: Mike Sobel.

19 MR. SOBEL: Here.

20 MR. PLONCZYNSKI: We have a quorum.

21 COMMISSIONER KUBASZKO: Okay. Next item on
22 the agenda would be approval of the November 9th,
23 2015 meeting minutes.

24 Do we have any discussion on the minutes

1 or do we -- can we have a motion to approve?

2 MR. KRALL: I approve.

3 COMMISSIONER KUBASZKO: Okay. Minutes are
4 approved for the November meeting.

5 MR. PLONCZYNSKI: Who seconded that? I didn't
6 hear that.

7 MR. SOBEL: I'll second it.

8 COMMISSIONER KUBASZKO: Okay. Next item on
9 the agenda will be the continued discussion of
10 the marketing plan.

11 Tony, you want to pick it up from there?

12 MR. FRADIN: I do. Thank you, Jerry. You've
13 seen this marketing plan before you for the past
14 several months. Paula Schumacher is the
15 assistant village manager here at the Village of
16 Bartlett -- I should say the assistant village
17 administrator and she's the point person on this
18 project. The three of us, Paula, Jim, and
19 myself, have been working on this for about six
20 months and bringing it before you at the economic
21 development commission, listening to your
22 comments and suggestions, and incorporating them;
23 and what we have before you tonight is the latest
24 version of this, and hopefully a final version,

1 but with that, I'm going to turn it over to my
2 colleague Paula Schumacher who is going to detail
3 some of the changes that have been made of late
4 to this marketing plan.

5 (Commission Member Nayan
6 Mehta arrived.)

7 MS. SCHUMACHER: Thanks, Tony. Nice to be
8 back with you guys again.

9 You have a few minor changes from your
10 last meeting in terms of the goals. Really just
11 one major one and that was adding the targeted
12 marketing for a healthcare use to the downtown;
13 and then the rest of the discussion was largely
14 around the key performance indicators and the
15 parameters that you wanted to use to, A,
16 establish those parameters, and then how you
17 would monitor them and what criteria you would
18 use; and so I tried to distill those things into
19 the list that you have before you and the list
20 that Mike sent to us. He had mentioned that he
21 had some in mind. He sent them to me and we put
22 them in the list.

23 One of the things that you had not
24 discussed -- I'm just going to jump down to No. 6

1 because it wasn't anything that you had previously
2 discussed. You had talked about having some kind
3 of indication of whether or not the marketing
4 efforts are successful and what we have on the
5 website is actually productive, and I talked to
6 our IT staff and they're able to generate a
7 report for me that shows, you know, how long
8 someone's been on the site. It's a Google
9 Analytics report, you may be you're familiar
10 with, and they can do that for our website. We
11 previously have not been able to do that, but
12 when we redid the website the last time around,
13 we're able to do that, so I added that as one of
14 the indicators.

15 The first one, the occupancy by square
16 foot, that was one of the things that you
17 discussed and also by units and buildings because
18 some areas lend themselves better to square
19 footage while others lend themselves better to
20 being judged by their occupancy in terms of
21 buildings being full or storefronts being full.

22 The third one, number of businesses open
23 and closed, that's one that, you know, we've
24 seen. Tony tracts that on a regular basis and we

1 report that out to the chamber on a regular basis
2 at the breakfast with the Village, that's always
3 one that we do.

4 Number of new employees within the area, a
5 gain or a loss.

6 Number of inquiries received and the
7 source of the inquiry. This is another part of
8 your discussion from the last meeting about, you
9 know, how do we judge if this marketing effort --
10 these marketing efforts are actually bearing
11 fruit. We need to know where those inquiries
12 came from.

13 And the cost of the marketing efforts,
14 including staff time, that's fairly
15 straightforward.

16 And additional tax revenue generated or
17 lost, and that would be property tax, EAV, and
18 sales tax.

19 And then the -- once you have agreement
20 upon the key indicators that you would like us to
21 use, Tony and I will put together the baseline
22 that we'll use then going forward, gathering the
23 data to establish what we have now and then what
24 we'll be comparing to throughout the plan.

1 MR. SOBEL: Question, Paula. Will these key
2 performance indicators be measured for each
3 location grouping?

4 MS. SCHUMACHER: Yes.

5 MR. SOBEL: Okay.

6 MS. GREEN: How often would that be done?
7 Every six months, every year? What -- the
8 comparison.

9 MS. SCHUMACHER: Some of that data, you know,
10 we can do on a more frequent basis; and I think
11 some of it is more suited for annual, like the,
12 you know, businesses closed and open. You know,
13 you get a better sense of that in an annual
14 number, but I think a lot of the metric things
15 would be useful to have on a monthly basis. Tony
16 and I talked about some kind of a reporting
17 mechanism to the EDC that would be on a more
18 frequent basis on some of those things.

