

6:00 P.M. – PROPOSED BUDGET REVIEW

VILLAGE OF BARTLETT

COMMITTEE AGENDA

MARCH 1, 2016

PLANNING & ZONING

1. EDC Marketing Plan

FINANCE & GOLF

1. 2016-17 Proposed Budget Review – 6:00 p.m.
2. Civic Group Funding



Agenda Item Executive Summary

Item Name Economic Development Marketing Plan Committee or Board Committee

BUDGET IMPACT

Amount: n/a

Budgeted

List what fund

EXECUTIVE SUMMARY

The Village Board reviewed a summary of current marketing efforts at the June 2, 2015 Committee of the Whole meeting. At that meeting they asked that the Economic Development Committee (EDC) provide the detail and structure for a marketing plan.

The EDC began their review of the marketing plan on July 13, 2015 and continued on September 14 and October 12, and November 9, 2015. At the December 14, 2015 Economic Development Commission meeting the commissioners approved the Economic Development Marketing Plan to be recommended that it be forwarded to the Village Board.

The marketing plan has been divided by main development location. Goals have been assigned relative to a specific area, key demographic information for the location, and a map showing the area's vacant and built parcels have also been included. The commissioners also identified the key performance indicators they would like to have established for the plan to determine its effectiveness.

ATTACHMENTS (PLEASE LIST)

Memo

Economic Development Marketing Plan

Key Performance Indicators

EDC Meeting Minutes

ACTION REQUESTED

- For Discussion Only
- Resolution
- Ordinance
- Motion

Paula Schumacher, Assistant Village Administrator

Tony Fradin, Economic Development Coordinator

Jim Plonczynski, Community Development Director

Staff:

Date:

February 17, 2016

Memorandum

TO: Valerie L. Salmons, Village Administrator

FROM: Paula Schumacher, Assistant Village Administrator *PS*
Tony Fradin, Economic Development Coordinator *TF*

DATE: January 28, 2016

SUBJECT: Economic Development Marketing Plan

The 2015-16 Strategic Plan included the objective to define a marketing plan to attract residential and commercial investment in Bartlett. The Village Board reviewed a summary of current marketing efforts at the June 2, 2015 Committee of the Whole meeting. At that meeting they asked that the Economic Development Committee (EDC) provide the detail and structure for a marketing plan.

The EDC began their review of the marketing plan on July 13, 2015 and continued on September 14 and October 12, and November 9, 2015. At the December 14, 2015 Economic Development Commission meeting the commissioners approved the Economic Development Marketing Plan to be recommended that it be forwarded to the Village Board.

During the course of their review the EDC provided direction to organize the plan under each of the main development areas in the community. The attached plan has been divided by location. Goals have been assigned relative to a specific area, key demographic information for the location, and a map showing the area's vacant and built parcels have also been included.

The commissioners also discussed the key performance indicators they would like to have established for the plan. The performance indicators provide the criteria used to measure success of the plan effectiveness. Once the plan is approved, Staff will collect the current data to provide a baseline for future comparison.

Included in your packet for your review are copies of the minutes from the EDC meetings, the Economic Development Marketing Plan and the Key Performance Indicators.

Economic Development Marketing Plan Key Performance Indicators

1. Occupancy % based on square feet
2. Occupancy % based on units/buildings
3. Number of new units or buildings built
4. Number of businesses opened/closed
5. Number of employees within area gained or lost
6. Number of inquiries received and source of inquiry
7. Number of unique page views on Economic Development website pages
8. Cost of marketing efforts, including staff time
9. Additional tax revenue generated or lost.

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 their 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 them 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?

Economic Development Commission
July 13, 2015

M. Sobel: I motion.

C. Green: I second it.

Meeting adjourned at 8:05 PM.

1 BEFORE THE VILLAGE OF BARTLETT
2 ECONOMIC DEVELOPMENT COMMISSION

3 IN RE THE MATTER OF:)
4 Video Contest Award and)
5 Marketing Plan.)

6 REPORT OF PROCEEDINGS

7 September 14, 2015
8 7:00 P.M.

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

16 COMMISSION MEMBERS PRESENT:

- 17 MR. GERALD KUBASZKO, Chairman.
- 18 MS. TRACY SMODILLA, Member.
- 19 MS. DONNA WEIR, Member.
- 20 MR. NAYAN MEHTA, Member.
- 21 MR. BARRY KRALL, Member.
- 22 MR. ROBERT PERRI, Member.

23 ALSO PRESENT:

- 24 MR. JIM PLONCZYNSKI, Community Development
 Director.
- MR. TONY FRADIN, Economic Development
 Coordinator.
- MS. PAULA SCHUMACHER, Assistant Village
 Administrator.

1 CHAIRMAN KUBASZKO: We'll call to order for
2 the Bartlett Economic Development Commission
3 meeting of September 14th.

4 May we have a roll call?

5 MR. FRADIN: Gerald Kubaszko.

6 CHAIRMAN KUBASZKO: Here.

7 MR. FRADIN: Cecilia Green.

8 Donna Weir.

9 MS. WEIR: Here.

10 MR. FRADIN: Robert Perri.

11 MR. PERRI: Here.

12 MR. FRADIN: Nayan Mehta.

13 MR. MEHTA: Here.

14 MR. FRADIN: Jeff Petro.

15 Tracy Smodilla.

16 Barry Krall.

17 MR. KRALL: Here.

18 MR. FRADIN: And Mike Sobel not here, but we
19 do have five, so we have a quorum tonight.

20 CHAIRMAN KUBASZKO: Okay. Next order of
21 business on the agenda would be the approval of
22 the July 13th, 2015 meeting minutes.

23 Do we have any discussion?

24 Do we have a motion to approve?

1 MS. WEIR: I make a motion that we approve the
2 minutes.

3 MR. PERRI: I second.

4 CHAIRMAN KUBASZKO: Motion carried. Minutes
5 are approved.

6 MR. FRADIN: I'm just going to state for the
7 record Commissioner Smodilla is present.

8 CHAIRMAN KUBASZKO: Tony, I believe you want
9 to say something about the video contest winner
10 that we have present with us.

11 MR. FRADIN: Yes. Thank you, Jerry. You
12 recall earlier this year the Economic Development
13 Commission and the administration department put
14 out a video contest. The goal of which was to
15 promote local business here in Bartlett. Back at
16 the June Economic Development Commission meeting,
17 the commission viewed five videos that were
18 submitted on five different subject matters; and
19 after viewing them, the EDC put it to a vote and
20 unanimously selected the video that was promoting
21 the Heritage Days event that we just had in
22 downtown Bartlett from this past Friday to
23 yesterday. Dr. Rosanne Derango is both a very
24 long time business owner here in the downtown

1 area, very active in numerous committees and
2 organizations here in the village, somebody you
3 would call a very good corporate tenant, and it
4 was her video that she submitted promoting
5 Heritage Days that was selected for the gift card
6 award, which we have tonight; and Jerry Kubaszko
7 is in possession of it and would ask you to say
8 some words on it and to present it to her on
9 behalf of the EDC.

10 CHAIRMAN KUBASZKO: Okay. We would like to
11 congratulate Dr. Rosanne Derango for submitting
12 the winning entry. Of the five submitted and
13 reviewed, she was the winner, so Dr. Derango, we
14 would like to present you with a little \$250 gift
15 certificate from Home --

16 MS. DURANGO: I have to say the Apple store
17 helped me.

18 CHAIRMAN KUBASZKO: Congratulations.

19 (Applause.)

20 CHAIRMAN KUBASZKO: Okay. The next order of
21 business will be discussion on the revised
22 marketing plan that we're going to discuss
23 tonight.

24 MR. FRADIN: For this I'm turning it over to

1 my colleague, Assistant Village Administrator
2 Paula Schumacher, who is the lead person on this
3 project.

4 MS. SCHUMACHER: Hi. Happy to be back to you
5 tonight. At your July meeting, we looked at a
6 couple of plans, one from Cary, one from Lombard,
7 for their formatting. We looked at an overall
8 summary of some of the marketing efforts that we
9 currently do, and the EDC asked that we organize
10 it by development location and so we've done
11 that.

12 Tony has put together the demographic
13 information for each of those areas. That's
14 included in the packet, as well as a map of the
15 available sites and those parcels, and then
16 before that are the goals that we outlined for
17 each of those areas and wanted to get your
18 thoughts on those goals. You know, we identified
19 that, yes, certainly they wouldn't be the same
20 goals for each area, but there was some overlap,
21 especially with some of the things in terms of
22 the same counties and those kinds of things, but
23 did want to hear from you before we let it out to
24 the community for their input as well, that was

1 one of the things that your board asked that we
2 do, that we get feedback from the broader
3 community on those goals as well.

4 So if we can start, do you want to walk
5 through it or would you just have comments in
6 general?

7 MR. PERRI: I thought it was a good idea to
8 walk through it.

9 MS. SCHUMACHER: Sure. The first area is the
10 downtown. Here we have a continuation of the EDC
11 recommendations for the downtown. That is a
12 continuing project for us. A number of those
13 elements are relative to marketing. A lot of the
14 signage and promotion items from that report
15 would fall under here.

16 The RTA project was kicked off a few weeks
17 ago; and certainly whatever work comes out of
18 that or input that we do with them during their
19 process, there is going to be a lot of opportunity
20 for feedback with that group.

21 Supporting community events that bring
22 people to downtown, that is certainly one that is
23 in our strategic plan and relative to the
24 downtown.

1 Continuing the shop local efforts. Those
2 would include things that we do on the website,
3 the coupon insert into the Bartletter, the dining
4 guide, and the special ads that Tony's done that
5 you're familiar with; and continue to use
6 traditional advertisement newsletter, and social
7 media to promote new and existing businesses; the
8 section of the Bartletter that Tony writes, the
9 information that he puts up on the Discover
10 Bartlett, Discover Downtown Facebook page when
11 there is new businesses or there's a promotion.
12 Those kind of things fall under there.

13 Target text sensitive businesses, that was
14 something that was brought up by the Village
15 board. It was one of the things that had come
16 up, I think, from the Village board or one of the
17 comments that we had.

18 MS. WEIR: I think from the ECC plan.

19 MS. SCHUMACHER: Oh, Spartan Consulting.
20 Thank you. I'm sorry. I figured downtown would
21 probably be one of the more appropriate places
22 for that kind of goal; and then develop a
23 relationship with local community colleges and
24 universities, that also came from the Spartan

1 plan.

2 So if I can have your thoughts on downtown
3 goals.

4 MS. SMODILLA: Thanks, Paula. Again, without
5 the benefit of being at the July meeting, I
6 appreciate the opportunity to review those
7 meeting minutes and, certainly, the input from
8 commissioners at that meeting.

9 However, what struck me from the recent
10 packet that we received is -- and let me just go
11 back and say I appreciate the segmenting of the
12 distinct business districts that we have in
13 Bartlett. I think that's a really strong place
14 for us as an EDC to start what we know just from
15 what we see in terms of opportunity and the
16 successes the Brewster Creek and the district
17 that's out on Route 25, we know that we've got
18 very specific targeted audiences for those
19 districts. Certainly, the efforts that have been
20 put forth in attracting the food industry into
21 Brewster Creek I think highlights the success.

22 Again, to paraphrase Mr. Plonczynski's
23 comments about, you know, there is just some
24 industries that nobody really wants. They're

1 very valuable and viable industries in the
2 locations that we're at, but that said, what
3 we're missing in this packet, and again this is
4 just my opinion from a place of being in sales
5 and marketing for a very long time, is that what
6 we're missing is a very, very specific plan for
7 each of these different, distinct business
8 districts; and I know that the downtown area
9 continues to be a bit of a preponderance for not
10 just us as the EDC, but, certainly, that of the
11 community, and I can see where economic
12 development is struggling with that, so before we
13 even have these action items on here, because
14 they're action items, not necessarily goals, I
15 think at some point we really need to come back
16 to the reality of what is specific and
17 appropriate for downtown. I like the idea that
18 the Spartan marketing, their ideas from their
19 presentation back in December are finally being
20 addressed.

21 At some point we do need to identify
22 businesses that are going to increase the daytime
23 census in downtown Bartlett. The reality of
24 brick and mortar, mom and pop stores is tenuous

1 at best these days. People are shopping
2 differently. People are not necessarily coming
3 into downtown Bartlett, so I think we need to
4 really start to identify a different way of
5 targeting and addressing those new businesses
6 that have the opportunity -- that would be
7 looking for a great opportunity that I think the
8 village of Bartlett could give them, especially
9 for the start-up ones, and I'm very encouraged by
10 the flyer that was on the dais this evening for
11 REV3 Innovation Center. I think this is
12 specifically what Spartan marketing was talking
13 about when we discussed this with them last
14 summer and last fall and, again, this is -- it
15 looks like this is a project that's being done.
16 It looks like it's a private and public
17 partnership with a university, so I think really
18 that's where we need to start looking at on each
19 of these.

20 Again, specifically for the downtown area,
21 but again going back to a robust plan, I think
22 what we should be seeing in the future is one
23 that articulates, you know, targeted objectives,
24 expectations that we have for each of the

1 different business districts. Certainly, we
2 should be looking at more criteria. I was
3 encouraged when, again paraphrasing,
4 Mr. Plonczynski from the minutes, when he says
5 there is a ton of sales tax revenue. I think we
6 should really be identifying those industries,
7 specifically, you know, where we can find those
8 public and private partnerships, where we can,
9 again, generate a ton of revenue, but I think
10 that's probably going to have to come from maybe
11 even doing an investigation of SIC codes, for
12 example; and, again, as I was reading the notes,
13 Commissioner Sobel had said that, you know,
14 moving forward we just need to do a really good
15 job of, you know, communicating what those
16 expectations are of the district and, again, to
17 the public, particularly if there are going to be
18 public funds expended.

19 MS. WEIR: Actually, I too did have in my
20 notes that I was hoping that it would be more
21 specific, the goals.

22 MS. SCHUMACHER: When you say more specific,
23 do you want to say, you know, target X, Y and Z?
24 I mean, tell me what that might look like so that

1 I clearly understand what you're looking for.

2 MS. WEIR: When I look at the first one, it
3 says continue to implement the EDC downtown
4 recommendations. I guess I would be -- you know,
5 in that particular one, we could be very targeted
6 as to, you know, we gave a list of what our
7 recommendations were and to pick the ones that
8 we're going to follow up on and actually list
9 those out probably. I guess that's what I'm
10 looking for as far as being specific so that we
11 actually -- so I think -- and maybe that's part
12 of the overall plan, maybe the goals are supposed
13 to be more bullet points, but I did have the same
14 comments. I thought it would be more specific.
15 It should be more specific.

16 MR. METHA: Based on all the minutes that I
17 was going through, it is like you mentioned over
18 there, it is very important to know from the
19 beginning some of the very specific requirement,
20 not only general marketing plan, but in marketing
21 plan has so many areas which needs to be
22 addressed because marketing plan can be very --
23 can be done in a very different way, but what are
24 the limitations of village, what are the

1 limitations of neighborhoods, what are the
2 limitations of our residents, and finally, what
3 are the limitations of the financials that we
4 have on the budgeting.

5 Based on that, we will be able to come up
6 with the goals; and, accordingly, the vision
7 statement will have to be framed and, accordingly,
8 we can start working on and probably put some
9 input, otherwise based on the last experience
10 probably, the recommendations can be wonderful,
11 but may not be in line with what actually
12 residents are looking because residents are
13 looking from a different angle and the board is
14 looking from a different angle looks like because
15 we are looking at only economic points while the
16 residents don't have any idea about what board is
17 thinking of, so how we can merge that so that at
18 the end of the day it has to be -- the whole
19 project has to be such that residents naturally
20 feel likely when we say that because we want the
21 city to be there and to flourish and people has
22 to be happy living in this city. I want to be
23 proud to be in Bartlett, so we -- that
24 clarification if it is provided along with when

1 we set up this goal would also help.

2 MR. PERRI: I think in addition to what my
3 friend here says, a lot of these goals here, I
4 think most of them we went over them in our EDC
5 downtown recommendations, and I think what we're
6 trying to say here let's be more specific on what
7 was done or what is going to be done on our
8 downtown recommendations. I mean, if you look at
9 the first three, four, five, these are
10 recommendations that we wanted implemented when
11 we made the recommendations a couple of months
12 ago, so what specifically is being done or going
13 to be done or can be done or won't be done?

14 You agree?

15 MR. METHA: Yep.

16 MS. WEIR: I mean, a couple of them I think
17 are just fine, you know, as far as supporting
18 community events that bring people to downtown,
19 continue to shop local efforts with the coupons,
20 the dining guide, the special ads. I think
21 that's very specific to me when you tell me
22 exactly what our expectation is and what we're
23 going to do.

24 I think the first one just kind of throws

1 me. Even the next one, continue using traditional
2 advertisement, newsletters, that's okay by me,
3 but when we say target tech sensitive businesses,
4 how are we going to do that? What are we going
5 to do?

6 MR. PERRI: In addition, what does Bartlett
7 have to offer to a tech business? I mean, do we
8 have a tech --

9 MS. SMODILLA: Empty space.

10 MR. PERRI: Do we have a tech business center?
11 There is a lot of empty spaces in every town.

12 MS. WEIR: But you could, you could, take that
13 concept -- and I'm just talking general concept --
14 you could take that concept and you could really
15 build that into something. You could make that
16 into an incubator, you know, where you get banks
17 that are involved in financing to bring -- you
18 know, like you have banks where you have village
19 incentives to bring those types of businesses
20 here, so when you're targeting them, I think
21 that's what we're talking about. Okay. I get
22 it, just like Commissioner Smodilla said, we have
23 the space available. We want -- we're interested
24 in bringing that group in here, so what are we

1 going to do to make it more attractive? So there
2 are ways that we can do that, you know, and what
3 are we going to do to do that?

4 MS. SMODILLA: Absolutely, and I would just --

5 MR. PERRI: Are we talking about the downtown
6 area or are we talking about Bartlett in general?

7 MS. WEIR: Well, this specific one is listed
8 for downtown. It could technically be on
9 multiple. You know, it could be in multiple. It
10 could be for Brewster Creek. It could be in
11 multiple areas of downtown. Maybe we need to
12 find out which area will be better suited for it.

13 MR. PERRI: Well, that was my next question
14 was I don't see anywhere downtown where tech
15 centers could be implemented. It would have to
16 be in another part of the village.

17 MS. SMODILLA: I would disagree with that,
18 Commissioner Perri, only because -- especially
19 with -- if we were to establish an incubator in
20 downtown Bartlett, some of the assets that we
21 have available to us that would attract small
22 tech businesses, I would say the fact that, one,
23 having a tech center would have a very, very low
24 impact on the infrastructure, which would be very

1 important to us because it wouldn't require a
2 massive build-out of the downtown.

3 Yes, we have the retail space. Really,
4 that's all that small companies are looking for.
5 We're on the rail line, so we could actually
6 attract young entrepreneurs from Elgin or from as
7 far away as downtown Chicago, those that perhaps
8 wouldn't -- would actually look at being on the
9 rail line as being an opportunity to use public
10 transportation rather than drive a car.

11 MS. WEIR: Or, you know, like taking on the
12 transportation concept, you could, you know, if
13 you're going to work on a Brewster Creek concept
14 and make the incentive out in Brewster Creek
15 area, you know, you could develop some type of a
16 transport system from the train. That's
17 generally done with a company, but it's something
18 that maybe the Village incents. It's all theory.
19 It's all concept. It's all, you know -- I'm not
20 saying it's what we should do. I'm just saying
21 that -- if I were going to put that under a goal,
22 that's what I would target. It's just like what
23 are we going to do?

24 MR. PERRI: Where would you imagine a tech

1 center downtown?

2 MS. WEIR: Again, I'm not saying it should or
3 should not be in the downtown area.

4 MR. PERRI: I was trying to be more specific
5 because we're talking about the downtown area and
6 then we had here target tech sensitive
7 businesses, so if we're talking about downtown, I
8 would like to know where.

9 MS. WEIR: I mean, if you're talking about an
10 Apple, you know, you got to go to Brewster Creek.
11 If you're talking about something that -- if
12 you're talking about targeting smaller businesses,
13 you could still do Brewster Creek because they do
14 have business -- you know, they have condos,
15 business condos, out there that are smaller in
16 nature, as I'm sure you know, that, you know,
17 they don't need large -- you know, they don't
18 need large square footage, but, you know, we do
19 have, you know, depending on what we -- you know,
20 what the Village decides, we decide, or whoever
21 decides, I mean there is room in this village
22 somewhere or in multiple areas to have a tech
23 center.

24 MR. PERRI: That I agree with, somewhere there

1 is room for a tech center. I was trying to be
2 more specific on trying to find out what we're
3 talking about here in relation to downtown.

4 MS. SMODILLA: Sure. I would also say that
5 using the term tech center, that's a rather broad
6 and nebulous term still, but if you whittle it
7 down, I mean, tech can be an application of a
8 small security monitoring company to somebody
9 large like a computer processing or computer
10 manufacturing company that would be appropriate
11 to Brewster Creek; it could be one of these
12 companies that's starting to become more involved
13 with 3D printing that would easily take up retail
14 space. I think the more specific we could be,
15 and again this is why I think that maybe getting
16 a report from, I think it would come from the --
17 I'm not sure if it's the Federal Trade
18 Commission, but to identify those standard --
19 those standard industry classifications to find
20 out where the growth is in the technology
21 industry and, you know, what the prospect looks
22 like for those companies.

23 I think that another resource that we
24 could look into specifically for that would be

1 Elgin Community College and the College of DuPage
2 because, certainly, they have phenomenal computer
3 science programs and technology based programs
4 where they're going to have students coming out
5 that are either going to be working for somebody
6 or else taking an entrepreneurial path, and I
7 think we should really try to lay the foundation
8 for capturing those people.

9 MR. PERRI: Well, again, I say unless you tell
10 me where there is some areas in downtown, this
11 shouldn't be in the downtown section targeting
12 tech sensitive businesses.