19 MS. GREEN: I could see that No. 6 you'd
20 probably want to compare monthly because you're
21 going to have peaks and valleys.

22 MS. SCHUMACHER: Exactly.

23 MS. GREEN: And that baseline would be set
24 when we agree or when the Village board says go

1 ahead?

2 MS. SCHUMACHER: Oh, I think we would go from
3 the time that they said okay, but I think Tony
4 and I would want to start pulling together what
5 those things would be when you've established
6 what they are.

7 MR. SOBEL: Will you be going back in time at
8 all to show trending?

9 MS. SCHUMACHER: I don't know. Tony, how easy
10 is it to go back in time? We can probably go
11 back a couple of years.

12 MR. SOBEL: Maybe not even that far, but
13 anything back you can go will probably be helpful
14 for trending.

15 MR. FRADIN: Yeah, perhaps back a year. We've
16 been mentioning here that the occupancy rate in
17 Brewster Creek Business Park, in particular, has
18 dramatically improved in the last year, so, you
19 know, we could go back and determine what the
20 major vacancies were approximately a year ago,
21 and we know what those were. So I've mentioned
22 before I think the occupancy rate in Brewster
23 Creek Business Park has probably gone up about 15
24 percent or so in the last year, maybe a little

1 higher, based on square footage, so we can go
2 ahead and do that.

3 MR. SOBEL: I would like to make another
4 suggestion to add another KPI, one that would
5 track the number of new units or buildings that
6 were built, as well as the square footage added.

7 MS. SCHUMACHER: The number of actual
8 buildings, is that what you're saying?

9 MR. SOBEL: Yeah, the new ones built. So as
10 soon as they become occupiable, they would get
11 added into the list, but you would then be able
12 to show, okay, 50,000 square feet became
13 occupiable in this particular quarter or whatever
14 because that's also, I would think, an indicator
15 of success.

16 MS. SCHUMACHER: The transition from being
17 built to being occupied?

18 MR. SOBEL: No, just the overall growth. So
19 if there was a million square feet available,
20 let's say, in the downtown district and all of a
21 sudden there is 1.1 million square feet available
22 in the downtown district, that's, I would think,
23 a successful thing.

24 MS. SCHUMACHER: Okay.

1 MR. MEHTA: Is there any criteria we are
2 considering from a revenue point of it? I was
3 just wondering if not the revenue of the
4 businesses, what's the Village excise tax or any
5 tax revenue that's been out of this whole plan.
6 So do we want to have that one of the indicators?

7 MR. SOBEL: Isn't that No. 8 over here?

8 MR. MEHTA: Compare it -- I mean, it is
9 additional. I mean, I was talking can it be
10 ratio-wise or percentage-wise like as you can see
11 based on occupancy percentage based on unit,
12 occupancy percentage based on square feet, this
13 would be purely an additional tax revenue, that's
14 correct, that would be good, but do we also want
15 to -- to measure the efficiency compared to the
16 number of businesses. Sometimes business can go
17 down, but revenue can go up depending on the type
18 of business that may come in.

19 MR. KRALL: That would be easy to determine,
20 just increase as a percentile, so --

21 COMMISSIONER KUBASZKO: Any further discussion
22 on the key indicators or are we looking to approve
23 them tonight?

24 MS. SCHUMACHER: I would say I would look for

1 approval with these changes that you've expressed.

2 MR. KRALL: I would make a motion to approve
3 this plan.

4 MS. GREEN: I'll second it.

5 COMMISSIONER KUBASZKO: All in favor.

6 (A chorus of ayes.)

7 COMMISSIONER KUBASZKO: Motion carries
8 unanimously.

9 MR. KRALL: Excellent job, guys.

10 MR. PLONCZYNSKI: Thank you. We'll forward it
11 on to the Village board committee for their
12 review and then approval with your recommendation.
13 Thank you.

14 COMMISSIONER KUBASZKO: Okay. Tony, any
15 further discussion or are we just going to
16 discuss key indicators tonight or are we going to
17 further discuss the downtown area? There are a
18 lot of other supporting pages here.