13 MS. SMODILLA: I could even look at the grocery
14 store in Gorski Plaza as being an opportunity for
15 that that can easily be subdivided.

16 MR. PERRI: The owner of that grocery store is
17 not going to do anything with that building
18 because it's going to cost over \$250,000 to
19 rehabilitate it. Nobody is going to spend
20 \$250,000 to rehabilitate an old building when
21 they can go somewhere else in a new building and
22 not spend \$250,000.

23 MR. KRALL: I think when you look at the short
24 list, I think it's doing exactly what it's

1 supposed to do, a marketing vehicle that somebody
2 will get and they will open up the dialogue of
3 what to do with whatever buildings and resources
4 that this has, so I think this is doing it. If
5 you become too specific, it narrows it down. If
6 you were to say you have a 45,000 square-foot
7 empty, vacant 22-foot ceiling grocery store, it
8 gives them the objectivity to say they can use it
9 or not, and our Bartlett has a train station, so
10 it opens up the dialogue to see what can be done.

11 MS. WEIR: Quite frankly, if we wanted to,
12 what we could do is, if we wanted to target tech
13 sensitive businesses, we could provide them with
14 different options. We could provide those target
15 people that we find, we can provide them
16 different areas for them that are going to be
17 more comfortable for them to work within. There
18 might be somebody who wants the old insurance
19 house, you know, because they might like the
20 quaintness of doing something like that because
21 of the nature of what they're doing; or there
22 might be somebody who wants something as big as
23 something you can get out in Brewster Creek; and,
24 you know, depending on how we target it, it could

1 be laid out for any type of tech business. You
2 know, Bartlett isn't that big, so if we have some
3 tech businesses that are in Brewster Creek and
4 some tech businesses that are in downtown
5 Bartlett, I don't think that that would be a bad
6 thing. You know, just kind of throwing different
7 ideas out there.

8 I agree, I think that the grocery store is
9 a tough nut, it's a tough nut to crack, but I
10 think that we have some other, you know, perhaps
11 opportunities that are vacant. You know, we've
12 got the building behind the Mexican restaurant.
13 That might be a good fit for a smaller, you know,
14 more people who are maybe building, you know, who
15 are creating something, you know, creating a
16 product. Computers are small these days, I hear,
17 so maybe you don't need as much room. You know,
18 again, just kind of throwing different ideas out
19 there; and if we wanted to go with the incubator
20 project, you know, talk to different financial
21 institutions and say, hey, I'd be willing to give
22 \$10,000 to -- you know, do a loan for \$10,000 to
23 smaller companies or maybe, you know, something
24 six figures for somebody going out into Brewster

1 Creek.

2 MR. METHA: I'm curious why we are mentioning
3 target tech sensitive business and not mention
4 anything else?

5 MS. WEIR: That came up in the Spartan plan.

6 MR. METHA: Do you think this city of
7 Bartlett, village, that the downtown area is
8 suitable and preferable for any people who are in
9 the tech industry? Like I need Starbucks coffee
10 all the time when I'm working on my desk as a
11 tech person, for example. Do you think that guy
12 wants to do tech work, computer work, software
13 work, that type of people who work in this
14 environment, even if they have a space as -- I
15 feel tech sensitive is not the right industry
16 which be attracted in the Village of Bartlett.
17 This is not a good city downtown because it has
18 its own value. It has it's own -- now, let us
19 think about what are the type of people who would
20 be attracted. I don't think any of the tech
21 guys, even if they had a space, would be
22 attracted to come in this area.

23 MR. PERRI: I agree a hundred percent.

24 MR. METHA: I'm curious why is only target

1 tech sensitive business? That makes me feel that
2 nothing else we should be focusing on this.

3 MS. WEIR: Sometimes niches build themselves.
4 Like when you look at Brewster Creek, all of a
5 sudden now we have a lot of food places out
6 there. It didn't target that to begin with. It
7 grew into that. I think it's one of those once
8 one person got out there, maybe another company
9 saw, oh, well, you got Greco out there, so how
10 convenient would it be now I've got Fresh Produce
11 and now I've got Rana Pasta out there. That
12 wasn't a target, quite frankly. I think it
13 naturally grew into its own little niche.

14 MR. METHA: But infrastructure was very
15 suitable to that type of industry. What I'm
16 saying is the infrastructure --

17 MS. WEIR: We didn't know that when we started
18 it.

19 MR. PERRI: No, but the land and the buildings
20 going up there that could attract tech businesses.
21 We don't have the land or the buildings in the
22 downtown area to attract that kind of business.

23 MS. SCHUMACHER: What do you think would be
24 attractive? What type of business would be

1 attractive to downtown?

2 MR. METHA: That's a very good question. Once
3 again, I think we should be marketing about our
4 strength. Let the people in general may catch
5 that because as you said, we didn't knew food
6 industry would love that area and start coming
7 in, so what we should be concentrating and
8 focusing our strength and sell that market, rather
9 than just going to XYZ and talk to about -- maybe
10 we are talking to a tech guy and he has nothing
11 to do with this town and he was just wasting our
12 time.

13 MS. SCHUMACHER: I just want to say that this
14 demographic information that Tony included does
15 speak to a lot of that in terms of the businesses
16 looking to locate, you know -- Tony, you could
17 probably speak better to this about how they use
18 this information on population, age, and income
19 and they have very specific requirements for, you
20 know, the type of person they want around them.

21 MR. FRADIN: I can speak about that. If I
22 meet with ten different businesses, they may have
23 ten different criteria. First, I want to make
24 sure everybody understands that. Some of them

1 will look at age, income, employment levels. A
2 lot of them look at density. A lot of the retail
3 and restaurant type businesses, the main thing
4 they're looking for -- I'm not going to say the
5 main thing. One of the main things they're
6 looking for is daytime population, so I think I
7 heard that phrase used by Tracy or one of the
8 commissioners, you know, targeting types of
9 businesses that will increase the population of
10 the downtown area, so I can definitely speak to
11 that, but I can't say that it's any one thing.

12 I've heard businesses say our demographics
13 are too high. I've heard them say that it's too
14 low. I've heard them say there is not enough
15 people in the downtown many, many times and it
16 becomes a chicken or egg routine as well. You
17 need the people to attract the businesses. You
18 need the businesses to attract the people, so the
19 demographics are -- they vary greatly from site
20 to site even within the Village, and the downtown
21 area, the housing density is higher than it is
22 out on Stearns and 59. Out on Stearns Road or
23 Route 59, the traffic counts are much higher.
24 It's closer to the business park, easier to get

1 to during a workday for somebody who works out
2 there, so the demographics we included that
3 partially to display the different demographic
4 areas.

5 You go, you know, a few plans further, you
6 look at Schick and 59, the incomes are much
7 higher, but the density is much lower, for
8 instance, so we included those to show -- to help
9 show what types of businesses may be attracted to
10 the downtown, and we're hearing that you're not
11 all agreeing with tech sensitive businesses. A
12 lot of the inquiries that we get are for, we're
13 going to call it, for cafes and restaurants and
14 bars, people considering mixed-use developments,
15 that might be something we can add, a mix of more
16 residents, as well as business, but that's why we
17 brought this plan to you tonight to also get some
18 of your thoughts on that and we're all hearing
19 your comments about tech sensitive businesses for
20 the downtown.

21 MR. PERRI: I would like to go back to what my
22 fellow commissioner started to say about strengths
23 and weaknesses. I think it's a good point. If
24 we look at what our goals are for the downtown

1 area, we haven't completed very many of the goals
2 that we recommended; and our strengths will be
3 when we complete everything that we thought we
4 should do, supporting the community events that
5 bring people downtown, work with steering
6 committees to develop the RTA. I mean, those are
7 critical. Those are weaknesses right now that we
8 have. We have to build them up into strengths.

9 When we have done strengths, then we can
10 talk about businesses that come into our area
11 because it's going to be more attractive that we
12 have these things going on and we had the RTA
13 fixed with the people not complaining that they
14 can't get through the downtown area. We have
15 many negatives in the downtown area that have to
16 be fixed. They have to be -- these are
17 weaknesses that could be strengths, but until
18 this is done, we have no strengths downtown.

19 MS. SMODILLA: Well, Commissioner Perri, I
20 want to just let you know that the steering
21 committee is just beginning to convene and work
22 on the transportation oriented district, so that
23 is a very, very new initiative, and one of the --
24 one of the goals that the consultancy has been

1 charged with is to actually do a survey of the
2 habits of the people in the downtown area and
3 what the overall mobility is, so I think we're
4 working on that.

5 I do agree that the issue of the platform
6 continues to be a problem, but I think that's
7 going to be addressed; and, also, I would say
8 that the efforts that are being put forth by the
9 various community groups to attract people to the
10 downtown area have been superlative over the last
11 couple of years, so I think that they're onboard
12 with that, but again, those are -- you know, one
13 is an ongoing project to strengthen the viability
14 of downtown. Certainly, the community events
15 those are ongoing. I think they're only going to
16 continue to become more robust.

17 Again, these are just based on my
18 observations, but I think that would be echoed by
19 many in the community, but, again, I think we do
20 need to go back to how do we effectively address
21 the issue of viable businesses within the
22 downtown; and when we've got the restaurant
23 community that is -- is fragile, again, I think
24 we should be looking at attracting companies that

1 are going to have a little bit of a longer shelf
2 life and would actually, you know, bring a new
3 brand of innovation into the downtown Bartlett
4 area the same way that the food industry has
5 really revolutionized Brewster Creek.

6 MR. PERRI: I think we understand that all
7 this stuff is being worked on. Being worked on
8 and getting to the point where we can brag about
9 things that are going on in the downtown area is
10 far removed. Until we get to that point, we have
11 no strengths. We have to get these things done
12 so we have something viable that we can talk to
13 businesses about that we have in the downtown
14 area and right now we don't. We have things that
15 we're working on.

16 MR. PLONCZYNSKI: I would suggest that we
17 don't have to limit the discussion to the tech
18 centers. There is other options that we can
19 explore, but I will go and say that we do have a
20 tech business in the downtown and I think that
21 the Spartan group kind of picked up on that. We
22 have a guy who cleans, works on, and repairs your
23 computers and does -- he'll program your computer
24 and he's kind of hidden. He's underneath the

1 chiropractor, but he's a viable business in the
2 downtown and, you know, I think the Spartan group
3 kind of picked up on that, but I wouldn't say
4 that -- I wouldn't throw it out as an option,
5 but, you know, there is probably some expansion
6 for some of the uses that -- you know, the
7 service industry in the downtown is viable, and
8 the restaurant business is -- we just, you know,
9 we just saw the opening -- reopening of an old
10 established place; and from my experience and a
11 couple of people that have gone there, it's new
12 and improved and it's kind of attracting -- you
13 know, you go in there and it's a young kind of
14 yuppie crowd, you know, if that's the correct
15 term to use, but they got all these fancy little
16 dishes and everything and it was good, so I think
17 it's going to be broad-based. I think your
18 comments on these are all well taken and we'll
19 come back and redraft it and we can move on to
20 the next session because you're going to have
21 comments about every one of them and we'll move
22 that way.

23 MR. PERRI: Let's do it.

24 MS. SCHUMACHER: The next section is the

1 Route 59 corridor. An addition here is the
2 efforts of DCEO and Choose DuPage, as well as the
3 Dominick's site, more specifically, and some of
4 the vacant areas.

5 Thoughts on 59?

6 MS. SMODILLA: I just have a question. I
7 guess this would be for any of you. Are there
8 separate marketing budgets for the Route 59
9 corridor and downtown area and then a separate
10 one for the industrial business districts?

11 MR. FRADIN: The Brewster Creek Business Park
12 has its own marketing budget, that's a TIF
13 district, and every year we put together a TIF
14 budget for all three of our TIF districts, but
15 the rest of the village is marketed collectively.

16 There is another TIF district at
17 West Bartlett Road and Route 25, the Bluff City
18 TIF. However, that has not generated any
19 increment and there is no marketing budget for
20 that particular district at this time, so the
21 others are marketed altogether from the overall
22 village marketing budget.

23 MS. SMODILLA: Okay. Thank you.

24 MS. WEIR: I would say the one goal of

1 maintain a database of available commercial sites
2 and owner/broker information is probably
3 applicable to all of -- I mean, we would have
4 that for the downtown area, we would have it for
5 Brewster Creek, so if we're going to have it for
6 59, it would be applicable to all of them
7 probably, as well as the -- you know, because
8 actually maintaining the database of available
9 and continue to market the site to attract is
10 almost the same -- the two go hand in hand and
11 would probably go with every grouping.

12 MS. SMODILLA: What is the ICSC?

13 MR. FRADIN: International Council of Shopping
14 Centers. The name is just slightly misleading
15 because it's also comprised of representatives of
16 nearly any regional or national retail entity.
17 They have two major trade shows per year in the
18 Chicago market and there will be one next month
19 at Navy Pier we will be participating in.

20 MR. METHA: What is in there that is missing
21 for any -- because last minute I was going
22 through and I think you mention it and I don't
23 know who mention that number one requirement
24 right now people are -- the resident of Bartlett

1 is looking for a grocery store, so while in this
2 corridor, in this particular, what is it from
3 this demographic that you had mentioned in detail
4 one single thing that is missing which would not
5 attract any of the grocery store because we have
6 tried with practically with all, but I understand
7 from all the comments that you provided in last
8 several meetings, you have been having meetings
9 with all different type of grocers because
10 speaking of the Dominick's site, that's why this
11 came up, so what is that one thing that is not --
12 because the numbers are attractive from an
13 individual point of view. Why anybody would not
14 be interested to come in I was just wondering.

15 MS. WEIR: I think if they look at the
16 Dominick's numbers, I think that's what throws
17 everybody off. It was a low producing store and
18 it's big.

19 MR. PERRI: They want more money than the
20 store was making in sales, so somebody looks at
21 that and they say they want so much money for it
22 and there are only this much in sales, don't make
23 sense, so it's the owners of the property. It's
24 not the village. It's not anybody else. They

1 have to get within market, what the market is
2 saying they should get for the property, but
3 until they come to realize that --

4 MR. MEHTA: Maybe that -- it's Dominick's
5 site. I'm talking any other location in village
6 why any grocery would not come. Forget about
7 that particular Dominick's site, maybe, as you
8 say, the owner, maybe village. In that case, I'm
9 just wondering because revenue of this city is
10 ultimately important and grocery store play a
11 probably better role; and also this is a
12 requirement, which I also listen from many of the
13 people I'm in touch with. I mean, people are
14 really looking forward to have a grocery store in
15 this area, so I was just wondering what is that
16 we are missing from a grocery store's point of
17 view because you speak to them -- is it because
18 they have already many other grocery stores in
19 the surrounding areas and they don't want any
20 more?

21 MR. FRADIN: That's one of the main reasons.
22 It's a huge competitive market. There is no one
23 answer, I want to make that clear. If you take
24 an example of, for instance, Whole Foods, right

1 or wrong, whether you agree with them or not,
2 they would judge that the village demographics
3 are not high enough income and education level
4 and income and density to meet their particular
5 requirements. If you go to the opposite end of
6 the spectrum like a Food4Less or Save-a-Lot, both
7 told me that Bartlett's demographics are
8 typically too high for the type of customer that
9 they're targeting.

10 The empty Dominick's is really almost a
11 subject unto itself. I could characterize it
12 instead of telling you what all the 25 different
13 grocers that I spoke to what they said, but I
14 would characterize it as a lack of density or any
15 residential development on the west side of our
16 village, none. They would say that it's all very
17 lovely, but it's forest preserves instead of
18 customers. They would also cite the competition
19 nearby. A great example of that is Caputo's,
20 which is a very popular grocery store, but only
21 a few miles away from our vacant sites and they
22 get --

23 MR. PERRI: Jewel --

24 MR. FRADIN: -- many, many, many Bartlett

1 shoppers already who will drive 10, 15 minutes to
2 go there.

3 MS. SMODILLA: Have they taken traffic counts
4 into consideration?

5 MR. FRADIN: Absolutely. Every single one of
6 them knows what the traffic counts are, so like I
7 said, I can't really characterize it and say here
8 is the reason why a grocer won't come there, but
9 one more thing I do want to add is that Safeway
10 has a valid lease at a very high rate through
11 February of 2019. They pay it automatically on
12 the first of every month. There is a large note,
13 a loan, against that shopping center and anybody
14 who's looked at the vacant Dominick's -- now, I'm
15 just speaking about the Dominick's, rather than
16 other potential sites, they would not want to pay
17 as much as Dominick's pays on their lease; and
18 also you mention Mariano's, they're basically the
19 only one that takes an entire 65,000 square-foot
20 space.

21 I've spoken to maybe four, five different
22 grocers with fresh in the name, Fresh Thyme,
23 Garden Fresh Market, the Fresh Market, I can't
24 recall all of them, but all five of them were

1 considerably smaller than a 65,000 square feet
2 and each one of them estimated a cost of -- on
3 the low end I heard two and a half million and on
4 the high end I heard five million to divide and
5 rebuild the Dominick's the way they wanted to.
6 It's a 65,000 square-foot space, so just doing
7 the math, \$50 a square foot would be \$3 million
8 to divide it, so I can only speak mostly to the
9 Dominick's site because that's the one I called
10 and met with and emailed to all the grocers
11 recently, but I would say it's a combination of
12 lack of high density, neighborhoods in the area,
13 as well as not wanting to compete with nearby
14 grocers, and in many cases themselves.

15 A lot of them that I called didn't have
16 any distribution networks. Some of them didn't
17 have any this far south and some of them didn't
18 have any this far north; and I called a few
19 grocers based out of the Rockford area and west
20 that had no interest in expanding into this
21 market. So it's a long answer, but it was
22 different answers. All these would not give you
23 the same answer that Trader Joe's would. They
24 wouldn't give you the same answer that Ultra

1 Foods would, Caputo's, Tony's. I've spoken with
2 all of them.

3 MS. WEIR: Just curious out of the ten, the
4 ten locations and ten calls, or whatever, that
5 program, how much of them are left?

6 MR. FRADIN: Ten. The interest -- another
7 thing I should probably add is that the parent
8 company of Safeway is Albertsons. Albertsons is
9 the parent company of Jewel, and they will not
10 sublet their lease to another grocer in any of
11 their empty Dominick's and that's a new issue
12 that has come up earlier this year. It wasn't an
13 issue last year.

14 If you Google search the deal, like I did
15 after I heard that, Albertsons closed on Safeway
16 earlier this year. We had one interested party
17 in opening a grocery store in the former
18 Dominick's. It's not a grocer that I could name
19 because it doesn't exist. It was somebody who
20 would want to open two locations and be a new
21 grocer and they were not able -- they were not
22 allowed to enter into a sublet or a sublease of
23 that space and that's an important consideration.

24 When I questioned that and I asked well,

1 how did all these jewels buy them, how did all
2 the Mariano's buy them, what they did is they
3 bought out the lease, so in many of those
4 instances, they paid \$3 million. You could term
5 it even just good will because it was buying out
6 the lease, so it's a long story, but there is a
7 lot of issues that our vacant Dominick's is
8 facing at this time.

9 MR. PERRI: But they will sublet to another
10 type business?

11 MR. FRADIN: Yes. I can generally characterize
12 the ones that have looked of late, meaning maybe
13 the last three to four months, as health related,
14 health/medical related.

15 MR. PERRI: That's a big thing nowadays.

16 MR. FRADIN: Indeed it is.

17 CHAIRMAN KUBASZKO: Tony, what's our primary
18 purpose tonight in reviewing this marketing plan?

19 MR. FRADIN: Well, I would turn it over to
20 Paula, but I think we would agree to get more of
21 your ideas, some bullet points, see what you like
22 and what you don't like about it.

23 MS. SCHUMACHER: We did have no expectation of
24 getting through it tonight.

1 CHAIRMAN KUBASZKO: Are we looking at it just
2 as an overview or are we supposed to be getting
3 this deep into details on every parcel of land
4 available --

5 MS. SCHUMACHER: It is helpful to get -- since
6 you want specifics in the plan, it's really
7 helpful to hear some of those specifics from you.

8 CHAIRMAN KUBASZKO: Are we here to accept it,
9 revise it, or what's our primary purpose tonight
10 in reviewing this plan?

11 MS. SCHUMACHER: Revising. You know --

12 CHAIRMAN KUBASZKO: The discussion is starting
13 to go off in multiple directions--

14 MS. SCHUMACHER: This is really to get -- you
15 know, here was our jumping off point.

16 MR. PLONCZYNSKI: I think the feedback that
17 we're getting is good for us to go back, revise
18 it, and we'll bring it back to you; and as Paula
19 said earlier, we want to get some feedback from
20 the residents and get ideas to flush this out a
21 little more and, you know, if there is
22 something -- I mean, we even want you to comment
23 do you like the demographics in it, do you like
24 the maps in it, those kind of things.

1 CHAIRMAN KUBASZKO: The way I'm looking at it,
2 we've got multiple locations here, and I don't
3 think we can cover them all in one night. I
4 mean, if we can continue to go through these
5 locations and spend as much time as we just spent
6 on the downtown area, we'll be ordering pizzas at
7 midnight.

8 MR. PLONCZYNSKI: If you want to stop at any
9 particular time --

10 CHAIRMAN KUBASZKO: Perhaps we should do like
11 one a meeting.

12 MR. PLONCZYNSKI: No. We don't have to do it
13 all tonight, no. Wherever you want a stopping
14 off point, from my way of thinking, I got two
15 more night meetings this week, I could stop right
16 now.

17 CHAIRMAN KUBASZKO: I think we covered
18 downtown. Maybe the next meeting we should cover
19 Stearns Road.

20 MR. PLONCZYNSKI: We're kind of on the 59 area.
21 Do you want to continue or stop now?

22 MS. WEIR: I think we should cover more than
23 one per meeting, otherwise we won't finish until
24 sometime next year.

1 MR. PLONCZYNSKI: That's the other thing is
2 that you don't want to -- there is two more Route
3 59 sections that are --

4 CHAIRMAN KUBASZKO: I think just saying we're
5 going to cover location X, Y, or Z, we need more
6 specific guidelines on exactly what we're going
7 to be discussing and not just launch into a
8 general conversation about -- about everything.

9 MR. PLONCZYNSKI: What we've been hearing has
10 been helpful to us, you know. Do you want to --
11 do you want us to come back and say here's the
12 area --

13 CHAIRMAN KUBASZKO: I don't know. We started
14 talking about the downtown location and it
15 started going in every which direction.

16 MS. WEIR: We're on 59.

17 CHAIRMAN KUBASZKO: You want to do 59 corridor?

18 MS. WEIR: That's what we're on.

19 MR. PLONCZYNSKI: I thought we moved down to
20 the first 59 corridor and we got into talking
21 about the Dominick's. We can move on to the
22 second 59 corridor.

23 CHAIRMAN KUBASZKO: Okay. Let's do the 59
24 corridor next then.

1 MR. PLONCZYNSKI: I don't know if there is any
2 more to say about the Dominick's area, but --

3 MS. WEIR: I think you have to include, you
4 know, that we're going to market the Dominick's
5 site. Knowing the obstacles that we have --

6 MR. PLONCZYNSKI: We're going to continue to
7 do that, you know, and --

8 CHAIRMAN KUBASZKO: Have there been any
9 inquiries at all about the Dominick's site?

10 MR. FRADIN: I'm sorry?

11 MR. PLONCZYNSKI: Tony has gotten some, the
12 health industry, but he's explained all the
13 hurdles that Dominick's has put in, but there are
14 still -- there's still interest in that location,
15 but when they get to the point where it's going
16 to be -- if you go out there now, you see a sign
17 up on there from, I think, it's Jones Lang LaSalle
18 and there's a person's name and number; and we
19 talked about this, that if you look at that big
20 sign out there, it looks like their ability to
21 subdivide that is probably the direction they're
22 going to go, but until they get enough to
23 subdivide that in three tenants that are going
24 to -- if it's going to be subdivided in three --

1 we were guessing it could be two or three --
2 they're not going to relinquish the lease that
3 they have.

4 CHAIRMAN KUBASZKO: I was just curious if we
5 were getting any calls at all about it.

6 MR. PLONCZYNSKI: From those non-grocery store
7 businesses that are interested in it. Tony talks
8 to the broker and the owner of the property all
9 the time, you know, so they don't want it to sit
10 that way, but at the same time they're unwilling
11 to do anything because they're getting money
12 every month from 65,000 square feet. I wouldn't
13 want to do it either. Somebody is paying you to
14 rent their space, even though they're not in it,
15 until you get a better deal, you're not going to
16 do it. I mean, that's the reality of it. That
17 would go for a grocery store or industrial
18 building or anything.

19 MR. PERRI: It seems to me there is not going
20 to be another grocery store in that area. Might
21 be a good idea to try and market a tech center.

22 MR. PLONCZYNSKI: That would be a good location
23 for it if you had --

24 MR. PERRI: Great location, plus the space is

1 there.

2 MR. PLONCZYNSKI: There is other Route 59
3 locations that you could maybe attract another
4 grocery store to that haven't even developed yet
5 that are sitting vacant today. You know, we've
6 got potential up and down 59, so that's why it's
7 segmented in different locations.

8 MR. PERRI: That might be an idea. I mean, up
9 and down 59 you could market that as a tech
10 center possibility.

11 MR. PLONCZYNSKI: One of the things that's
12 going to help Route 59 is the state is going to
13 do improvements at three of the four
14 intersections that are in our town. Starting
15 with 20 and 59, that's going to be first. 59 and
16 Stearns, the final plans are being -- we've
17 reviewed them and they're going to move into the
18 next, you know, the -- where they let the
19 project, which is next spring, and construction
20 starting on that one in 2016, hopefully, and
21 they're analyzing, reanalyzing West Bartlett Road
22 and 59 at our Mayor's request.

23 The Mayor didn't like what IDOT was
24 proposing for what I call the short fix to that

1 intersection; and he, you know, kind of went to
2 bat for that intersection as the potential it has
3 on the northwest corner; and with his influence
4 and discussing it with some of the IDOT officials,
5 they're reevaluating that whole intersection to
6 upgrade the improvement. It's going to take a
7 little longer, but it's going to be more of a
8 full improvement as we see on 59 and Stearns and
9 then they're asking for our input on 59 and
10 Army Trail Road, so you're going to have a lot of
11 improvements to the 59 corridor that can help the
12 vacant sites that we have in the community for
13 commercial users and even residential and office
14 uses.

15 MS. WEIR: So maybe we -- as we look at our
16 goals and deciding when those changes are going
17 to be made, those types of changes have a serious
18 impact on those businesses while those changes
19 are in place, so maybe in those goals we need to
20 address how we're going to help those businesses
21 during that time of construction.

22 MR. PLONCZYNSKI: That's a good point.

23 MS. WEIR: Particularly I hope we're not doing
24 all three intersections at the same time, but,

1 you know, include --

2 MR. PLONCZYNSKI: Hopefully not.

3 MS. WEIR: -- how we're going to help them
4 during construction because, you know, you see so
5 many different roads, North Avenue, the
6 businesses are gone because the construction went
7 on for so long, so maybe identify how long the
8 construction is going to take. If we're talking
9 being six months, come up with a plan for that,
10 but if it's going to take them two years, we're
11 definitely going to need to step in and help in
12 some way.

13 MR. PLONCZYNSKI: That's a very good point,
14 and the intersection improvements will be,
15 depending on the size and the severity of them,
16 will be at various degrees, but those are things
17 that we can certainly incorporate into this.

18 MS. WEIR: And then also market the
19 improvements for prospects, you know, quoting the
20 improved intersection and the improved access to
21 their location so for future businesses that
22 would be a plus.

23 MR. PLONCZYNSKI: Yeah. There are some
24 business owners that we've had disagreements on

1 that, believe it or not, but I think in the long
2 run, 59 and Stearns, that intersection, will be
3 improved to the benefit of all the businesses
4 there, even though they don't see it quite yet.

5 MR. PERRI: I seen that they stopped taking
6 the topsoil from West Bartlett Road and 59. Have
7 there been any inquiries on that property?

8 MR. PLONCZYNSKI: Yes, there is -- Tony has
9 many contacts in the commercial real estate world
10 and developers and he has put them in touch with
11 the property owners; and at this stage, it's just
12 discussions, but there are at least two different
13 development groups that are interested in that
14 corner and that will develop because it's a
15 really big piece of property. It will be a
16 mixed-use development with primarily commercial
17 on the corner and different types of housing as
18 you go further west, and they also own north
19 along Naperville Road, so I think when it's all
20 said and done, they own over 125, 126 acres, so
21 it won't -- and it won't all be developed at once
22 obviously either, but they're kind of hoping for
23 this intersection improvement too. That will
24 spur a lot of interest in that corner.

1 MR. PERRI: That's good to hear.

2 MR. PLONCZYNSKI: So that takes care of 59.

3 MR. PERRI: It does. You want to stop now and
4 then come back with the industrial stuff later.
5 I'm all in favor of that.

6 CHAIRMAN KUBASZKO: Okay. With that said,
7 then we can move on to the next agenda item.

8 MR. KRALL: Actually, I do have two quick
9 things to say about so far.

10 MR. PLONCZYNSKI: I was being facetious,
11 Barry.

12 MR. KRALL: Okay. I do like the five-minute
13 demographics when you look at the retailing
14 because that is a new concept for redevelopment.

15 MR. FRADIN: You mean the drive time radius
16 rather than the mileage?

17 MR. KRALL: Yes. As we continue to go through
18 this, if we could spell out all the acronyms for
19 us who are not used to seeing those things, that
20 would be great.

21 MR. FRADIN: Thank you. Our lives are -- we
22 have so many acronyms with everything we do.
23 You're right. Thank you.

24 CHAIRMAN KUBASZKO: Do we want to discuss any

1 new business, Tony?

2 MR. FRADIN: I do quickly, and Jim had
3 mentioned one, and I'm sure all six of you know
4 already that Platform 18 opened recently. They
5 had their ribbon cutting this past Saturday
6 during Heritage Days. They've opened with a
7 boom, so to speak. Lot of marketing, social
8 media. They've been swamped and I only mentioned
9 that because we sat here at our last two or three
10 meetings telling you something was coming soon
11 and they had a lot of -- put a lot of work into
12 it. They have a new team in place, although Gary
13 Danno is still one of the principal owners and
14 he's been involved with the previous entities of
15 the restaurants that have been there previously,
16 but they have new chefs, new menu, new concept,
17 and we hope that it's there and does very well
18 for many years; and, of course, that goes back to
19 something we were talking about earlier, you know,
20 what types of businesses have been attracted to
21 the downtown in the past few years. There have
22 been quite a few eating and drinking
23 establishments that have opened in the past two
24 years or so.

1 The other one I wanted to mention, a new
2 business, is called Westgate Smiles. It's over
3 there, as the name suggests, in Westgate Commons,
4 836 West Bartlett Road. It's in the upstairs
5 portion of the building that faces right there on
6 West Bartlett Road and just opened up recently.
7 Those are the two newest businesses in the town.

8 There is two things that I left up for you
9 at your seats and Commissioner Smodilla mentioned
10 one of them. I had gone to a Choose DuPage
11 quarterly meeting of economic development
12 professionals recently at a tech center in
13 Naperville. It's called REV3. It's open to
14 people throughout DuPage County. It's not for
15 Naperville people only. It's another one of
16 those things to have to be able to refer
17 potential entrepreneurs and startups to if
18 they're not able to find low cost space here in
19 town, but it's something that some of our
20 residents may be interested in and we can share
21 information as we get it. It was an interesting
22 place to tour, but I do want to point out that
23 they do get free rent and they've had -- it's in
24 a portion of a building that's owned by Northern

1 Illinois University, so that's their incentive
2 for going to that location, besides being a good
3 location on its own on Diehl Road in Naperville,
4 they also do not pay rent.

5 The other thing that I left up there at
6 your seats was a flyer that I received at a
7 tourism event. You may have heard how the newest
8 director of tourism for the State of Illinois
9 went on a road show about a month ago. They did
10 a presentation at an art space in downtown Elgin
11 and I attended that. They handed out some
12 details and some statistics on what tourism means
13 for the state of Illinois. We don't get into
14 tourism a lot when we talk about it at the EDC,
15 but this past weekend was one of the biggest
16 tourism weekends of the year for Bartlett. I saw
17 Paula and we both attended Heritage Days on
18 Saturday and the downtown was swamped, and I
19 would hope that it wasn't all, of course, mostly
20 Bartlett residents, but there were quite a few
21 people coming to visit from out of town. We did
22 cable TV ads.

23 MR. MEHTA: He did visit the BAPS too.

24 MR. FRADIN: I spoke with your colleagues at

1 BAPS. They had --

2 MR. MEHTA: He had about one and-a-half hour
3 visit to BAPS.

4 MR. FRADIN: And there was a lot of people
5 there.

6 MR. METHA: Again, focusing on how we can help
7 to increase the tourism in DuPage County and that
8 was his whole idea of visiting the place, yeah,
9 so he was there.

10 MR. FRADIN: Yeah. We've known -- our staff
11 has known Aneil Baroque (phonetic) there for many
12 years, and he's always told us that BAPS is one
13 of the largest, if not the largest, tourism
14 attractions for the village. He once told me
15 over 200,000 visitors per year, and I did pay a
16 visit to the BAPS booth on Bartlett Avenue.
17 There were a lot of people there. They had a
18 model.

19 MR. METHA: They had a booth for one day.
20 Bartlett Heritage and probably over 120 people
21 did visit the booth, yeah.

22 MR. FRADIN: I spoke with a lot of businesses
23 on Saturday. They were very pleased with the
24 turnout. Cecilia is not present tonight, but I'm

1 sure she can give us a report and some of the
2 details. They do their best to track how many
3 visitors they get. There were more events, I
4 think, this year than in the previous five years.
5 I witnessed cannons being shot in Bartlett Park,
6 so there was a Civil War reenactment.

7 I could go on and on, but it was a big
8 weekend for downtown Bartlett, and I attended a
9 tourism event and you can see -- you can go to
10 their website, but they will give you details of
11 what tourism means in economic development. We
12 don't have the hotels and this isn't the type of
13 thing somebody might stay overnight to go to
14 Heritage Days, but it means more customers at the
15 local businesses, people eating meals in downtown
16 Bartlett, people shopping. The owner of
17 D'Licious told me that he met many new customers
18 over the weekend who didn't realize he was there
19 for whatever reason.

20 So the tourism is a major component of
21 economic development and I just wanted to share
22 the details with you because Illinois's numbers
23 for tourism are huge and a lot more than I thought
24 they would be. I don't have the statistics in

1 front of me, but it's billions of dollars worth
2 of revenues and it's something to keep in mind.
3 That's all the new business I have.

4 MS. SMODILLA: It was wonderful to see Heritage
5 Days being advertised on cable television.

6 Who managed the media placement this year?

7 MR. FRADIN: I worked on that. I'm glad you
8 saw it. What we did was we purchased two weeks
9 worth of ads. I can tell you what the cost of it
10 was. It was \$2502 for that -- to have the ads on
11 cable TV. It was about 850 times they were going
12 to show it. The production of the ad was \$300,
13 so it was \$2802 to show the 30-second Heritage
14 Days ad approximately 850 times; and the exciting
15 part of it for us as a staff was it was on all
16 the major channels, ESPN, Fox News, CNN, Food
17 Network, Golf Channel, pretty much all the
18 channels; and so this was, Cecilia said it a few
19 weeks ago about our marketing, kind of a new big
20 idea; and we haven't really ventured into cable
21 TV advertising because it's kind of a short
22 duration promotion, but I should mention that
23 we're contemplating, and I believe we're going to
24 work on, an ad specifically promoting eating and

1 drinking establishments in the village, a similar
2 ad in terms of scope and duration of it. Like I
3 said, it's fairly expensive, so it was \$2500 just
4 to do it for two weeks.

5 MS. SMODILLA: I think there was a pretty big
6 bang for the buck for that particularly since
7 your placement was on some pretty popular cable
8 stations.

9 Now, did the Village fund that in its
10 entirety or was there a shared costing by the
11 businesses?

12 MR. FRADIN: No, that was completely funded by
13 the Village. We didn't go to any -- that was a
14 Heritage Days ad, so we didn't ask the Heritage
15 Days group to contribute to that, that was just
16 from the Village.

17 MS. SMODILLA: Was that exclusively on Comcast?

18 MR. FRADIN: It was actually also on AT&T
19 U-verse, and it was also on -- in addition to
20 being on cable television, it was on people's
21 landing pages for their AT&T and their Comcast
22 accounts. Bartlett is considered within the
23 greater Schaumburg cable area, so the ad showed
24 in my home in Hoffman Estates, it showed in

1 Schaumburg, it showed throughout Streamwood,
2 parts of Hanover Park, and Bartlett. I can't
3 recall if -- Elgin has its own cable area.

4 MS. SMODILLA: Well, that's huge because,
5 again, that gives us greater propensity for
6 including people from outside of our community to
7 come to that, so I think that \$2500 for the 800
8 views or 800 airs is pretty reasonable.

9 MR. FRADIN: We agree, and Paula and I sat in
10 the breakroom several times when they told us it
11 would air and a few times it didn't air exactly
12 when they said. I had contacted my advertising
13 rep and something I learned was the ads will show
14 up to a half hour before or after the scheduled
15 time. So if they tell you the ad is going to
16 show up at 4:10 p.m. on the Golf Channel, if they
17 don't break for an advertisement for ten minutes
18 after that, they might not even show at that
19 time. It's not an exact science, so we're glad
20 because I heard from a few people that they saw
21 it, so we're very glad that you saw it. We like
22 to hear positive feedback on -- this is something
23 we would like to continue.

24 MS. SMODILLA: Well, I think we can also think

1 about the franchise fees that the Village collects
2 from both Comcast and AT&T and, hopefully, the
3 Village would consider using more of those
4 franchisees specifically for economic development
5 and advertising.

6 MR. FRADIN: That's a good thought. It came
7 out of our overall --

8 MS. SCHUMACHER: It comes out of the general
9 fund.

10 MR. FRADIN: Right, general fund. \$35,000 for
11 marketing area the entire village without
12 considering the Brewster Creek area that has its
13 own budget, so like I said, without getting into
14 the specifics, there is some restaurants that
15 have asked us to do more to promote them. I
16 think as a staff we feel like we do a lot to
17 promote the local restaurants, but that's
18 something that we're planning on doing, a dining
19 Bartlett ad campaign.

20 That's all I have.

21 CHAIRMAN KUBASZKO: Okay. It appears we've
22 covered everything on the agenda tonight except
23 for the last one, adjournment.

24 Do we have a motion to adjourn?

1 MR. PERRI: I motion to adjourn.

2 CHAIRMAN KUBASZKO: Do we have a second?

3 MS. SMODILLA: Second.

4 THE WITNESS: Okay. Meeting is adjourned.

5 MR. FRADIN: Thank you.

6 (Proceedings concluded at

7 8:20 p.m.)

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

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

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

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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

October 12, 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. TRACY SMODILLA, Member.
- MR. MIKE SOBEL, Member.
- MR. NAYAN MEHTA, Member.
- MR. BARRY KRALL, Member.
- MR. ROBERT PERRI, Member.
- MR. JEFF PETRO, Member.
- MS. CECILIA GREEN, Member.

1 ALSO PRESENT:

2 MR. JIM PLONCZYNSKI, Community Development
Director.

3 MR. TONY FRADIN, Economic Development
4 Coordinator.

5 MS. PAULA SCHUMACHER, Assistant Village
Administrator.

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1 CHAIRMAN KUBASZKO: Okay. Call to order for
2 the Bartlett Economic Development Commission
3 meeting for October 12, 2015.

4 Can we have roll call?

5 MR. PLONCZYNSKI: Jerry Kubaszko.

6 CHAIRMAN KUBASZKO: Here.

7 MR. PLONCZYNSKI: Cecilia Green.

8 MS. GREEN: Here.

9 MR. PLONCZYNSKI: Donna Weir.

10 Robert Perri.

11 MR. PERRI: Here.

12 MR. PLONCZYNSKI: Nayan Mehta.

13 MR. MEHTA: Yes.

14 MR. PLONCZYNSKI: Jeff Petro.

15 MR. PETRO: Here.

16 MR. PLONCZYNSKI: Tracy Smodilla.

17 MS. SMODILLA: Here.

18 MR. PLONCZYNSKI: Barry Krall.

19 MR. KRALL: Here.

20 MR. PLONCZYNSKI: Mike Sobel.

21 MR. SOBEL: Here.

22 MR. PLONCZYNSKI: We have a quorum.

23 CHAIRMAN KUBASZKO: Next agenda item would be
24 the approval of the September 14, 2015 meeting

1 last month.

2 Do we have discussion? Any discussion on
3 any of the topics or do we have a motion to
4 approve?

5 MS. SMODILLA: I move to approve the minutes
6 as presented.

7 CHAIRMAN KUBASZKO: Do we have a second?

8 MR. KRALL: I second that.

9 CHAIRMAN KUBASZKO: Okay. Motion carried.

10 MR. PLONCZYNSKI: I didn't hear the vote.

11 CHAIRMAN KUBASZKO: All in favor.

12 (A chorus of ayes.)

13 CHAIRMAN KUBASZKO: Motion carried unanimously.

14 Next item on the agenda would be the
15 marketing plan, which we started discussing at
16 the last meeting and we had some pretty lengthy
17 discussion on it. I believe we only got through
18 Route 59 corridor and discussed the downtown. I
19 believe tonight we're going to move on to some of
20 the other locations and discuss them and try and
21 get some recommendations.

22 Tony, do you want to pick it up?

23 MR. FRADIN: Yeah, that's right. Thank you,
24 Chairman Kubaszko. For this project before you

1 again tonight, turning it over to Jim and my
2 colleague Paula Schumacher, the Assistant Village
3 Manager. She's the lead person on this project;
4 and then as the questions come up wherever --
5 whatever purview it falls under, we'll do our
6 best to answer it amongst Jim, myself, and Paula,
7 so without further ado, I'm going to turn it over
8 to Paula Schumacher.

9 MS. SCHUMACHER: Thanks Tony. As you noted,
10 last time we were together, the committee
11 discussed Route 59 and downtown, and kind of what
12 we're hoping to do tonight is Brewster Creek
13 Business Park and Blue Heron Business Park,
14 those two -- we would like to make sure we get
15 through those two, so that's kind of our working
16 task for tonight.

17 The committee asked that the goals were to
18 be more specific and be more detailed in the
19 targets and built around an area of strength; and
20 then also there were some other comments just
21 related to things that were happening in the
22 area, like the construction on 59 that should be
23 included in there, that there should be some
24 recognition of that and its impact on the

1 businesses in that area because it's going to be
2 such a long term project. So without further
3 ado, your comments on the Brewster Creek Business
4 Park goals. There are several of those and there
5 are acronyms and you did ask me to spell those
6 out in the plan, so we'll be doing that as well.
7 There is lots of acronyms in Brewster Creek.

8 The first one is to continue the shop local
9 efforts in working with the chamber of commerce
10 to create a business-to-business program. I know
11 that's something that the chamber has talked
12 about doing that in the past and I think that we
13 can help them build that. We do try and share
14 information about new businesses and the business
15 licenses as they come in with the chamber, but
16 some way to build up maybe that
17 business-to-business network. I think we might
18 be able to work with the chamber to do that.

19 Continue the use of traditional
20 advertisement newsletter and social media to
21 promote new and existing businesses. Maintain
22 the data base of available commercial sites with
23 owner and broker information. Tony does that on
24 a regular basis. Continue to work with the State

1 DCEO and Choose DuPage to promote Bartlett.
2 Highlight the food niche that is developed in the
3 parks to similar industries and businesses and
4 continue to market the site to attract desirable
5 uses from regional, national, and local levels.
6 Increasing marketing of the park in trade
7 publications and participating in AIRE and CIP
8 industrial trade shows; and Tony, I think there
9 was another one you wanted to add.