19 MR. FRADIN: Yeah. There is one -- there is
20 another item on the agenda, No. 5, about some
21 cable television ads that we've queued up here
22 and we would like to show you.

23 I'm going to call this part of our
24 marketing plan, and we've discussed this many

1 times over the years how one of our major sales
2 tax producing categories here in the village is
3 eating and drinking establishments, and we do a
4 lot to promote them, including on social media,
5 and we print a dining guide annually and
6 distribute it widely; and one of the tactics that
7 we're taking for this December is that we've
8 worked together with advertising representatives
9 from Comcast cable.

10 As you recall back prior to Heritage Days,
11 from mid -- I want to say from early August
12 through early September, we did some ads
13 promoting to come to Heritage Days; and this is
14 following up on our cable TV advertising campaign
15 to promote eating and drinking establishments in
16 the village, so these ads will be running --
17 actually, already started running earlier today.
18 They run for two weeks.

19 What we did this time was two separate
20 ads, and the first one I'm going to show you
21 tonight is dine in downtown Bartlett; and as you
22 would surmise, this promotes eating and drinking
23 establishments in the downtown area only, and
24 there's a second ad that I'll show you right

1 after that. They're both 30 seconds, and it
2 promotes some eating and drinking establishments
3 throughout the remainder of the village not
4 within the downtown.

5 So the cost for these ads is total of
6 \$2504.66. That is to run it on cable TV 594
7 times on Comcast and an additional 236 times on
8 AT&T U-verse. For 830 spots, it comes out to
9 about \$3 even per spot. I do want to mention
10 that there is an additional 450 we're spending on
11 this. The first time we did the Heritage Days ad
12 it was \$300 for the one ad, so they cut us a
13 break this time and gave us two ads production
14 for \$450. So I want to reiterate that these play
15 throughout major Comcast and AT&T channels.
16 They'll be running on the Food Network, CNN, Fox,
17 HGTV, Discovery Channel, The Learning Channel,
18 and more.

19 This afternoon they sent me a schedule of
20 today and tomorrows; and as we learned last time,
21 they can run anywhere from 5 to 15 minutes before
22 or after their scheduled time. I don't spend a
23 lot of time waiting for them to play, but once in
24 a while I do just to make sure I'm seeing it; and

1 just so you know, later on they send a report of
2 all the times it actually ran.

3 So what I'm going to do now is hit play
4 and we're going to watch these two ads. As I
5 mentioned, they're 30 seconds each.

6 (Ad played.)

7 MR. FRADIN: That was the downtown ad. I'm
8 going to X that out and hope that the other ad is
9 there.

10 MR. PLONCZYNSKI: Could you hear it?

11 MR. SOBEL: Uh-huh.

12 (Ad played.)

13 MR. FRADIN: I just wanted to add that we
14 obviously can't fit every restaurant in town
15 within these ads, but we selected a good cross
16 section. Some of the ones we featured in the
17 downtown a lot of people consider the staple
18 eateries of downtown, places like Pasta Mia,
19 TL's, and JC's, that have been around for many
20 years, as well as some of the new ones, so
21 that's -- along with all our downtown discussions
22 that we do and the T-O-D plan and the marketing
23 plan, that one is obviously directly tied to the
24 downtown. Because we have just as many or more

1 places outside the downtown, you can see the
2 cross section of the businesses that we selected;
3 again, some newer like the Smokin' Pit BBQ,
4 others that have been around for many years like
5 Moretti's and Silver Lake; and, you know, we're
6 doing this simply in an effort to raise
7 awareness. A lot of people don't know all the
8 variety of eating and drinking places here in the
9 village and we're hoping this attracts some new
10 customers as well.

11 So this is one of our marketing tactics
12 that we're using this month, and I don't know if
13 we'll be able to measure an increase in sales
14 during December or not, but I sent it -- I sent
15 links to these ads to all the restaurants that
16 are in them today and they all thanked us. They
17 thank me, they thank the Village, they thank the
18 EDC for doing this, so we're going to again in a
19 few months most likely bring up whatever the next
20 advertising campaign is that we're going to
21 pursue. Might be something specific to the
22 business park.

23 So I wanted to show that to everybody here
24 and see if there is any comments or suggestions

1 on this.

2 MS. WEIR: By any chance are you going to
3 reach out to these restaurants after, you know
4 like a few weeks or so after the ads run to see
5 if they had any success? I mean, I know they
6 don't normally ask their clients or their
7 customers where they came from or how they heard
8 about them, but I didn't know if you might want
9 to reach out to them just to see if it was a
10 successful campaign. I think the commercials are
11 wonderful.