10 MR. FRADIN: Yeah, thank you, Paula. There is
11 another organization that I recently was invited
12 to due to Brewster Creek Business Park becoming
13 more visible among the industrial brokerage
14 community. This is another acronym called NICAR,
15 and I had to ask what that one does stand for,
16 and that's the Northern Illinois Commercial
17 Association of Realtors, and I've been invited to
18 participate in their annual trade show next
19 Tuesday, the 20th. I believe it's in Oak Brook.
20 I'll be participating as an exhibitor, so that's
21 an additional opportunity to further the reach of
22 marketing Brewster Creek Business Park. A lot of
23 the people who participate in that are already
24 familiar with the park, I might add, but some of

1 them are not and these are mostly brokers based
2 out of the DuPage County area and a few of them
3 south of there as well, so --

4 MR. PERRI: Would it be possible, Tony, to send
5 out an email before that time like a reminder to
6 us?

7 MR. FRADIN: You would like to be reminded
8 about the NICAR show? Sure.

9 MR. PERRI: Would that be okay?

10 MR. FRADIN: Absolutely. If I remember, then
11 I'll remind you.

12 MR. PERRI: Great. I'm in.

13 MS. SCHUMACHER: Your input on these would --
14 you know, we would love to hear.

15 MS. GREEN: What would you envision the
16 business-to-business program would be with
17 Brewster Creek Business Park?

18 MS. SCHUMACHER: You know, I was thinking here,
19 you know, Michelle who owns Bark Avenue, she told
20 me that one of the things that she didn't think
21 about when she located there was marketing
22 herself to her neighbors and that has been a real
23 big part of her business because people come to
24 work, they bring their dogs, they drop it off

1 there, their dogs off with her. So kind of that
2 marketing within your local area to, you know,
3 your business neighbors and where that business
4 connection could be I think would be something
5 that we could expand upon.

6 MS. GREEN: Where could we find a list of
7 those businesses that are located out there?

8 MS. SCHUMACHER: Tony has that.

9 MR. FRADIN: That is on the Brewster Creek
10 Business Park section on the Village website.
11 That particular page is a subsection of the
12 economic development page.

13 MS. SMODILLA: I think these are all very
14 worthy action items here, Paula and Tony; and I
15 just want to say thank you for bringing more
16 information back to us from the last meeting, but
17 what I'm still struggling with is while again
18 these are listed as goals, these are really kind
19 of action items. Is there a one- to three-year
20 plan that's been established specifically for
21 each of these business districts that will help
22 us understand what it is we're actually working
23 toward, and I'm going to just use Brewster Creek
24 as an example.

1 Perhaps if we were to benchmark the
2 existing occupancy rate of the buildings or the
3 existing available area of land that's still
4 available for development, if we were to use that
5 as our baseline, perhaps we could start to target
6 goals of reaching a percentage of greater
7 occupancy the following year and, again, perhaps
8 it's within specific industry sectors; and then
9 certainly, I think it would be important for EDC
10 to understand how specifically those parcels or
11 those buildings are being marketed either through
12 the brokerage or through some of the incentives
13 that the Village continues to offer businesses or
14 developers to come into the area. I think that's
15 information that would be important for us to
16 have, I think, in order to help you better
17 strategize, one, what the very specific targeted
18 goals are and how these actual action items would
19 be implemented into reaching those goals.

20 MR. FRADIN: I heard -- without taking notes,
21 I heard three different questions. I'm going to
22 address two of them. In terms of benchmarking the
23 occupancy rate, that is done on a roughly informal
24 basis. However, as Paula stated, I continually

1 contact the brokers, work with the developers,
2 and can almost tell you what the vacant buildings
3 are and the sizes.

4 In terms of the occupancy rate, it has
5 increased dramatically in the past year. The
6 biggest building in the business park went vacant
7 only for a matter of months and then Creative
8 Werks moved in. The very first building
9 constructed in the business park, 1291 Humbracht,
10 had been vacant for three years and now it's
11 occupied by Bremskerl that I had mentioned last
12 month. There has been a number of -- two
13 different businesses have come into
14 15,000-square-foot units in a building back -- I
15 believe, it's on Hecht, Jim -- a four-unit
16 building that's divided into four
17 15,000-square-foot units. The occupancy rates
18 probably have gone from roughly 50 to 60 percent
19 up to over 80 percent in the last years.

20 So benchmarking the occupancy rate is just
21 informational basically, but the actual tangible
22 product that we put before the brokers and the
23 businesses are the actual space. The brokers
24 won't call and ask what the occupancy rate is.

1 They'll ask you for a 5,000-square-foot space and
2 we'll -- you know, we discuss that with the
3 brokers on an ongoing basis.

4 MS. SMODILLA: That I understand; and just to
5 clarify, I think that the information that I
6 think would be important for us to have, again as
7 data, would be, again, what that occupancy rate
8 is; and perhaps we establish a specific date
9 moving forward, let's say it's January 1st, and
10 then we benchmark whatever the occupancy rate or
11 the vacancy rate is for the following year; and
12 perhaps we establish a goal that if we have an 80
13 percent occupancy rate, perhaps for the end of
14 next calendar or fiscal year, however that date
15 is established, that we shoot for 90 percent or
16 87 percent, whatever that goal is.

17 I just think it's going to be important
18 for us as economic development, one, to better
19 help you, and, two, I think it creates a rather
20 tangible story to give back to the public so that
21 they're very aware that the Village is really
22 doing everything it can with the resources it has
23 to increase not just occupancy out there, but the
24 tax base as well.

1 MR. FRADIN: Right. What's happening now with
2 the occupancy rate near capacity is that a lot of
3 the meetings we're having with businesses now,
4 including one that I have later this week, is for
5 new buildings. The vacant spaces in Brewster
6 Creek are typically smaller condominium units.
7 Commissioner Perri has one listed in one of the
8 buildings on -- is it Hecht Road?

9 MR. PERRI: That's correct, Tony, Hecht Road.

10 MR. FRADIN: Yeah, there is some smaller units
11 available, but none of the very large buildings
12 are vacant at this point.

13 MS. SCHUMACHER: Maybe a combination of
14 occupancy and square footage.

15 MS. SMODILLA: Right.

16 MR. FRADIN: I mean, the goal is always to
17 increase occupancy in the business park, downtown,
18 or any district.

19 MR. SOBEL: I would like to make a suggestion
20 because we're going to embark on a big project
21 here, and at some point down the road somebody is
22 going to want to be able to measure whether it was
23 useful or not. I think it would behoove all of
24 us, so by all of us I mean, the EDC, the Village,

1 and whoever else is involved on the either
2 resident or business side, that's going to have
3 input into these marketing programs to develop
4 some KPI, some key performance indicators, and get
5 a baseline value of them now that could definitely
6 be measured and then be measured during our
7 program and after the program. So when somebody
8 asks, hey, was it successful, we can say, yeah,
9 and this is what happened, XY and Z, and this
10 went from this to that, et cetera, otherwise we're
11 going to be saying, well, yeah, the occupancy
12 rate went up and, you know, but you won't be able
13 to actually point to anything concrete to say,
14 hey, this is what happened; you know, did the tax
15 base go up; what is it that you guys are after by
16 putting these programs in place and how can we
17 measure those.

18 MR. FRADIN: Right. Keeping in mind it's a
19 TIF district, so every year at the joint review
20 board meetings we always review the equalized
21 assessed value. That's not the only way to
22 measure it. I like occupancy better personally
23 because the property values may fluctuate whether
24 or not a building is fully occupied. We've seen

1 a decreasing in EAV in the past few years. Of
2 course, the goal is to increase the EAV of that
3 area. Jobs are a good indicator, the number of
4 jobs.

5 MR. SOBEL: Well, I think everybody needs to
6 get together and decide what are these KPIs and
7 define them up front and measure them up front so
8 that they're measurable at the end and they're
9 measurable in the middle so somebody can say, yes,
10 this is working, this is successful versus it's
11 not.

12 MR. MEHTA: When we are talking, I think, a
13 marketing plan, it's certainly going to afford
14 the occupancy that's a good indicator because tax
15 revenue collections or a job, all those things is
16 not really that what we are looking for. What we
17 are trying to say is how we going to occupy these
18 places, that's all right everything come in by
19 it's own, but we can measure it by occupancy,
20 that's how this marketing plan is going to go, so
21 when you listing for KPI, I agree with that part
22 in that probably the occupancy is a good
23 indicator.

24 MR. FRADIN: Very good indicator; and then to

1 answer one of your other questions,
2 Commissioner Smodilla, when you said how
3 specifically are those marketed, I mean a lot of
4 that is what we're talking about in this plan.
5 They're spelled out in eight or so bullet points.
6 You asked whether it's brokers or incentives.
7 Really, I've always said this for many years at
8 the EDC, it's a combination of things. In the
9 Chicago market, industrial brokers are the
10 primary agents who work on behalf of clients to
11 locate the right size, right location, right
12 price, right building height, right number of
13 docks, all of the above. A lot of it is broker
14 driven. An almost equal amount of it is business
15 trip where a business will just call.

16 They won't call with a broker. They'll be
17 familiar with the area or perhaps they saw the
18 business park visiting one of their clients or
19 one of their customers, so it comes in through a
20 number of ways; and also, as Jim pointed out,
21 many times at these meetings, quite a few of them
22 are -- the businesses are open by area business
23 owners and entrepreneurs who simply want to be
24 close to home. They might live in Bartlett or

1 Wayne or Elgin or St. Charles and prefer to have
2 their business here than somewhere like Wood Dale
3 or Elk Grove Village, so we get a lot of those as
4 well.

5 So how is it marketed? It's really by all
6 of the above. The trade publications generate
7 leads. The trade shows generate leads. The
8 brokers generate their own leads, and in many
9 cases I get calls directly from a company. They
10 might be familiar with the area already. Most of
11 the companies I was speaking with already have a
12 business location in one of the communities
13 surrounding Bartlett.

14 MS. SMODILLA: In identifying those businesses
15 that would be good prospects for Brewster Creek,
16 I like the idea of marketing to somebody that's
17 local and the entrepreneur, as well as the
18 developer, and each of those would require a very
19 specific marketing strategy or at least a
20 marketing initiative.

21 I think it would be important then that we
22 would perhaps reach out to the surrounding
23 community and make even our residents know that
24 Brewster Creek isn't just a 15,000-square-foot

1 warehouse, that there are smaller parcels
2 available; and, again, we already see some of
3 those success stories, such as the young man that
4 put in the CrossFit place, and I think somebody
5 else is doing another type of fitness training.
6 I would even say that Michelle's Bark Avenue
7 would qualify as one of those smaller businesses
8 too.

9 So, again, within the marketing strategy,
10 specifically for Brewster Creek, and I think this
11 would apply to some of the other districts that
12 we'll be looking at, is that we make sure that
13 there is, again, a very specific and targeted
14 message to those individuals and hopefully we can
15 assist in crafting that message; and certainly
16 perhaps that's something that the chamber of
17 commerce, Mike, would be interested in assisting
18 with. Commissioner Sobel.

19 MR. SOBEL: I'm sorry, I was reading. Your
20 question again.

21 MS. SMODILLA: The chamber would be a good
22 strategic partner in crafting those messages.

23 MR. SOBEL: Yeah, absolutely, and we were --
24 you know, as Paula mentioned before, the chamber

1 was going to -- is going to create a -- not
2 create -- reinvent the business-to-business
3 program and the visits from the chamber and
4 really work hard at that. Since we've gotten a
5 new president, we will have the manpower and the
6 will to do it.

7 MS. SMODILLA: Sure. I think on the Village
8 side too, again because of the successes you've
9 had in attracting a large segment of the food
10 industry into there. I don't know what the
11 specific marketing strategy looks like or the
12 marketing message to the food industry, but
13 again, I think that if we start to mine the
14 different businesses that would fall under those
15 SIC categories in the food industry, I think
16 we've got a great opportunity to dream big here.

17 MS. GREEN: How long of a timeline is this
18 marketing plan going to cover? What's the --

19 MR. FRADIN: Paula and I were just speaking
20 about that before this meeting, and it appears
21 that this would most likely be finalized and in
22 the front of the Village board for approval at
23 some point in early 2016; and reviewing some of
24 the marketing plans for some of the other nearby

1 communities, many of them use a five-year plan;
2 and I -- what we were speaking about before the
3 meeting was to label this a five-year marketing
4 plan from 2016 to 2020, has a nice round number
5 to it. Things don't typically change too
6 drastically within that period of time, but if
7 another cluster begins to emerge or if one of the
8 large development sites on Route 59 begins to
9 develop, you can see changing development patterns
10 perhaps over a five-year period.

11 MS. GREEN: I think anything shorter than that
12 you wouldn't see a lot of results. You could,
13 but --

14 MR. FRADIN: Right. We would hope to be very
15 close to filling the business park by five years
16 from now, but, then again, when the huge recession
17 hit in 2007, 2008, nobody really envisioned it;
18 and we had four to five years in a row with very
19 little development anywhere, including in the
20 business park, but, you know, that would be a
21 good five-year plan.

22 MR. MEHTA: I was also wondering is there any
23 way we can find out all the types of industry
24 that we already have, the businesses that we

1 already have over here, and which are the other
2 industries which are depending on them or which
3 would give them, either way. If those are the
4 areas, if we can identify them, then we can
5 target even those in addition to brokerage firms
6 and all the different areas where we are trying
7 to market, but if we can also identify very niche
8 market like based on what exactly we have right
9 now the businesses, which are the other areas
10 which would be depending on them or which can --
11 so that way those type of businesses when we
12 approach with a marketing plan, they may be more
13 interested to really hear you and then may take
14 an interest to, okay, those are the type of
15 businesses over there or maybe it would be helpful
16 for me, let me -- all right. I was just --

17 MR. FRADIN: Right. The most precise way is
18 what Tracy had been mentioning, to review SIC
19 codes, but when it comes to Brewster Creek
20 Business Park, there is roughly 75 businesses
21 there, give or take. There is the food niche
22 that we were taking about. There are a lot of
23 warehouse and distribution facilities. There is
24 a lot of smaller contractor-type offices like

1 HVAC people, roofing people, paving people; and
2 then if there is another almost emerging cluster
3 in the business park, it would be high precision
4 manufacturing, specifically German-based
5 companies. There have been a few that have come
6 into the business park recently. They seem to
7 like it there. The German American Chamber of
8 Commerce is kind of a smaller, close-knit
9 organization in Chicago, so for whatever reason
10 we've started to attract some German-based high
11 precision manufacturing firms.

12 So that's not exactly an SIC code analysis,
13 but that would probably cover 70 percent or more
14 of the businesses in the business park and the
15 remainder are businesses like Mike's that are a
16 sign company, that's business to business, and
17 then some of those that are open to the public,
18 like Paula was mentioning, like Bark Avenue Day
19 Camp. Bartlett Animal Hospital is in the
20 business park and then two of the -- the CrossFit
21 and then the Xtreme Training facility, so there
22 is about six or seven businesses open to the
23 public and the rest of them all fall into those
24 typical categories.

1 MS. GREEN: Well, wouldn't you say that
2 Brewster Creek is one of our success stories,
3 that what you're doing seems to be working
4 already?

5 MR. FRADIN: It's a big success story. As a
6 matter of fact, I did a little write-up of
7 Brewster Creek Business Park that got picked up
8 by a lot of the local trade publications in the
9 last month or two. When you talk about marketing
10 the food cluster, that was the gist of it. It
11 was about the emerging food cluster in the
12 business park. Choose DuPage put it on their
13 website and their newsletter. It went to
14 Northern Illinois Real Estate magazine. We
15 generated quite a few calls from those.

16 MS. GREEN: So maybe we don't have to change
17 radically what's already being done, but maybe
18 concentrate on more of the areas that need more
19 help.

20 MR. FRADIN: That's one way of looking at it,
21 yeah. I mean, this is a pretty -- you know, it's
22 short and sweet, but I think the marketing plan
23 Paula has put together for the business park is
24 pretty much on target. We just wanted to hear if

1 we missed something or perhaps something
2 additional we should be looking into it.

3 MS. SCHUMACHER: Like you say, Cecilia, there
4 is nothing like success, so promoting that success
5 story like Tony, you know, just did recently, I
6 think we need to do more of.

7 MR. PETRO: I'm just curious is anything
8 being done at Bluff City that's working that
9 isn't being done at Brewster Creek or vice versa?

10 MR. PLONCZYNSKI: Some of the best marketing
11 we get in Brewster Creek is from the owner of the
12 property and him going out there working well
13 with the Village and being able to bring in
14 businesses that go through our approval process
15 fairly quickly. We've approved two industrial
16 buildings that went from, you know, coming in
17 with plans to building permit within 90 days and
18 going through our review process.

19 We changed the height restrictions because
20 one business we knew was coming in and the design
21 or building design and the style has raised the
22 interior clear height, so I think it's partly
23 that the Village reacts and works well with the
24 business owners of the business park both in

1 Bluff City and Blue Heron because Bluff City is
2 the same thing, they're fairly full on their part
3 in the heavier industry and now they're starting
4 to go in the lighter industry along Route 25.
5 That's the other one that's just starting to take
6 off now. We've got two buildings there. I just
7 talked to the owner yesterday and he's going to
8 bring in a third, so we're also adjusting that
9 business park zoning, if you will, to kind of
10 accommodate some users.

11 So I think marketing plans are great, and
12 Tony and Paula have worked hard on it so we get
13 the word out and we get the niches and everything,
14 but quite frankly, the owners of the business
15 park like the Village and they bring customers in
16 there by their own word of mouth; and when you
17 approve a building for, you know, Joe Smith here
18 and then you approve one across the business park
19 for Tom Jones and it's done boom, like that, that
20 gets around from the people that not only build
21 the buildings, but who want to come in; and the
22 food cluster has come in because the owner of one
23 of the biggest businesses there has liked the
24 business park and he's brought people in, so we

1 pick up on that and kind of market it with that
2 in mind. So you have that kind of inherent good
3 word of mouth advertising too, and I don't know
4 how you quantify that, but that does happen.

5 MS. GREEN: Do you have that story on the food
6 cluster in the trade publication digitally or can
7 you send that to us to read?

8 MR. FRADIN: Yeah, it's in electronic format.
9 I would be happy to send that.

10 MS. GREEN: Okay. Thank you.

11 MS. SCHUMACHER: That's kind of a natural
12 segue to talk about Blue Heron. Again, a lot of
13 the same or similar goals as Brewster Creek, but
14 with a little heavier industrial focus. Would
15 that be accurate, Tony?

16 MR. FRADIN: Absolutely. We always say that
17 more land intensive businesses are allowed out
18 that way and flourish that way. You've got a
19 mining operation, asphalt shingle recycling, and
20 more land intensive uses that actually wouldn't
21 be a permitted use in Brewster Creek Business
22 Park.

23 MR. PLONCZYNSKI: On the Blue Heron, I think
24 we had -- this shows this one built parcel on

1 here. We've actually had another one that just
2 got a permit that's further south, and we're
3 going to have our third building in there
4 submitted very soon. This is the one I was
5 referring to that we're working with the owner on
6 kind of massaging some of the parameters of the
7 design of the building pads and the site plan.

8 One of the unique situations of this park
9 is that we have kind of done what, for lack of a
10 better term, we call it a preapproved site plan
11 so that the developer if he brings in a business
12 that meets -- and we have a layout of the site
13 plan. It's a typical building pad with a typical
14 outside storage, parking, landscape buffers.
15 It's not detailed in that sense, but if they fit
16 that preapproved site plan, they go right to a
17 building permit. They don't -- they don't have
18 to go through our formal site plan or zoning
19 process because the PUD and the zoning site plan
20 are inherent in the design and the approval of
21 the business park, and we're -- because of
22 changes in the industry, we're reacting to that
23 now and we're amending his PUD as we speak, and
24 we'll change that preapproved site plan, the

1 concept, to accommodate what he's seeing out in
2 the industry.

3 And one of the interesting things that,
4 just kind of aside, this has -- as Tony said,
5 these are more land intensive. They have a big
6 outside storage area and so we're experimenting
7 with this product -- it's actually a recycled
8 asphalt product that is starting to come on the
9 market and they call it FRAP, and it's like -- I
10 don't know the exact what it stands for, but it's
11 a fractured recycled asphalt product, and it
12 actually is -- it's asphalt without the cohesive
13 glue that holds like the paving area. It's
14 basically put on the property and it has an
15 absorbing quality to it that it meets our -- we
16 have under our stormwater ordinance -- and this
17 is something our engineers worked with their
18 engineers on. It meets our stormwater, what they
19 call best management practices, requirements
20 where you have -- it's almost like a pervious
21 surface rather than impervious, so that the whole
22 outside storage area ideally, and we're working
23 on this, will not only -- it won't just run
24 everything off. It will absorb 30 percent of the

1 water that hits it and then the rest will go
2 channeled into the storm drain and it's this
3 fractured recycled asphalt product and it's
4 spread out onto the park. So that's an example
5 of working with the owner and those are things
6 that he uses to market the site.

7 He has a preapproved site plan. You don't
8 have to have the fully paved, you know, outside
9 storage area because it's just going to be
10 equipment and stuff on it. It's not going to
11 be -- you know, it's not going to be really
12 visible and it's behind the building. The
13 parking lots are still paved and everything, but
14 the storage area, you can store equipment and
15 that. So that's something that's another example
16 of the Village working with the owner to get the
17 buildings up and taking advantage of the design
18 that he's incorporated into his buildings what he
19 imagines we'll be seeing on this park.

20 Now, they're not going to be the cleanest
21 industries, but we've got -- you know, you see
22 the product every day when you go into a road
23 construction site, all those little cones and
24 those little horses. The two biggest companies

1 in Illinois are going to be located out here that
2 send those out to all the job sites, and they've
3 got the land to put all that stuff in the back,
4 you know, rather than just where -- now it's ones
5 on Route 64 in West Chicago and it's kind of
6 unsightly. Here it will be nice. They'll put up
7 a nice building, put all their equipment in the
8 back. So that's a good example of Blue Heron and
9 working with the businesses.

10 All these, you know, we continue to market
11 it. We send them -- the other angle that Tony
12 always uses with this, if you've got stuff that
13 you want to store outside and you got a lot of
14 it, go to Blue Heron Business Park. I'm sure
15 it's a little smoother pitch than that, but
16 that's essentially what it is.

17 MR. FRADIN: Not by much.

18 MR. PLONCZYNSKI: Because there is people
19 always looking for outside storage. I'm not
20 talking about just trucks outside. I'm talking
21 about equipment, bobcats, front end loaders,
22 traffic cones, big -- you know those -- this guy
23 has those signs that pull along with the arrows,
24 all that stuff is going to go out here, and

1 concrete pipe too. I forgot about Welch
2 Brothers, which is probably the biggest concrete
3 pipe company in the five Midwest states, is out
4 at the north end of this business park.

5 MR. PERRI: Does the Village get sales tax
6 from that?

7 MR. PLONCZYNSKI: Yes.

8 MR. PERRI: Is it reasonable?

9 MR. PLONCZYNSKI: Is it reasonable?

10 MR. FRADIN: It's one the largest sales tax
11 producers, as a matter of fact. They came in on
12 an annexation agreement nearly ten years ago with
13 a 50-percent sales tax rebate. I would have to
14 look at it, but, I believe, it's within a year or
15 two of concluding.

16 MR. PLONCZYNSKI: That's worked very well
17 because their sales used to be somewhere else
18 off-site. They brought it here, and because
19 we've worked with them, that's another one that
20 they're going to -- they just recently expanded
21 their -- inside their manufacturing facility and
22 then they bought a ready mix plant in the front,
23 they're going to annex that and then build a
24 commercial building out in front on Route 25, and

1 that's a company that has expanded tremendously
2 over the last ten years that they went and -- you
3 want to see concrete pipe, just go out there and
4 see it. It's a beautiful thing and we do get
5 sales tax from it and it's on every road project
6 that you see in every town. It's not the
7 prettiest looking business, but it's a good
8 revenue producer. The sign is very nice.

9 MS. SMODILLA: And it's appropriately placed
10 within the village, that's important.

11 MR. PLONCZYNSKI: Right.

12 MS. SCHUMACHER: Just from Jim's conversation,
13 maybe promoting some of those rapid approval
14 processes, those kinds of things, promoting some
15 of that as well, the preapproved site plan. The
16 ease of development kind of pitch there.

17 MS. SMODILLA: Could you clarify the acronyms
18 that are on this particular --

19 MS. SCHUMACHER: I'll let Tony do that.

20 MR. FRADIN: AIRE stands for the Association
21 of Industrial Real Estate. CIP is Chicago
22 Industrial Properties. I haven't put it in the
23 packet in the last two months, but we do an ad
24 for Brewster Creek Business Park in every issue,

1 and they host industrial trade shows perhaps two
2 or three times a year, and so we do a lot of
3 advertising with them, and I participate in those
4 trade shows, so CIP is Chicago Industrial
5 Properties. And then the next acronym you see is
6 DCEO and that's the State economic development
7 agency, the Department of Commerce and Economic
8 Opportunity; and if you recall also, we'll be
9 adding along with AIRE and CIP on the top, we're
10 going to add NICAR also, so I'm just going to
11 sketch that one in, and that's the one where
12 there is a trade show next week.

13 I do want to mention we're not purchasing
14 print ads at this time or anything that costs
15 dollars to advertise yet for this particular
16 business park because like Brewster Creek, this
17 is a TIF district and it has not yet generated
18 increment.

19 However, as Jim mentioned with two
20 buildings coming on line and perhaps a third, we
21 can expect within the time frame of the next five
22 years for that TIF to begin generating some
23 increment, so far we've had that TIF joint review
24 board every year since, I believe, it was formed

1 in 2009 and it's yet to generate any increment.
2 Just so you know, all of the money we use for
3 advertising Brewster Creek Business Park comes
4 out of the TIF advertising budget.

5 CHAIRMAN KUBASZKO: Okay. That ends the
6 discussion on the marketing plan.

7 The next item on the agenda would be the
8 T-O-D discussion.

9 MR. FRADIN: Thank you. Quickly I'll
10 summarize that one of the 24 recommendations made
11 by the EDC now two years ago, that was the October
12 2013 EDC meeting, one of those recommendations
13 was to pursue a grant through CMAP to do a new
14 downtown plan and here we are two years later.

15 The Village has applied for the grant,
16 received it, selected a consultant called SCB,
17 Solomon Cordwell Buenz, and they just recently
18 commenced on this project about six weeks ago by
19 doing a kick-off meeting with the steering
20 committee present; and what is going on currently
21 with that is there are going to be some focus
22 group meetings held here at Village hall beginning
23 tomorrow morning and throughout much of the day
24 tomorrow and also Wednesday.

1 Following those focus group meetings, the
2 steering committee next meets on October 21st
3 here at Village hall, and very importantly I want
4 to make sure everybody here knows there is going
5 to be a public input session at Bartlett Hills on
6 Tuesday, November 4th, at 7:00 p.m., and so far
7 this has gone into the newsletter and very
8 shortly you're going to see it in a lot of other
9 Village controlled media, including the website
10 and the cable station and the Facebook page.

11 We're going to try to drum up as much
12 interest as we can in this meeting, and it's not
13 going to be the only public input meeting, but
14 this is the first one where the public at large
15 is invited to come weigh in on the future plans
16 for downtown Bartlett, so I just wanted to
17 provide a quick update on that because it's a
18 rather significant project that, as I mentioned
19 over the past few months, focuses completely just
20 on the downtown area. It's funded through the
21 RTA, and their main focus in this study is to
22 create a transportation-oriented development plan
23 for downtown Bartlett, and that is the update on
24 the downtown T-O-D plan, and I'd be happy to

1 answer any questions about that.

2 MS. SMODILLA: Do we have a means of
3 communication at the Metra station for this?

4 MR. FRADIN: There is not anything at the
5 Metra station.

6 MS. SMODILLA: There is no reader board up yet?

7 MR. FRADIN: No. Paula mentions there is a TV
8 inside the Metra station that has the Village's
9 cable station on, so it will be showing on there.

10 MS. SMODILLA: Great. I know we have sandwich
11 boards as well. Is that something that we could
12 perhaps advertise this meeting on since I don't
13 think that there is going to be any festivals
14 going on around that time.

15 MR. FRADIN: That's a great idea.

16 MS. SMODILLA: Particularly since it's Metra
17 riders that really have a stake in knowing more
18 about this.

19 MR. FRADIN: We can get some signs made up for
20 the sandwich boards. That's a very good idea.
21 We hope you can all participate. I know some of
22 you are involved in the focus groups and the
23 steering committee as well.

24 CHAIRMAN KUBASZKO: Do we want to move on to

1 the next agenda then?

2 MR. FRADIN: Quickly, for new business, I'm
3 going to mention there is a new pizza restaurant
4 coming to Bartlett Square at the former Papa
5 Saverio's location. This is called Pietanza's, a
6 long-time business located on Army Trail Road
7 just a few miles from there in Carol Stream.

8 There is a new physical therapy business
9 coming to Westgate Commons. This is on the east
10 end of the shopping plaza. This was formerly
11 occupied by the animal hospital by -- for quite a
12 few years.

13 In terms of two that are no longer in
14 commercial locations, the Quiznos has closed in
15 Apple Valley Center, and that's a very prime
16 location, and we're marketing that along with a
17 broker. I was at an ICSC show, another acronym,
18 Illinois International Council of Shopping
19 Center, show last week for two days at Navy Pier
20 and had told some other sandwich shops, actually,
21 about that space. And, also, a long-time business
22 from Bartlett Town Center, Clique Photography,
23 they're not out of business by any means.
24 They're as strong as ever. They're just closing

1 their Town Center location and becoming a home
2 occupation business, so in terms of new business,
3 that's what has transpired in the last month.

4 MS. SMODILLA: Can we readdress the marketing
5 plan? I think there are two items, the
6 Route 59/West Bartlett Road location and the Lake
7 Street location, that have not been discussed.

8 MS. SCHUMACHER: Those are the last two, yes.

9 CHAIRMAN KUBASZKO: Care to comment on the two
10 locations?

11 MS. SCHUMACHER: I thought we would bring those
12 back at the next meeting or not your preference?

13 CHAIRMAN KUBASZKO: Are you talking about the
14 Lake Street location and the southwest 59 West
15 Bartlett Road community?

16 MS. SMODILLA: Is there any discussion as to
17 whether or not we continue with those or bring
18 them back to the next meeting?

19 MR. PETRO: Is staff prepared to have a
20 discussion on those?

21 MR. PLONCZYNSKI: I think it was our
22 understanding we just do these two for this
23 meeting, that's what I thought we had stated in
24 the minutes last time. It was a little murky

1 there, but I thought that's what we were doing
2 and then we'd bring the last two for the next
3 meeting.

4 CHAIRMAN KUBASZKO: We only covered two last
5 time, I believe.

6 MR. PLONCZYNSKI: Right, and we did two here
7 and then we were going to wrap it up.

8 CHAIRMAN KUBASZKO: Do you want to talk about
9 a couple more of them?

10 MR. PLONCZYNSKI: I mean, but we didn't --

11 MS. SMODILLA: The detail was in our packets,
12 so that's why I thought we were covering all four
13 of these this evening.

14 CHAIRMAN KUBASZKO: I think the details on
15 those locations are still the generalities we
16 discussed at the last meeting that we're looking
17 to fine tune --

18 MR. PLONCZYNSKI: We're fine with discussing
19 it. I just --

20 CHAIRMAN KUBASZKO: -- and come up with more
21 specific targeted recommendations for each
22 specific site.

23 MS. SCHUMACHER: If you'd like to go through
24 it, is that your desire?

1 MR. PERRI: I think we can save it for the
2 next meeting.

3 CHAIRMAN KUBASZKO: I know last meeting we got
4 a little bogged down because we were concentrating
5 on downtown and one other area and we never got
6 to the other sites to discuss them.

7 MS. SCHUMACHER: Lake Street, I think, would
8 be a bigger discussion.

9 MR. FRADIN: Lake Street would definitely be a
10 more detailed discussion. If you --

11 CHAIRMAN KUBASZKO: I think they all fall
12 under the recommendations that we made at the
13 last meeting to kind of fine tune everything and
14 come up with more specific recommendations for
15 each specific site.

16 MS. SCHUMACHER: We can do that.

17 MR. FRADIN: We would be happy to bring back
18 more details on the other development sites at
19 next month's meeting, if you like, or we can --

20 MR. PLONCZYNSKI: Yeah, I mean, we can flush
21 out those other two. We put those in there just
22 so that you knew there were those other areas,
23 but we didn't really concentrate on that as much
24 as the two business parks, so, I mean, give us a

1 little more chance to do that and we can flush it
2 out and come back at the next meeting.

3 MS. SMODILLA: I think that's fine as long as
4 we also consider what I had mentioned previously,
5 and certainly what Commissioner Sobel had brought
6 up, and that is to develop the key indicators.

7 MR. PLONCZYNSKI: Yeah, let us flush those out
8 for those other two and work on these too so we
9 can bring it back.

10 MS. SMODILLA: Okay. Great.

11 MR. PLONCZYNSKI: Good.

12 CHAIRMAN KUBASZKO: Okay. What's the next
13 order of business? I'm kind of losing track
14 here.

15 MR. PLONCZYNSKI: Adjournment, that's what I
16 have.

17 CHAIRMAN KUBASZKO: Anybody in favor of
18 adjourning?

19 MR. PERRI: I'm in favor.

20 CHAIRMAN KUBASZKO: All in favor.

21 (A chorus of ayes.)

22 CHAIRMAN KUBASZKO: Meeting adjourned.

23 (Proceedings concluded at
24 7:53 p.m.)

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

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

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

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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 outlot 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 database 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 bartletttdowntowntod.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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2 COUNTY OF DU PAGE) SS.

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

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

BEFORE THE VILLAGE OF BARTLETT
ECONOMIC DEVELOPMENT COMMISSION

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IN RE THE MATTER OF:)
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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 unanimately.

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.)
22
23
24

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

12
13
14 -----
15 LYNN M. EVANS, CSR
16 CSR No. 084-003473
17
18
19
20
21
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23
24



Marketing Goals by Development Sites 2016-2020



LOCATION: DOWNTOWN

Goals:

- Work with steering committee on development of Regional Transportation Authority- Transit Oriented Development plan for downtown
- Support community events that bring people to downtown
- Continue shop local efforts (coupons, dining guide, special ads)
- Continue use of traditional advertisement, newsletter and social media to promote new and existing business
- Develop relationship with local community colleges and universities to attract graduates and encourage smaller, start- up businesses
- Erect a larger, attractive wayfinding sign at the intersection of Route 59 and W. Bartlett Road to better direct persons to the downtown area.
- Target mixed use development, service industries and restaurants in marketing efforts.



Demographic and Income Profile

228 S Main St, Bartlett, Illinois, 60103
Ring: 1 mile radius

Latitude: 41.99057
Longitude: -88.18453

Summary

	Census 2010	2015	2020
Population	9,294	9,500	9,703
Households	3,392	3,500	3,591
Families	2,485	2,546	2,601
Average Household Size	2.73	2.70	2.69
Owner Occupied Housing Units	2,803	2,826	2,895
Renter Occupied Housing Units	589	674	696
Median Age	38.0	38.9	39.7

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.42%	0.21%	0.75%
Households	0.51%	0.26%	0.77%
Families	0.43%	0.14%	0.69%
Owner HHs	0.48%	0.18%	0.70%
Median Household Income	3.38%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	207	5.9%	179	5.0%
\$15,000 - \$24,999	183	5.2%	129	3.6%
\$25,000 - \$34,999	230	6.6%	179	5.0%
\$35,000 - \$49,999	417	11.9%	387	10.8%
\$50,000 - \$74,999	618	17.7%	548	15.3%
\$75,000 - \$99,999	451	12.9%	475	13.2%
\$100,000 - \$149,999	759	21.7%	876	24.4%
\$150,000 - \$199,999	414	11.8%	558	15.5%
\$200,000+	221	6.3%	261	7.3%
Median Household Income	\$79,182		\$93,482	

Average Household Income
Per Capita Income

\$96,737
\$35,625

\$110,981
\$41,009

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	600	6.5%	568	6.0%	561	5.8%
5 - 9	591	6.4%	639	6.7%	604	6.2%
10 - 14	684	7.4%	618	6.5%	678	7.0%
15 - 19	672	7.2%	607	6.4%	562	5.8%
20 - 24	497	5.3%	547	5.8%	437	4.5%
25 - 34	1,232	13.3%	1,269	13.4%	1,292	13.3%
35 - 44	1,368	14.7%	1,263	13.3%	1,411	14.5%
45 - 54	1,584	17.0%	1,494	15.7%	1,311	13.5%
55 - 64	1,163	12.5%	1,337	14.1%	1,390	14.3%
65 - 74	503	5.4%	741	7.8%	950	9.8%
75 - 84	267	2.9%	260	2.7%	359	3.7%
85+	133	1.4%	156	1.6%	149	1.5%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	7,637	82.2%	7,663	80.7%	7,667	79.0%
Black Alone	316	3.4%	304	3.2%	292	3.0%
American Indian Alone	33	0.4%	33	0.3%	36	0.4%
Asian Alone	722	7.8%	841	8.9%	974	10.0%
Pacific Islander Alone	1	0.0%	1	0.0%	1	0.0%
Some Other Race Alone	377	4.1%	420	4.4%	468	4.8%
Two or More Races	208	2.2%	238	2.5%	265	2.7%
Hispanic Origin (Any Race)	1,060	11.4%	1,183	12.5%	1,334	13.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

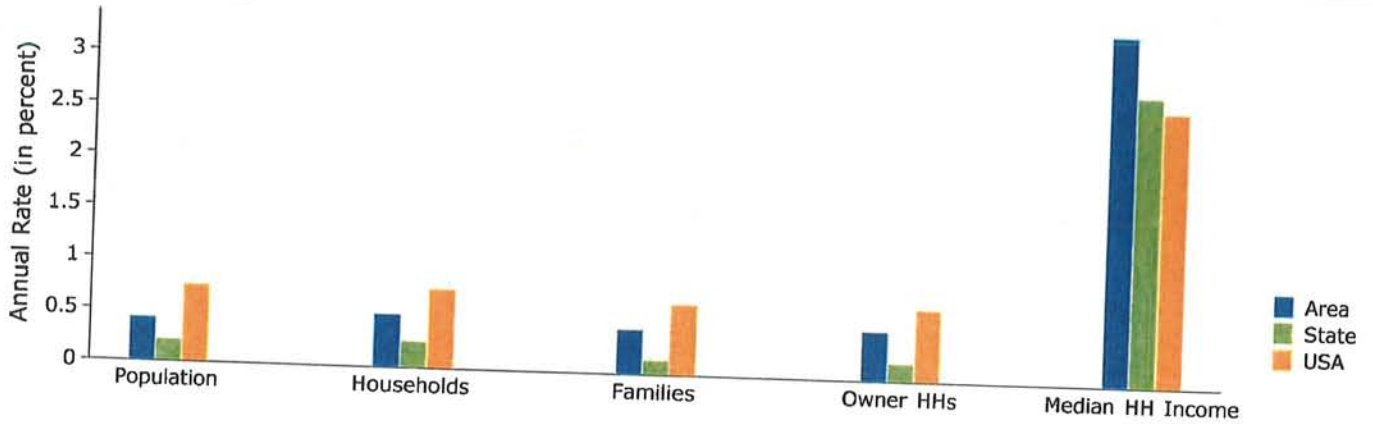


Demographic and Income Profile

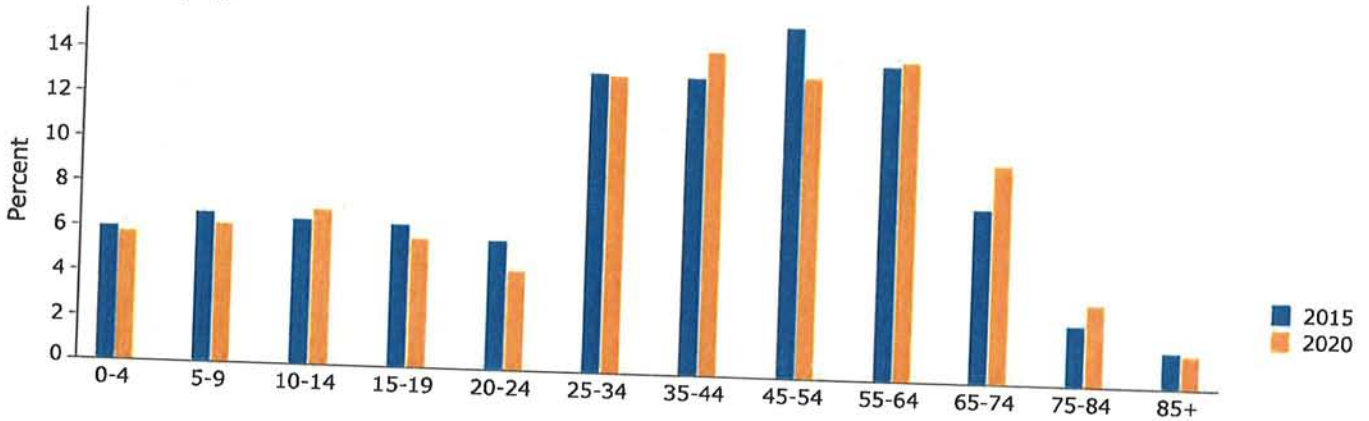
228 S Main St, Bartlett, Illinois, 60103
 Ring: 1 mile radius

Latitude: 41.9965°
 Longitude: -88.1845°

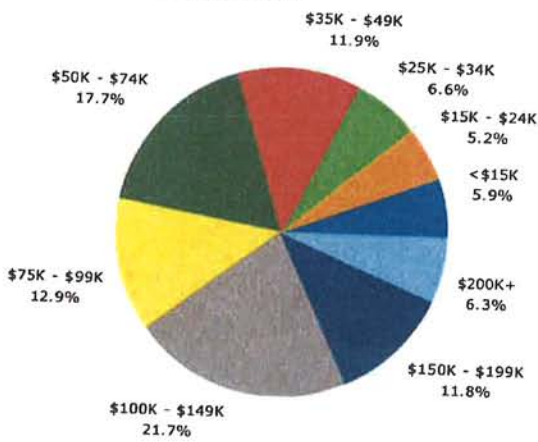
Trends 2015-2020



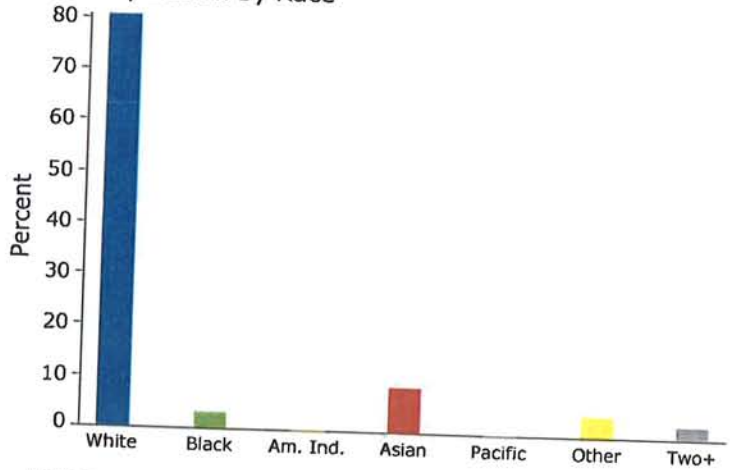
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 12.5%



Demographic and Income Profile

228 S Main St, Bartlett, Illinois, 60103
 Ring: 3 mile radius

Updated: 11/20/2015
 12:50:00 PM CST

Summary

	Census 2010	2015	2020
Population	98,534	99,836	101,297
Households	31,803	32,333	32,870
Families	24,832	25,099	25,429
Average Household Size	3.09	3.08	3.07
Owner Occupied Housing Units	27,168	27,107	27,500
Renter Occupied Housing Units	4,635	5,226	5,370
Median Age	34.8	35.7	37.0