12 MR. KRALL: Actually, television, or this type
13 of advertising, is subliminal, so it's really you
14 drive by TL's and you remember the ad on TV
15 hopefully and they should see some type of
16 increase, even though they may not remember why
17 they went there.

18 MR. MEHTA: Is there any mechanism where we
19 would know what effect it was on the sales on the
20 walk-in clients or increase in people coming for
21 dining? Will we be able to have some information,
22 by any chance?

23 MR. FRADIN: What we get is a report on total
24 sales tax on a monthly basis. They're usually

1 about three months behind. We get them from the
2 State. I think they just reported the September
3 sales just at the last Village board meeting.

4 One thing we can look up on the State
5 treasurer's website is there is a breakdown of
6 sales by category and that would be one of the
7 things when we establish this baseline in early
8 2016, that's one of the metrics we would be
9 bringing before you, but I can tell you
10 anecdotally from having looked at it over the
11 years, our eating and drinking sales, that's a
12 large percentage in the village. It's not 50
13 percent, but it's more than a third, so that's
14 one of the largest sales categories in the
15 village, so we can see it's been fairly steady
16 over the years.

17 You know a lot of the restaurants have
18 opened, a lot of them have closed, and then a lot
19 of these that we're featuring have been there for
20 a long time. It will be hard to determine if
21 there was an increase in restaurant sales, but as
22 we've seen in a lot of -- I'm going to say we've
23 seen some restaurants close in the past couple of
24 years here. Some of the restaurants here that

1 we're promoting could use some additional
2 marketing and they're not able to spend that kind
3 of money to get cable ads on their own or
4 billboard ads like TL's does, so that was the
5 impetus behind that, is to try to get their name
6 and logo out there. So it's kind of long answer,
7 but we're really -- this is part of branding the
8 village and raising awareness of all the places
9 that are here to eat and drink so somebody
10 doesn't drive right by two Irish pubs right here
11 in Bartlett to go to one out of town when we have
12 two of them listed right here, so that's our
13 strategy for helping to promote those restaurants.

14 MS. GREEN: Aren't they all kind of
15 independent? There are no large chains here
16 indicated in the --

17 MR. FRADIN: Yeah, with the exception of
18 Moretti's.

19 MS. GREEN: Moretti's has more than one
20 location.

21 MR. FRADIN: There is a few Silver Lakes, but
22 they're independent. There might be two or three
23 others. None of these -- yeah, we didn't put any
24 of the chain restaurants in this; and that's a

1 good point, these are unique to Bartlett.

2 MS. GREEN: Right. I would think you could do
3 something similar with the retail. We don't have
4 a lot of retail, but we do have some in the
5 downtown and on 59 that are not chain.

6 MR. FRADIN: It's very limited when it comes
7 to retail, but --

8 MS. GREEN: But it certainly could fill up a
9 30-second commercial.

10 MR. FRADIN: Yeah, a 30-second commercial, of
11 course.

12 MS. GREEN: Be nice to have a shot in the arm
13 for those folks too.

14 MR. FRADIN: We have, as you all know, our
15 fiscal year goes from May 1st through the end of
16 April. We do have some more marketing money
17 available. If the EDC wants to suggest that we
18 put together an ad for -- honestly, it would be
19 late to do it for the holiday season, but if we
20 want to do one for early next year for specialty
21 retail, I would be glad to work --

22 MS. GREEN: Around Easter, you know, like a
23 flower shop would be looking at good sales then
24 and other retail as well.

1 MR. FRADIN: Is that when you would -- because
2 I would like to get some more feedback on that
3 too. Is that when you would suggest doing this,
4 would be towards mid March or --

5 MS. GREEN: March, early April. I think Easter
6 is early this year, but somewhere to catch the
7 spring shoppers.

8 MR. FRADIN: So not necessarily an Easter ad,
9 but shop in Bartlett this spring?

10 MS. GREEN: Right. Right.

11 MR. FRADIN: Yeah, I would be glad to work on
12 that and show you a 30-second ad or two in March
13 for that.

14 MS. GREEN: Okay.

15 COMMISSIONER KUBASZKO: All right. It appears
16 there is no more discussion on the marketing plan
17 and the cable television ad campaign --

18 MS. GREEN: I got one more question. I'm
19 sorry, Jerry.

20 Does channel 17 have the ability to run
21 video? Could this run on channel 17?

22 MR. FRADIN: Paula is asking if it's
23 proprietary with Comcast and I would have to find
24 that out. They produced it, but I could find out

1 whether the Village retains the rights to use
2 that because a lot of times I do put that on the
3 Facebook page, so that's a good suggestion as
4 well. I think the technical capability is there,
5 of course, but we'll see if we can use it.