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.29%	0.21%	0.75%
Households	0.33%	0.26%	0.77%
Families	0.26%	0.14%	0.69%
Owner HHs	0.29%	0.18%	0.70%
Median Household Income	2.38%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,526	4.7%	1,302	4.0%
\$15,000 - \$24,999	1,986	6.1%	1,399	4.3%
\$25,000 - \$34,999	2,016	6.2%	1,551	4.7%
\$35,000 - \$49,999	3,352	10.4%	3,041	9.3%
\$50,000 - \$74,999	6,280	19.4%	5,669	17.2%
\$75,000 - \$99,999	5,021	15.5%	5,572	17.0%
\$100,000 - \$149,999	7,431	23.0%	8,576	26.1%
\$150,000 - \$199,999	2,829	8.7%	3,580	10.9%
\$200,000+	1,893	5.9%	2,180	6.6%
Median Household Income	\$78,866		\$88,717	
Average Household Income	\$94,689		\$106,327	
Per Capita Income	\$30,761		\$34,604	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,570	7.7%	7,189	7.2%	7,063	7.0%
5 - 9	7,263	7.4%	7,655	7.7%	7,069	7.0%
10 - 14	7,425	7.5%	7,252	7.3%	7,824	7.7%
15 - 19	7,253	7.4%	6,598	6.6%	6,569	6.5%
20 - 24	5,738	5.8%	6,194	6.2%	5,223	5.2%
25 - 34	14,380	14.6%	13,934	14.0%	13,677	13.5%
35 - 44	15,483	15.7%	14,953	15.0%	15,429	15.2%
45 - 54	14,999	15.2%	14,316	14.3%	13,750	13.6%
55 - 64	10,592	10.7%	11,881	11.9%	12,422	12.3%
65 - 74	4,815	4.9%	6,534	6.5%	8,050	7.9%
75 - 84	2,254	2.3%	2,425	2.4%	3,202	3.2%
85+	764	0.8%	904	0.9%	1,020	1.0%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	68,539	69.6%	67,368	67.5%	66,259	65.4%
Black Alone	4,364	4.4%	4,254	4.3%	4,182	4.1%
American Indian Alone	750	0.8%	759	0.8%	810	0.8%
Asian Alone	12,936	13.1%	14,461	14.5%	16,060	15.9%
Pacific Islander Alone	29	0.0%	34	0.0%	37	0.0%
Some Other Race Alone	9,294	9.4%	10,069	10.1%	10,832	10.7%
Two or More Races	2,623	2.7%	2,892	2.9%	3,117	3.1%
Hispanic Origin (Any Race)	25,487	25.9%	27,489	27.5%	29,712	29.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

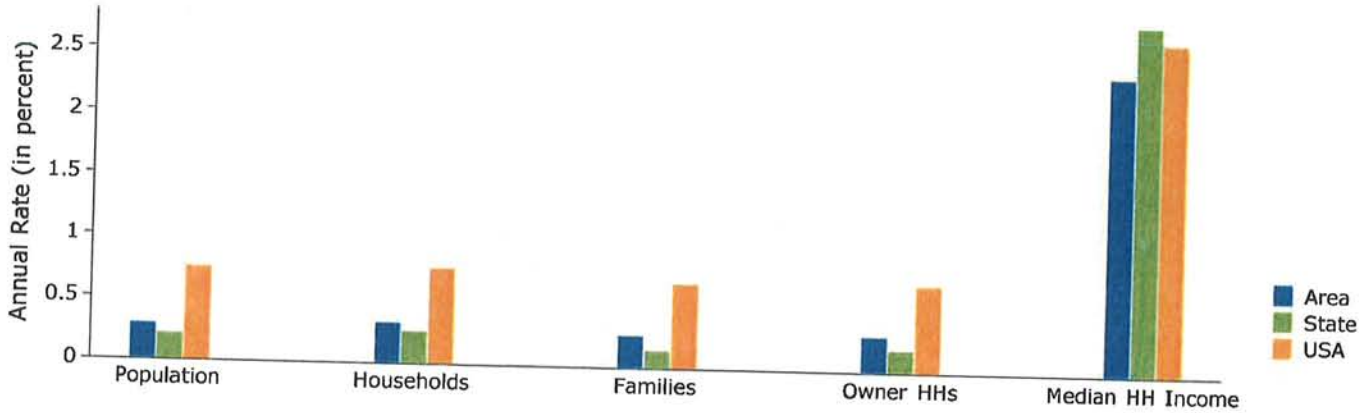


Demographic and Income Profile

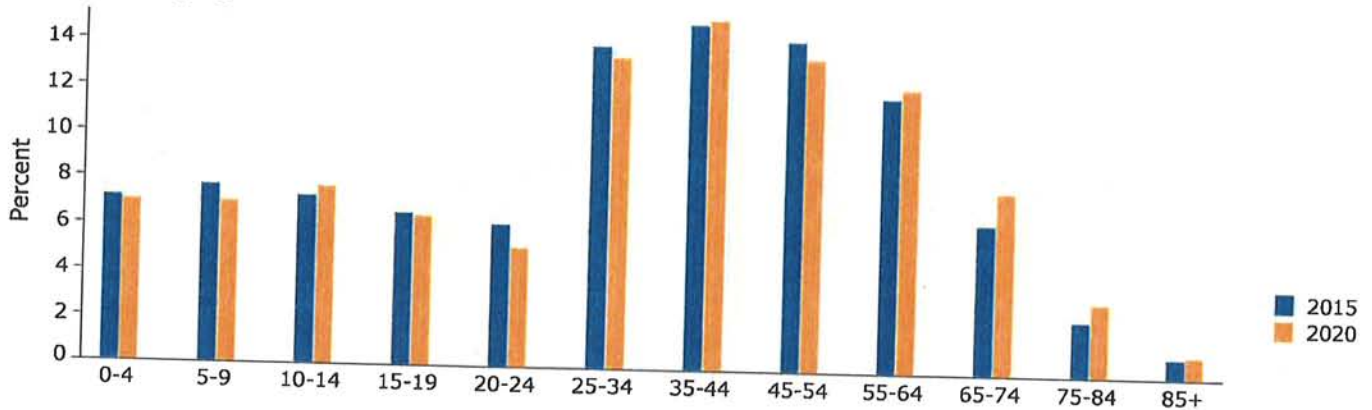
228 S Main St, Bartlett, Illinois, 60103
 Ring: 3 mile radius

Latitude: 41.9907
 Longitude: 88.8452

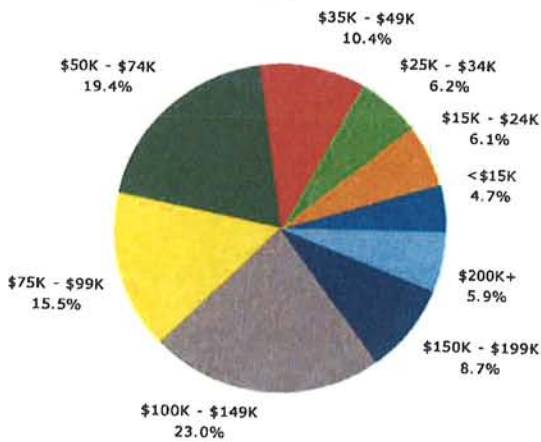
Trends 2015-2020



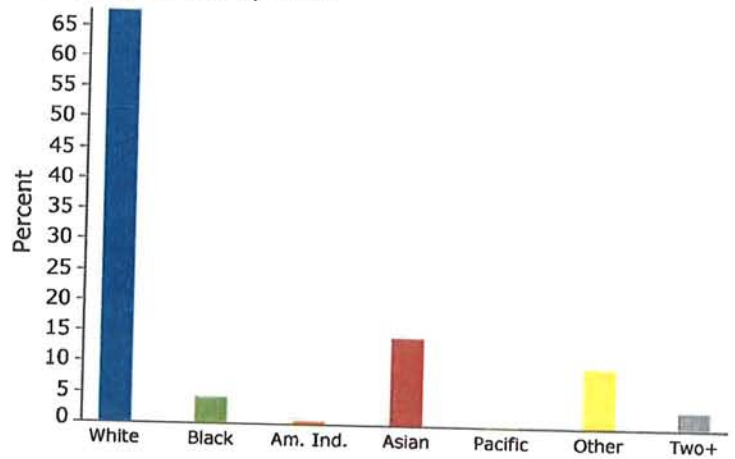
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 27.5%



Demographic and Income Profile

228 S Main St, Bartlett, Illinois, 60103
Ring: 5 mile radius

Latitude: 41.9935
Longitude: 88.18453

Summary

	Census 2010	2015	2020
Population	216,930	218,252	220,522
Households	72,918	73,694	74,666
Families	55,935	56,183	56,713
Average Household Size	2.96	2.95	2.94
Owner Occupied Housing Units	61,390	60,903	61,580
Renter Occupied Housing Units	11,528	12,792	13,086
Median Age	35.8	36.8	37.9
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.21%	0.21%	0.75%
Households	0.26%	0.26%	0.77%
Families	0.19%	0.14%	0.69%
Owner HHs	0.22%	0.18%	0.70%
Median Household Income	2.36%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	3,448	4.7%	2,952	4.0%
\$15,000 - \$24,999	3,898	5.3%	2,690	3.6%
\$25,000 - \$34,999	4,607	6.3%	3,539	4.7%
\$35,000 - \$49,999	7,859	10.7%	7,068	9.5%
\$50,000 - \$74,999	14,669	19.9%	13,066	17.5%
\$75,000 - \$99,999	11,580	15.7%	12,865	17.2%
\$100,000 - \$149,999	15,937	21.6%	18,330	24.5%
\$150,000 - \$199,999	6,966	9.5%	8,748	11.7%
\$200,000+	4,730	6.4%	5,408	7.2%
Median Household Income	\$78,936		\$88,699	
Average Household Income	\$96,578		\$108,507	
Per Capita Income	\$32,650		\$36,778	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	15,387	7.1%	14,530	6.7%	14,321	6.5%
5 - 9	15,373	7.1%	15,630	7.2%	14,463	6.6%
10 - 14	15,999	7.4%	15,414	7.1%	16,024	7.3%
15 - 19	15,754	7.3%	14,077	6.4%	13,829	6.3%
20 - 24	12,435	5.7%	13,358	6.1%	11,084	5.0%
25 - 34	31,023	14.3%	30,414	13.9%	30,269	13.7%
35 - 44	33,152	15.3%	31,953	14.6%	33,623	15.2%
45 - 54	34,411	15.9%	31,650	14.5%	29,554	13.4%
55 - 64	25,144	11.6%	27,981	12.8%	28,281	12.8%
65 - 74	11,202	5.2%	15,510	7.1%	19,165	8.7%
75 - 84	5,176	2.4%	5,619	2.6%	7,517	3.4%
85+	1,873	0.9%	2,115	1.0%	2,391	1.1%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	152,566	70.3%	148,812	68.2%	145,594	66.0%
Black Alone	9,347	4.3%	9,050	4.1%	8,858	4.0%
American Indian Alone	1,243	0.6%	1,245	0.6%	1,312	0.6%
Asian Alone	31,230	14.4%	34,681	15.9%	38,410	17.4%
Pacific Islander Alone	65	0.0%	78	0.0%	90	0.0%
Some Other Race Alone	16,675	7.7%	17,995	8.2%	19,365	8.8%
Two or More Races	5,804	2.7%	6,391	2.9%	6,894	3.1%
Hispanic Origin (Any Race)	46,529	21.4%	50,058	22.9%	54,144	24.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

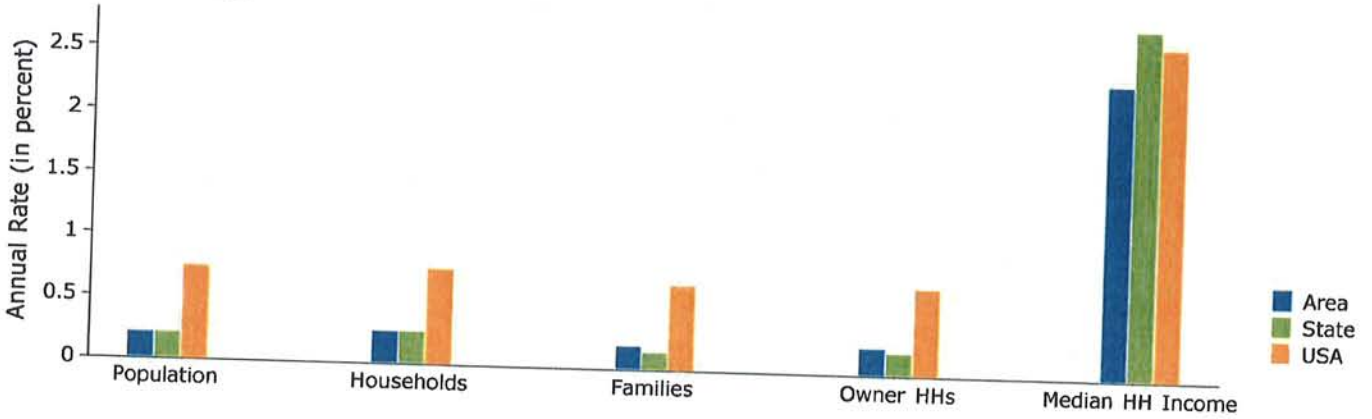


Demographic and Income Profile

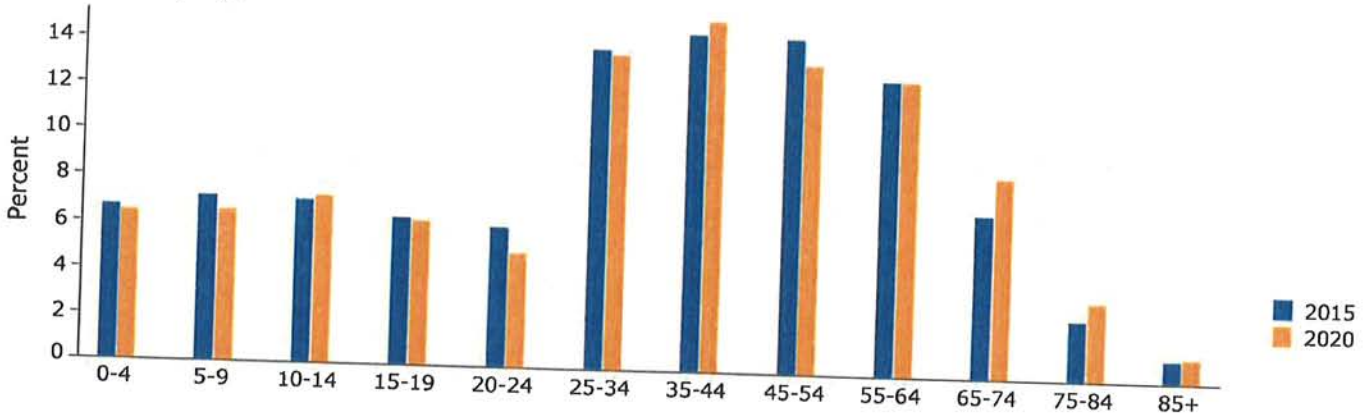
228 S Main St, Bartlett, Illinois, 60103
 Ring: 5 mile radius

Latitude: 38.99027
 Longitude: -88.18453

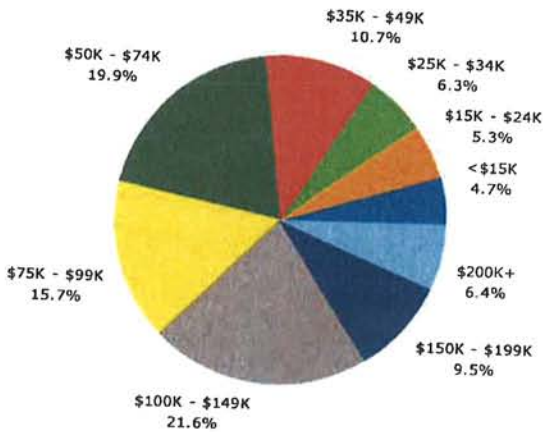
Trends 2015-2020



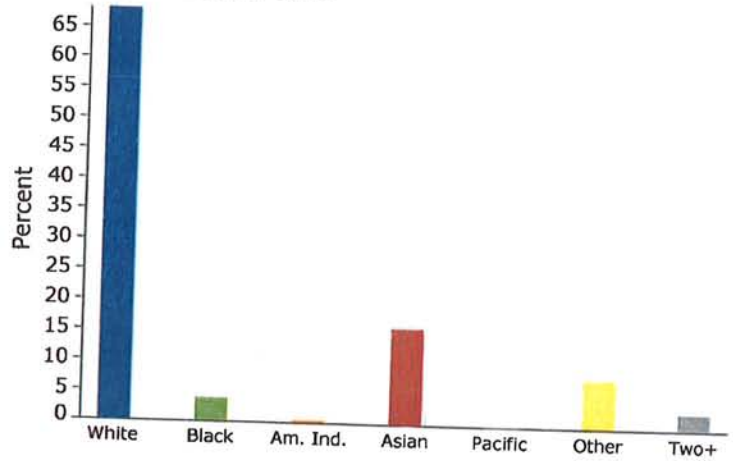
Population by Age



2015 Household Income



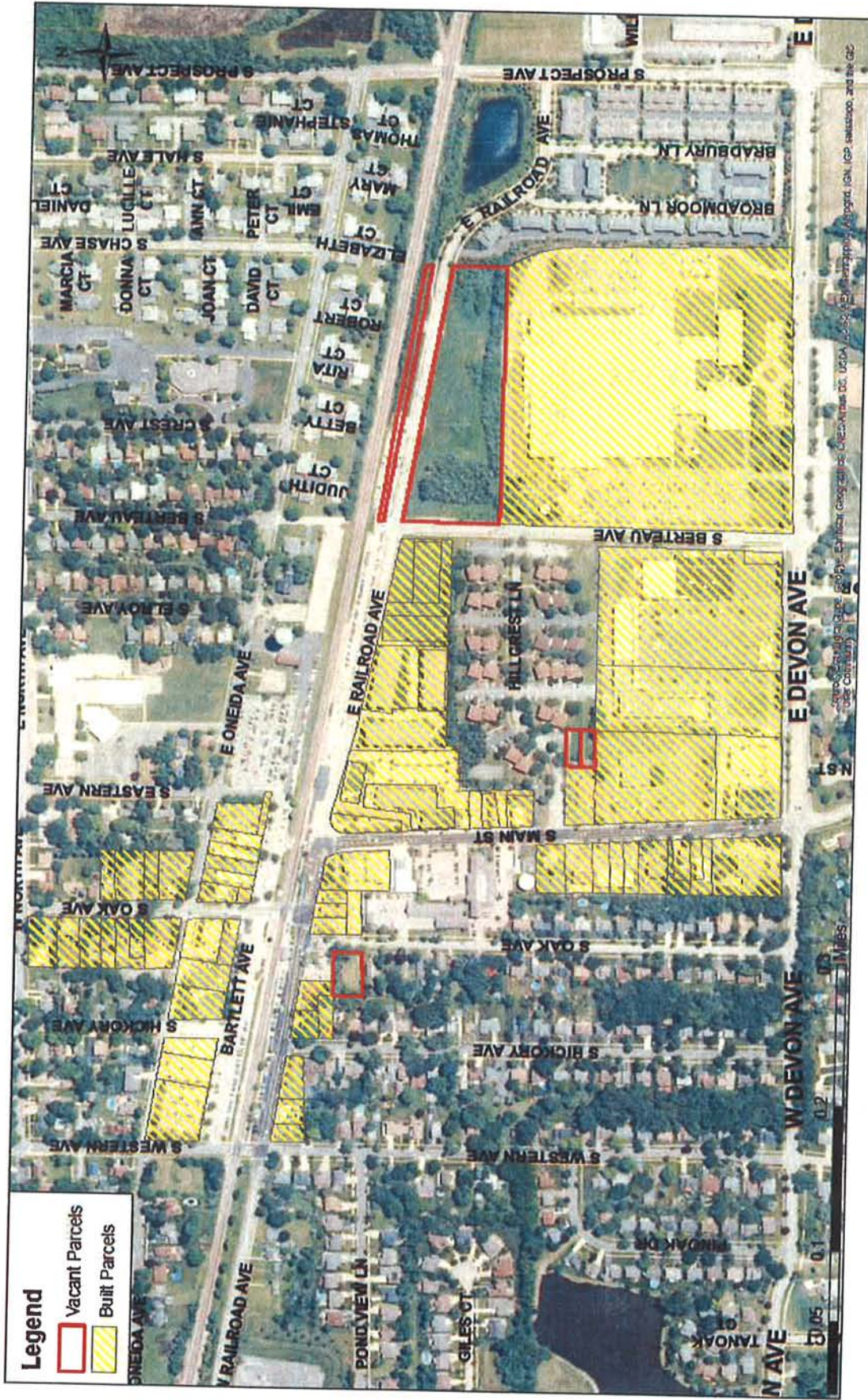
2015 Population by Race



2015 Percent Hispanic Origin: 22.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Downtown Vacant Parcels



LOCATION: ROUTE 59 CORRIDOR

Goals:

- Continue shop local efforts
- Continue to use traditional advertisement, newsletter and social media to promote new and existing businesses
- Maintain database of available commercial sites and owner/broker information
- Continue to work with state Department of Commerce and Economic Opportunity and Choose DuPage to promote Bartlett
- Collectively market the Dominick's site
- Continue to market site to attract desirable users at the local, regional and national levels
- Participate in International Council of Shopping Centers
- Promote improvements to roadway, work to assist businesses through construction period
- Target health/medical uses in marketing efforts



Demographic and Income Profile

Rt 59 & Stearns Road
 IL 59, Bartlett, Illinois, 60103
 Drive Time: 5 minute radius

Latitude: 43.97364
 Longitude: 88.20763

Summary

	Census 2010	2015	2020
Population	18,181	18,284	18,540
Households	6,206	6,291	6,397
Families	5,171	5,214	5,284
Average Household Size	2.91	2.89	2.88
Owner Occupied Housing Units	5,795	5,812	5,902
Renter Occupied Housing Units	411	479	495
Median Age	40.1	41.0	42.4

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.28%	0.21%	0.75%
Households	0.33%	0.26%	0.77%
Families	0.27%	0.14%	0.69%
Owner HHS	0.31%	0.18%	0.70%
Median Household Income	2.31%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	279	4.4%	231	3.6%
\$15,000 - \$24,999	181	2.9%	119	1.9%
\$25,000 - \$34,999	240	3.8%	175	2.7%
\$35,000 - \$49,999	498	7.9%	430	6.7%
\$50,000 - \$74,999	921	14.6%	787	12.3%
\$75,000 - \$99,999	748	11.9%	690	10.8%
\$100,000 - \$149,999	1,516	24.1%	1,569	24.5%
\$150,000 - \$199,999	1,077	17.1%	1,389	21.7%
\$200,000+	831	13.2%	1,006	15.7%
Median Household Income	\$106,059		\$118,862	

Average Household Income
 Per Capita Income

\$126,650	\$145,355
\$42,379	\$48,748

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	1,089	6.0%	1,008	5.5%	967	5.2%
5 - 9	1,242	6.8%	1,268	6.9%	1,149	6.2%
10 - 14	1,527	8.4%	1,369	7.5%	1,426	7.7%
15 - 19	1,393	7.7%	1,294	7.1%	1,190	6.4%
20 - 24	861	4.7%	929	5.1%	757	4.1%
25 - 34	1,744	9.6%	1,905	10.4%	1,885	10.2%
35 - 44	2,781	15.3%	2,426	13.3%	2,567	13.8%
45 - 54	3,443	18.9%	3,209	17.5%	2,871	15.5%
55 - 64	2,473	13.6%	2,745	15.0%	2,949	15.9%
65 - 74	958	5.3%	1,422	7.8%	1,859	10.0%
75 - 84	465	2.6%	475	2.6%	672	3.6%
85+	205	1.1%	235	1.3%	249	1.3%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	15,183	83.5%	14,893	81.5%	14,679	79.2%
Black Alone	308	1.7%	336	1.8%	374	2.0%
American Indian Alone	35	0.2%	34	0.2%	36	0.2%
Asian Alone	2,043	11.2%	2,312	12.6%	2,627	14.2%
Pacific Islander Alone	8	0.0%	11	0.1%	14	0.1%
Some Other Race Alone	315	1.7%	360	2.0%	421	2.3%
Two or More Races	290	1.6%	338	1.8%	390	2.1%
Hispanic Origin (Any Race)	1,201	6.6%	1,371	7.5%	1,599	8.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

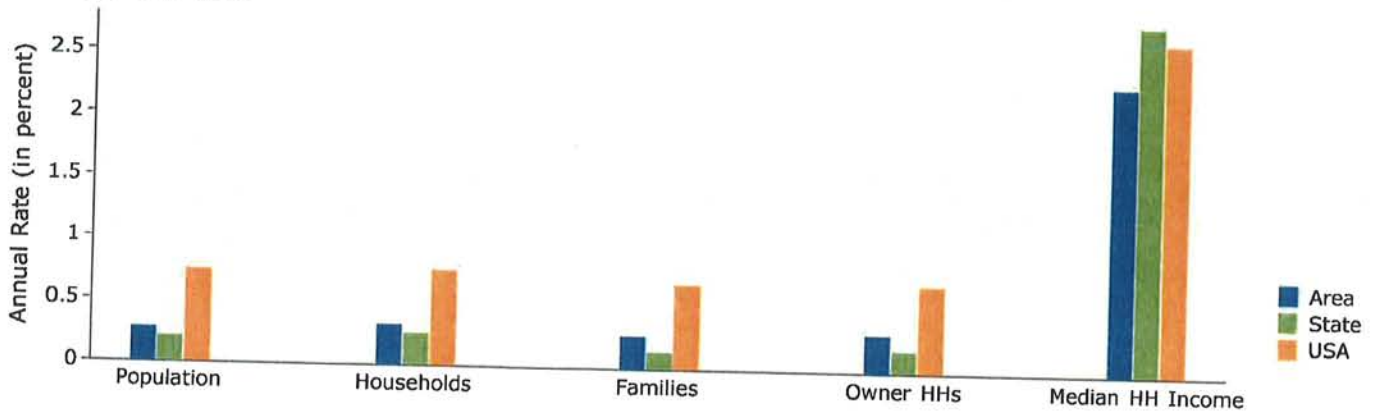


Demographic and Income Profile

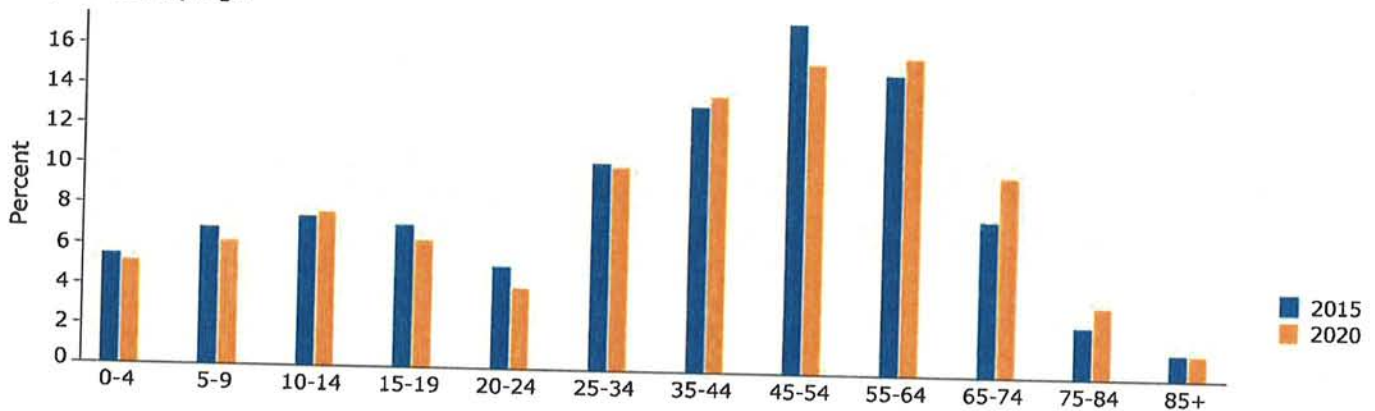
Rt 59 & Stearns Road
 IL 59, Bartlett, Illinois, 60103
 Drive Time: 5 minute radius

Latitude: 41.91704
 Longitude: 88.20703

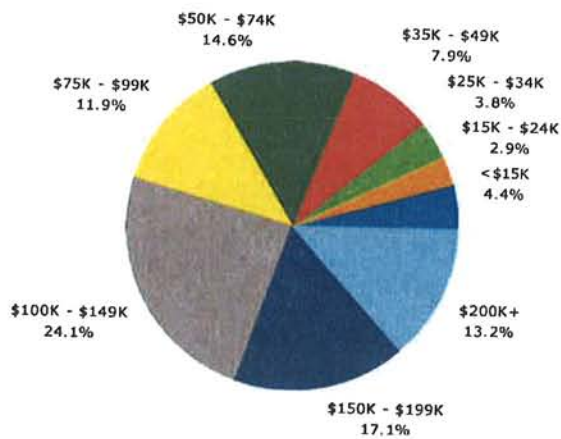
Trends 2015-2020



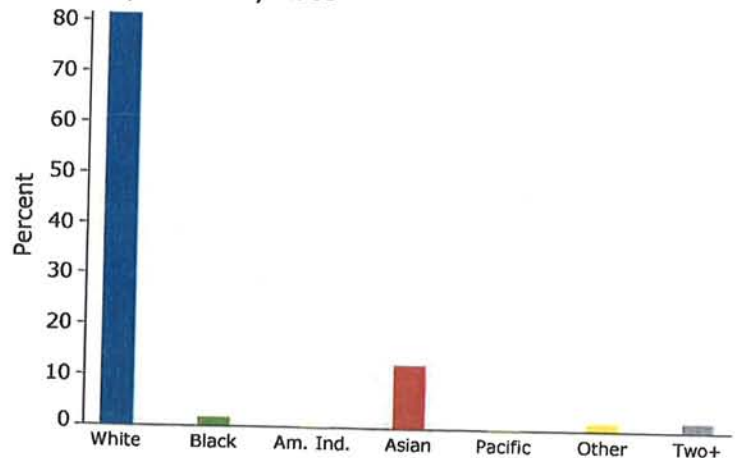
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 7.5%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

Rt 59 & Stearns Road
 IL 59, Bartlett, Illinois, 60103
 Drive Time: 10 minute radius

Latitude: 41.91264
 Longitude: 88.26705

Summary

	Census 2010	2015	2020
Population	133,460	134,929	136,877
Households	43,258	43,896	44,630
Families	34,204	34,513	34,972
Average Household Size	3.07	3.06	3.06
Owner Occupied Housing Units	37,123	37,026	37,578
Renter Occupied Housing Units	6,135	6,869	7,052
Median Age	35.4	36.3	37.5

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.29%	0.21%	0.75%
Households	0.33%	0.26%	0.77%
Families	0.26%	0.14%	0.69%
Owner HHs	0.30%	0.18%	0.70%
Median Household Income	2.46%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,970	4.5%	1,678	3.8%
\$15,000 - \$24,999	2,412	5.5%	1,687	3.8%
\$25,000 - \$34,999	2,726	6.2%	2,074	4.6%
\$35,000 - \$49,999	4,372	10.0%	3,931	8.8%
\$50,000 - \$74,999	7,797	17.8%	6,972	15.6%
\$75,000 - \$99,999	6,665	15.2%	7,368	16.5%
\$100,000 - \$149,999	10,197	23.2%	11,465	25.7%
\$150,000 - \$199,999	4,414	10.1%	5,570	12.5%
\$200,000+	3,342	7.6%	3,886	8.7%
Median Household Income	\$83,272		\$94,033	
Average Household Income	\$101,605		\$114,134	
Per Capita Income	\$33,096		\$37,257	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	9,890	7.4%	9,385	7.0%	9,235	6.7%
5 - 9	9,989	7.5%	10,182	7.5%	9,479	6.9%
10 - 14	10,423	7.8%	10,028	7.4%	10,583	7.7%
15 - 19	9,889	7.4%	8,930	6.6%	8,833	6.5%
20 - 24	7,533	5.6%	8,135	6.0%	6,683	4.9%
25 - 34	18,173	13.6%	18,272	13.5%	18,320	13.4%
35 - 44	20,765	15.6%	19,694	14.6%	20,591	15.0%
45 - 54	21,641	16.2%	20,097	14.9%	18,574	13.6%
55 - 64	14,786	11.1%	17,021	12.6%	17,728	13.0%
65 - 74	6,359	4.8%	8,838	6.6%	11,288	8.2%
75 - 84	2,942	2.2%	3,169	2.3%	4,234	3.1%
85+	1,068	0.8%	1,177	0.9%	1,330	1.0%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	94,627	70.9%	92,656	68.7%	90,811	66.3%
Black Alone	5,288	4.0%	5,338	4.0%	5,461	4.0%
American Indian Alone	810	0.6%	813	0.6%	858	0.6%
Asian Alone	18,616	13.9%	20,692	15.3%	22,919	16.7%
Pacific Islander Alone	39	0.0%	51	0.0%	62	0.0%
Some Other Race Alone	10,580	7.9%	11,501	8.5%	12,540	9.2%
Two or More Races	3,500	2.6%	3,877	2.9%	4,225	3.1%
Hispanic Origin (Any Race)	29,757	22.3%	32,128	23.8%	34,938	25.5%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

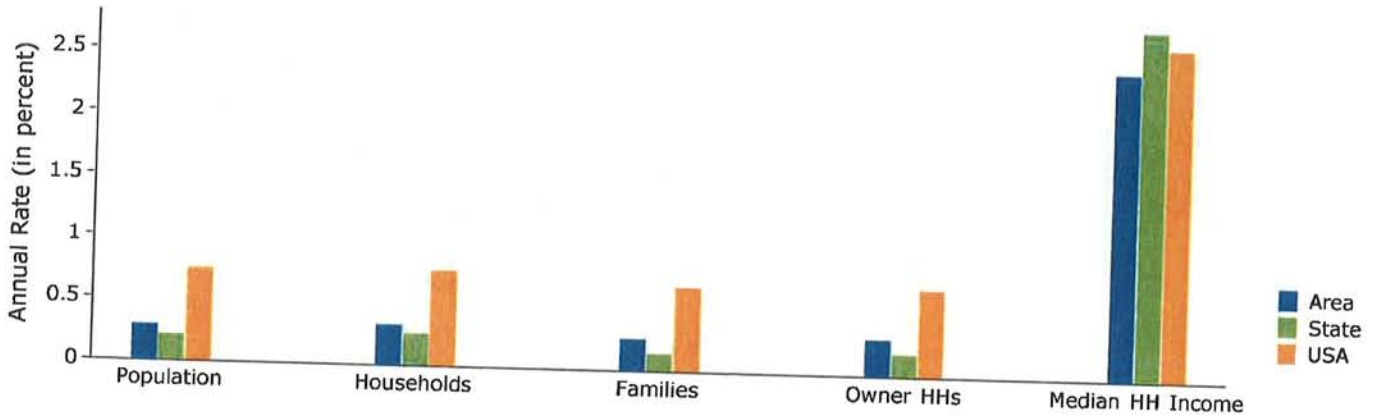


Demographic and Income Profile

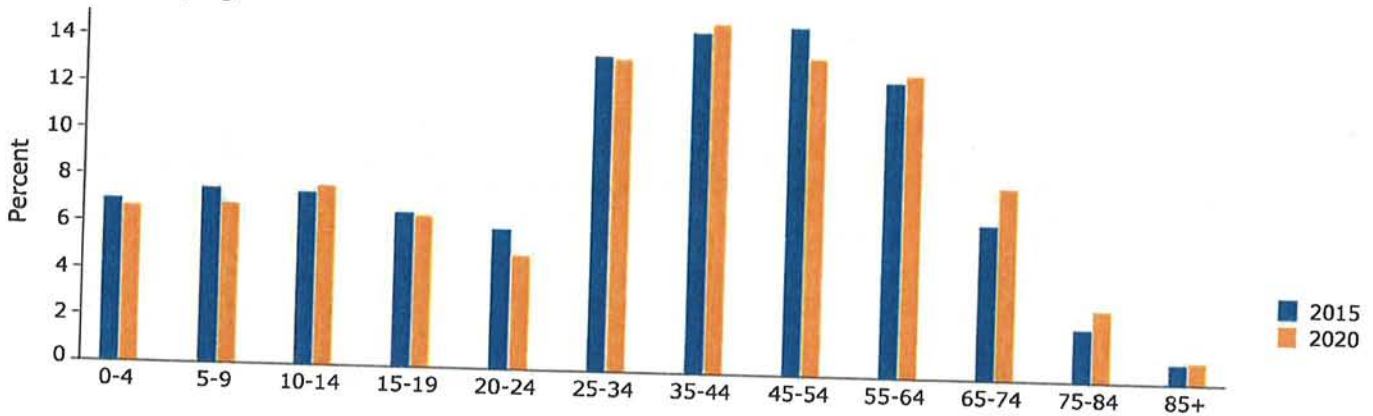
Rt 59 & Stearns Road
 IL 59, Bartlett, Illinois, 60103
 Drive Time: 10 minute radius

Latitude: 41.97364
 Longitude: -88.26713

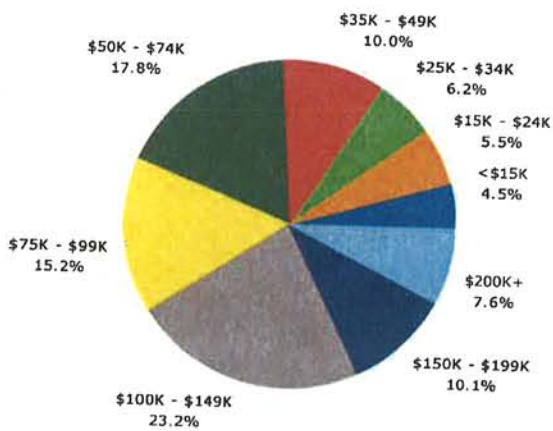
Trends 2015-2020



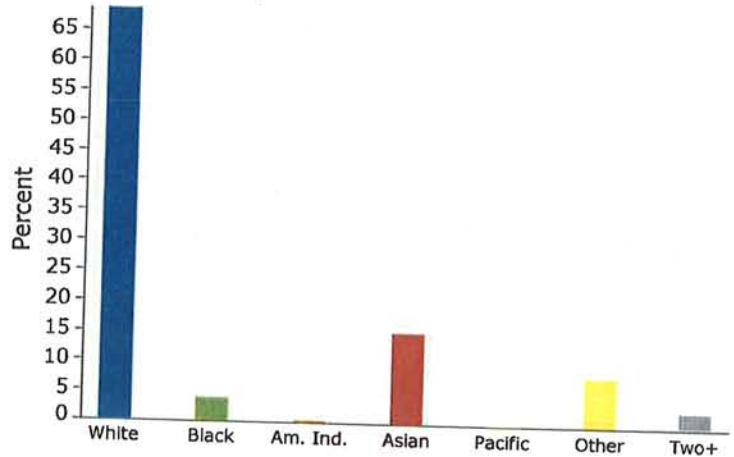
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 23.8%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

Rt 59 & Stearns Road
 IL 59, Bartlett, Illinois, 60103
 Drive Time: 15 minute radius

Latitude: 41.97264
 Longitude: -88.20763

Summary

	Census 2010	2015	2020
Population	385,479	389,972	395,475
Households	128,212	130,075	132,234
Families	97,450	98,180	99,360
Average Household Size	2.98	2.97	2.97
Owner Occupied Housing Units	102,590	101,653	102,908
Renter Occupied Housing Units	25,622	28,422	29,326
Median Age	35.3	36.2	37.4

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.28%	0.21%	0.75%
Households	0.33%	0.26%	0.77%
Families	0.24%	0.14%	0.69%
Owner HHs	0.25%	0.18%	0.70%
Median Household Income	2.34%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	7,009	5.4%	6,141	4.6%
\$15,000 - \$24,999	7,539	5.8%	5,331	4.0%
\$25,000 - \$34,999	8,933	6.9%	7,035	5.3%
\$35,000 - \$49,999	13,863	10.7%	12,550	9.5%
\$50,000 - \$74,999	24,434	18.8%	21,949	16.6%
\$75,000 - \$99,999	19,967	15.4%	22,439	17.0%
\$100,000 - \$149,999	27,278	21.0%	31,585	23.9%
\$150,000 - \$199,999	11,671	9.0%	14,477	10.9%
\$200,000+	9,376	7.2%	10,723	8.1%
Median Household Income	\$78,111		\$87,685	

Average Household Income
 Per Capita Income

Average Household Income	\$97,220	\$109,028
Per Capita Income	\$32,488	\$36,511

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	28,179	7.3%	26,792	6.9%	26,500	6.7%
5 - 9	28,752	7.5%	28,652	7.3%	26,773	6.8%
10 - 14	29,600	7.7%	28,786	7.4%	29,479	7.5%
15 - 19	28,251	7.3%	26,017	6.7%	25,682	6.5%
20 - 24	22,487	5.8%	24,379	6.3%	20,828	5.3%
25 - 34	53,706	13.9%	53,886	13.8%	54,088	13.7%
35 - 44	58,294	15.1%	55,025	14.1%	57,871	14.6%
45 - 54	60,014	15.6%	56,441	14.5%	52,545	13.3%
55 - 64	42,930	11.1%	48,235	12.4%	49,862	12.6%
65 - 74	19,286	5.0%	26,657	6.8%	33,160	8.4%
75 - 84	9,651	2.5%	10,344	2.7%	13,434	3.4%
85+	4,329	1.1%	4,758	1.2%	5,252	1.3%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	275,687	71.5%	271,352	69.6%	266,978	67.5%
Black Alone	17,107	4.4%	17,094	4.4%	17,221	4.4%
American Indian Alone	2,578	0.7%	2,589	0.7%	2,670	0.7%
Asian Alone	43,053	11.2%	47,827	12.3%	53,112	13.4%
Pacific Islander Alone	122	0.0%	146	0.0%	172	0.0%
Some Other Race Alone	36,350	9.4%	39,324	10.1%	42,712	10.8%
Two or More Races	10,582	2.7%	11,639	3.0%	12,610	3.2%
Hispanic Origin (Any Race)	97,489	25.3%	104,838	26.9%	113,636	28.7%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