6 MS. GREEN: I haven't seen video on 17. I
7 thought we could have it, but --

8 MS. SCHUMACHER: I think we can do video on 17.

9 MR. FRADIN: I have a very good ad
10 representative that will usually get back to me
11 within minutes. Of course, that's because they
12 hope to continue selling ads to the Village, but
13 I can find out tomorrow if we can use it for a
14 while.

15 MS. GREEN: It would be good to run it at
16 least once on the Discover Bartlett too.

17 MR. FRADIN: Right. Thank you.

18 COMMISSIONER KUBASZKO: Okay. We'll move on
19 to the next agenda item, which would be new
20 business.

21 MR. FRADIN: I don't have any new businesses
22 to report this month. There is three that I can
23 think of that are still in the process.

24 MR. PLONCZYNSKI: It's a little premature, but

1 tomorrow night Rana's -- about a
2 17,000-square-foot addition for Rana Pasta will
3 be approved, and the Village -- and they'll be
4 under construction very soon, so that's something
5 that we expedited as quickly as possible. Even
6 though we talked to them in March, they brought
7 in their plans in early November and said, yeah,
8 our panels are being delivered in mid December,
9 so we kind of worked through, plan commission
10 approved it last Thursday and the board allowed
11 us to put it on the agenda for tomorrow night, so
12 they can have -- it will be offices and lockers
13 and that, make their employees -- because right
14 now their employees, like, eat their lunch on the
15 floor of production and outside in the halls and
16 they have meetings all over the place, so it will
17 be a nice addition to them; and hopefully they
18 will build a new building just west of there next
19 year, so they'll have two Rana buildings. So
20 that's what we're keeping our fingers crossed,
21 but that's the newest to the new business.

22 MR. FRADIN: Right. Thank you, Jim. The three
23 that I was referring to are still in the works.
24 I know one of them is a pizza restaurant that's

1 been working on relocating just a mile or so from
2 one spot on Army Trail Road in Carol Stream over
3 here to Bartlett Square shopping plaza called
4 Pietanza's. I spoke with the owner last week and
5 their target date is late January at this point,
6 so I didn't want to sit here tonight and say it
7 would be open for next meeting, like I often say
8 of businesses, because I don't think it will be.

9 There is also a physical therapy business
10 coming to Westgate Commons into a unit that was
11 last occupied by the veterinarian clinic, and
12 another one we're working with is a Chinese
13 restaurant coming to the end unit over in Devon
14 Prospect Plaza. That's been vacant for quite a
15 few years. I'm going to guess five or six years.
16 There was a bakery located there once upon a time
17 and it's located right next to Bracht's Place, so
18 those again will be -- hopefully we'll put those
19 in the plus category in the first couple of
20 months of 2016, thus reducing our vacancy rate
21 and also increasing the number of units occupied.
22 So those are three that we hope to add, I'm going
23 to say, in February or March. So that's all the
24 new business I have to report tonight.

1 MR. MEHTA: That's good.

2 MS. WEIR: Is there anything happening with
3 Lucky Jack's at all?

4 MR. FRADIN: Lucky Jack's, there is nobody
5 pursuing redevelopment of it at this time. That
6 one is just sitting as-is, unfortunately.

7 COMMISSIONER KUBASZKO: Is that it, Tony?

8 MR. FRADIN: It is.

9 COMMISSIONER KUBASZKO: Okay. Well, final
10 item on the agenda would be adjournment.

11 If there is no further discussion about
12 anything else, anybody have any questions or --

13 Okay. Do we have a motion to adjourn?

14 MR. SOBEL: I make a motion to adjourn.

15 MS. WEIR: I second.

16 COMMISSIONER KUBASZKO: Okay. Motion carries.

17 MR. FRADIN: Thank you.

18 COMMISSIONER KUBASZKO: I take it everybody is
19 in favor, right?

20 (Proceedings concluded at

21 7:33 p.m.)

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

3
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 * and that the foregoing is a
9 true and correct transcript of her shorthand
10 notes so taken as aforesaid, and contains all the
11 proceedings given at said *.

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