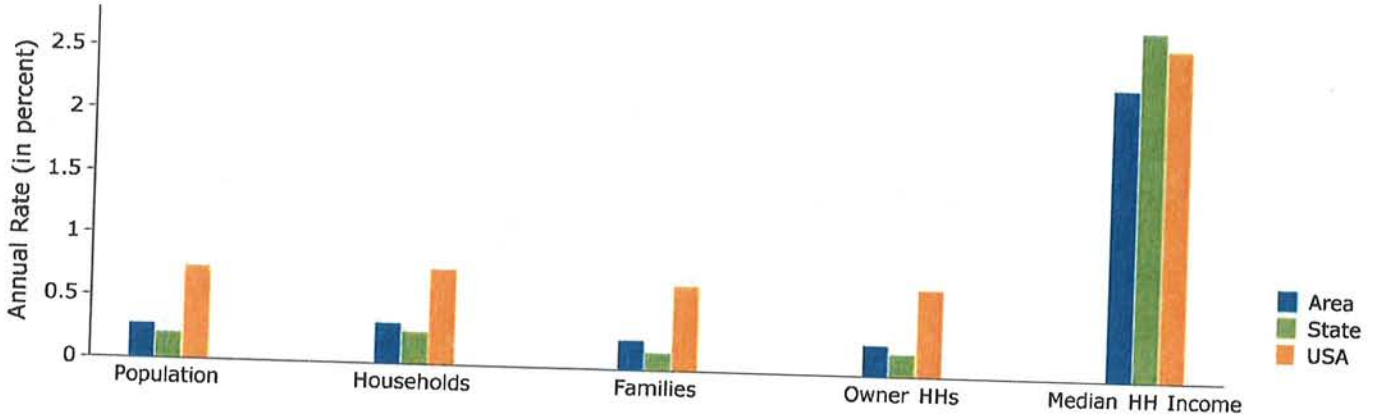


Demographic and Income Profile

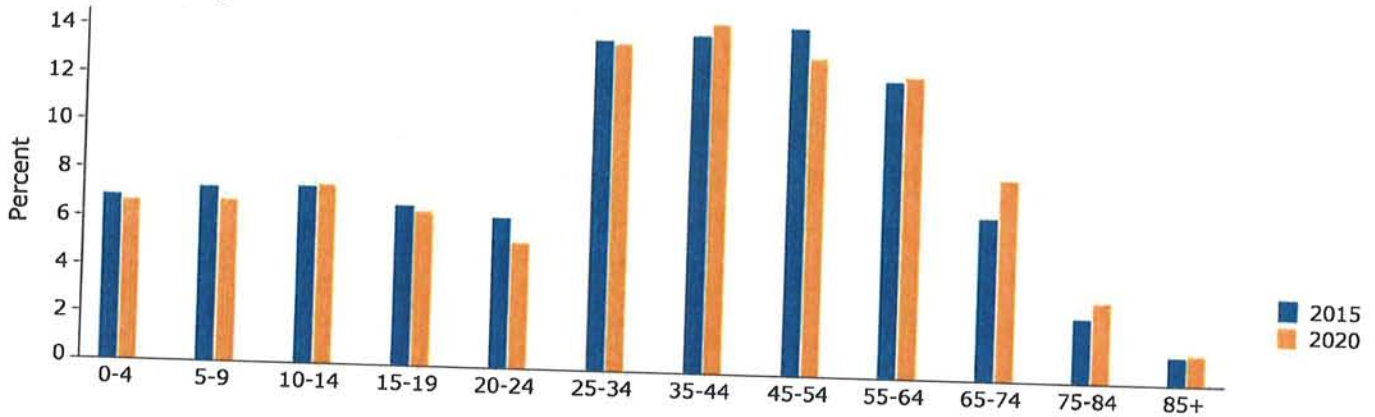
Rt 59 & Stearns Road
 IL 59, Bartlett, Illinois, 60103
 Drive Time: 15 minute radius

Latitude: 41.97368
 Longitude: -88.20703

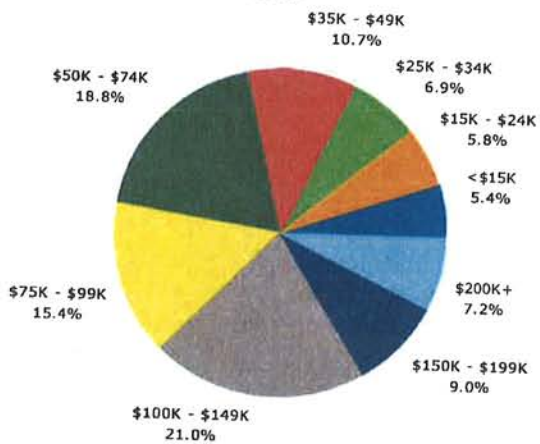
Trends 2015-2020



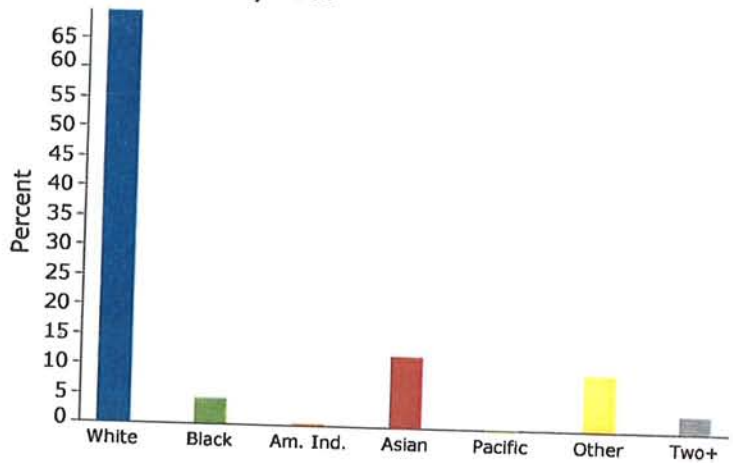
Population by Age



2015 Household Income

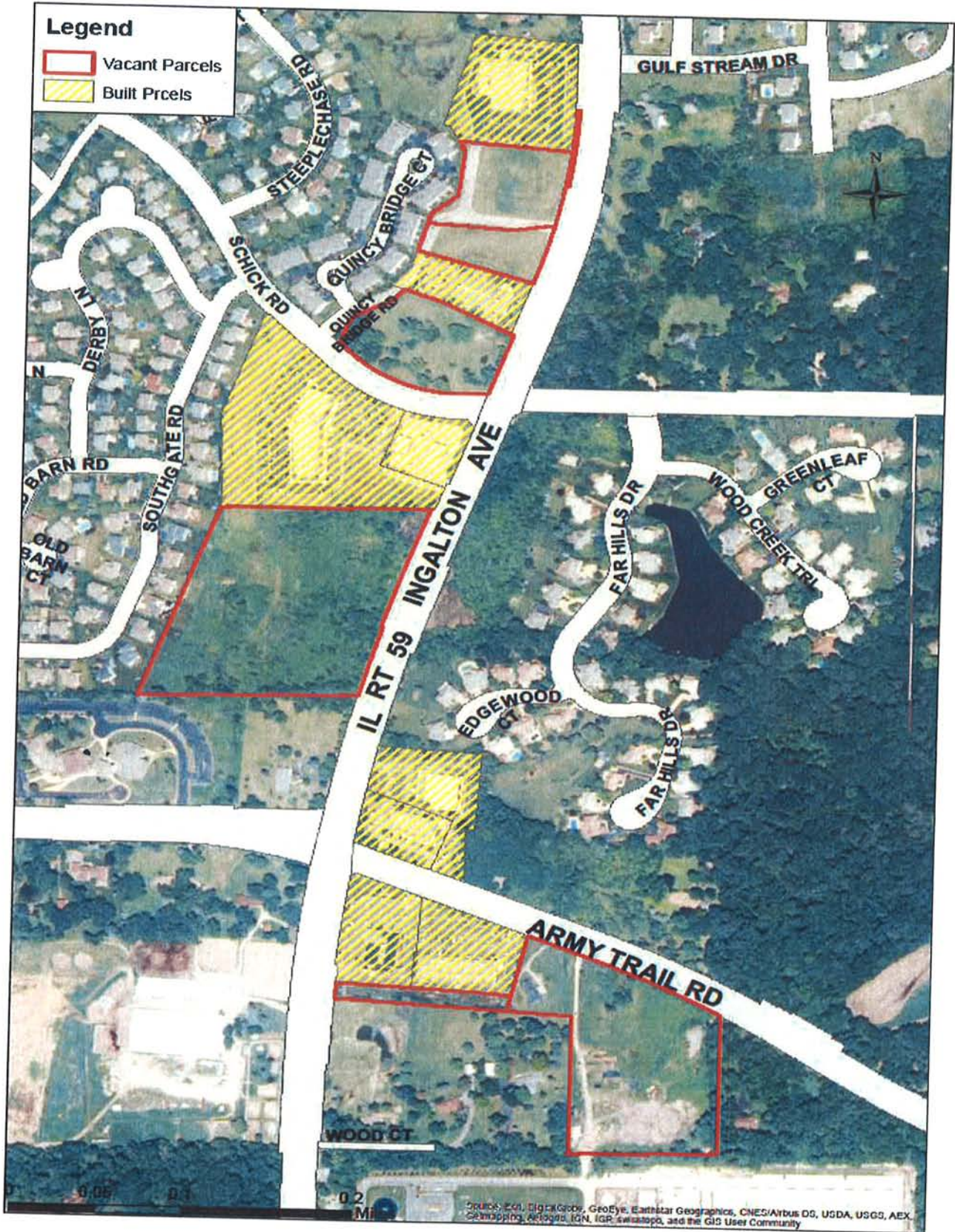


2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

Schick Rd. and IL-59 Vacant Parcels





Demographic and Income Profile

Route 59 and Schick Road
5N410 IL 59, Bartlett, Illinois, 60103
Ring: 1 mile radius

LABORER - 41 95167
LAWYER - 58 10635

Summary

	Census 2010	2015	2020
Population	5,310	5,285	5,330
Households	1,683	1,684	1,699
Families	1,484	1,480	1,489
Average Household Size	3.16	3.14	3.14
Owner Occupied Housing Units	1,627	1,620	1,632
Renter Occupied Housing Units	56	65	66
Median Age	38.9	39.8	41.8

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.17%	0.21%	0.75%
Households	0.18%	0.26%	0.77%
Families	0.12%	0.14%	0.69%
Owner HHs	0.15%	0.18%	0.70%
Median Household Income	3.86%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	51	3.0%	40	2.4%
\$15,000 - \$24,999	24	1.4%	15	0.9%
\$25,000 - \$34,999	73	4.3%	51	3.0%
\$35,000 - \$49,999	113	6.7%	95	5.6%
\$50,000 - \$74,999	265	15.7%	228	13.4%
\$75,000 - \$99,999	202	12.0%	187	11.0%
\$100,000 - \$149,999	297	17.6%	280	16.5%
\$150,000 - \$199,999	264	15.7%	305	18.0%
\$200,000+	396	23.5%	497	29.3%
Median Household Income	\$114,919		\$138,868	
Average Household Income	\$153,749		\$177,828	
Per Capita Income	\$48,143		\$55,708	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	334	6.3%	294	5.6%	276	5.2%
5 - 9	434	8.2%	418	7.9%	358	6.7%
10 - 14	541	10.2%	471	8.9%	467	8.8%
15 - 19	433	8.2%	433	8.2%	394	7.4%
20 - 24	208	3.9%	259	4.9%	221	4.1%
25 - 34	417	7.9%	460	8.7%	470	8.8%
35 - 44	892	16.8%	728	13.8%	730	13.7%
45 - 54	1,084	20.4%	1,037	19.6%	898	16.9%
55 - 64	609	11.5%	709	13.4%	872	16.4%
65 - 74	241	4.5%	339	6.4%	439	8.2%
75 - 84	91	1.7%	109	2.1%	162	3.0%
85+	23	0.4%	27	0.5%	41	0.8%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	4,358	82.1%	4,214	79.7%	4,108	77.1%
Black Alone	70	1.3%	81	1.5%	95	1.8%
American Indian Alone	15	0.3%	15	0.3%	16	0.3%
Asian Alone	736	13.9%	825	15.6%	934	17.5%
Pacific Islander Alone	4	0.1%	5	0.1%	5	0.1%
Some Other Race Alone	53	1.0%	58	1.1%	67	1.3%
Two or More Races	75	1.4%	88	1.7%	103	1.9%
Hispanic Origin (Any Race)	266	5.0%	303	5.7%	354	6.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

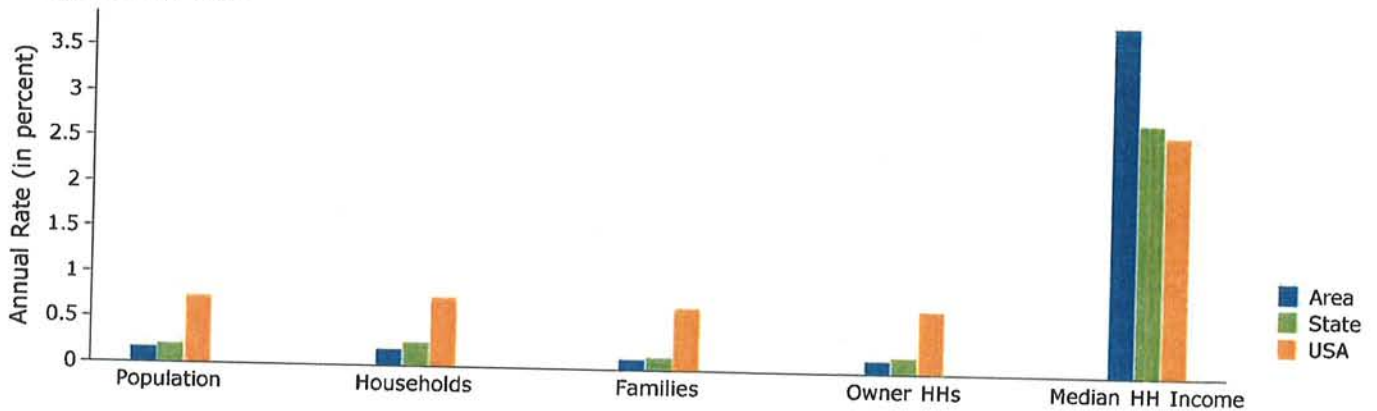


Demographic and Income Profile

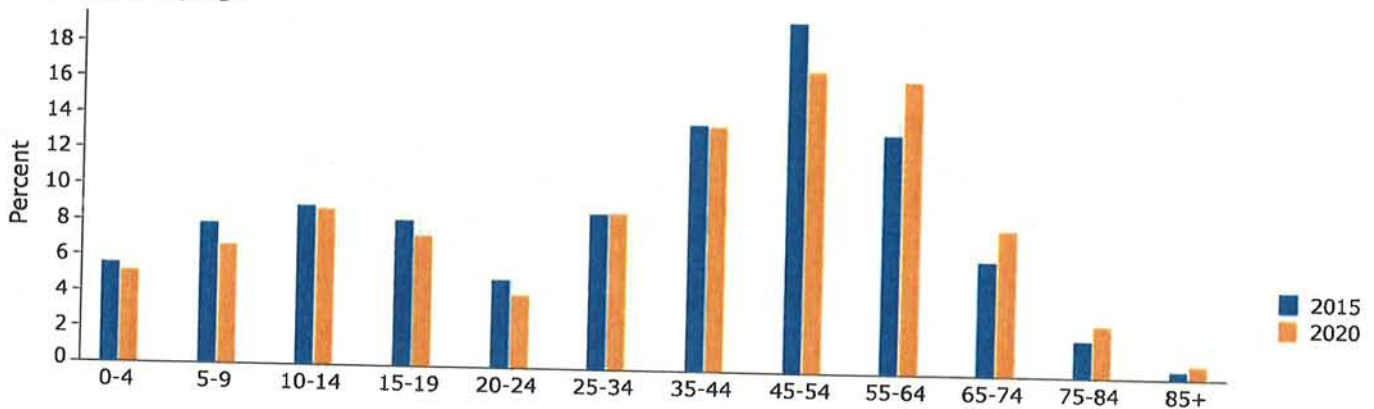
Route 59 and Schlick Road
 5N410 IL 59, Bartlett, Illinois, 60103
 Ring: 1 mile radius

Latitude: 41.95107
 Longitude: -88.20635

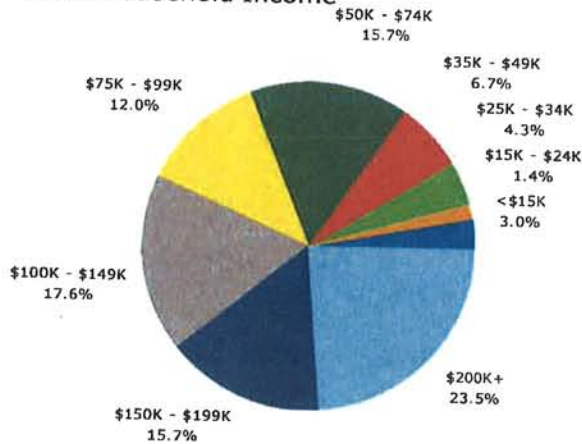
Trends 2015-2020



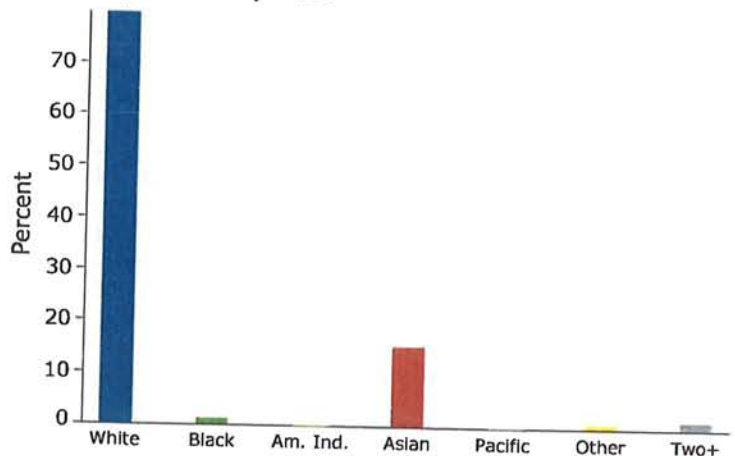
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 5.7%



Demographic and Income Profile

Route 59 and Schick Road
 5N410 IL 59, Bartlett, Illinois, 60103
 Ring: 3 mile radius

Latitude: 41.95100
 Longitude: -88.20635

Summary

	Census 2010	2015	2020
Population	50,655	50,826	51,475
Households	16,425	16,584	16,830
Families	13,696	13,759	13,919
Average Household Size	3.07	3.05	3.04
Owner Occupied Housing Units	15,283	15,272	15,479
Renter Occupied Housing Units	1,142	1,313	1,351
Median Age	38.6	39.5	40.6

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.25%	0.21%	0.75%
Households	0.29%	0.26%	0.77%
Families	0.23%	0.14%	0.69%
Owner HHs	0.27%	0.18%	0.70%
Median Household Income	1.60%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	618	3.7%	509	3.0%
\$15,000 - \$24,999	530	3.2%	349	2.1%
\$25,000 - \$34,999	667	4.0%	483	2.9%
\$35,000 - \$49,999	1,295	7.8%	1,119	6.6%
\$50,000 - \$74,999	2,618	15.8%	2,220	13.2%
\$75,000 - \$99,999	2,477	14.9%	2,575	15.3%
\$100,000 - \$149,999	4,136	24.9%	4,382	26.0%
\$150,000 - \$199,999	2,386	14.4%	3,006	17.9%
\$200,000+	1,857	11.2%	2,187	13.0%
Median Household Income	\$100,624		\$108,935	
Average Household Income	\$119,792		\$134,976	
Per Capita Income	\$38,924		\$43,939	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	2,958	5.8%	2,791	5.5%	2,718	5.3%
5 - 9	3,663	7.2%	3,437	6.8%	3,172	6.2%
10 - 14	4,386	8.7%	3,868	7.6%	3,761	7.3%
15 - 19	4,202	8.3%	3,610	7.1%	3,316	6.4%
20 - 24	2,556	5.0%	2,983	5.9%	2,242	4.4%
25 - 34	5,141	10.1%	5,913	11.6%	6,374	12.4%
35 - 44	7,718	15.2%	6,700	13.2%	7,206	14.0%
45 - 54	9,660	19.1%	8,700	17.1%	7,466	14.5%
55 - 64	6,248	12.3%	7,489	14.7%	8,077	15.7%
65 - 74	2,461	4.9%	3,564	7.0%	4,868	9.5%
75 - 84	1,182	2.3%	1,254	2.5%	1,691	3.3%
85+	479	0.9%	519	1.0%	586	1.1%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	39,525	78.0%	38,406	75.6%	37,496	72.8%
Black Alone	1,260	2.5%	1,402	2.8%	1,591	3.1%
American Indian Alone	109	0.2%	107	0.2%	113	0.2%
Asian Alone	7,139	14.1%	7,915	15.6%	8,813	17.1%
Pacific Islander Alone	22	0.0%	34	0.1%	44	0.1%
Some Other Race Alone	1,575	3.1%	1,788	3.5%	2,080	4.0%
Two or More Races	1,024	2.0%	1,173	2.3%	1,338	2.6%
Hispanic Origin (Any Race)	4,678	9.2%	5,284	10.4%	6,082	11.8%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

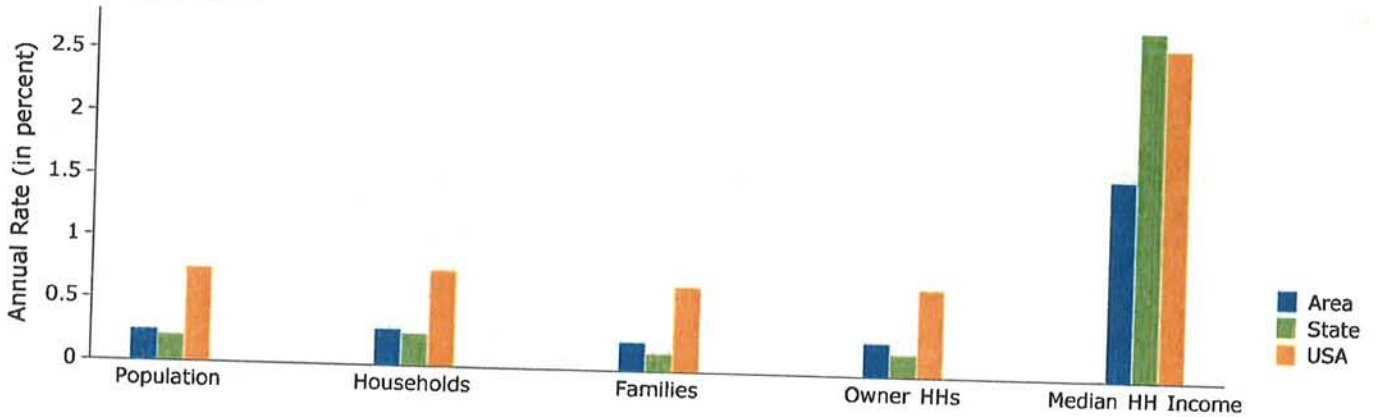


Demographic and Income Profile

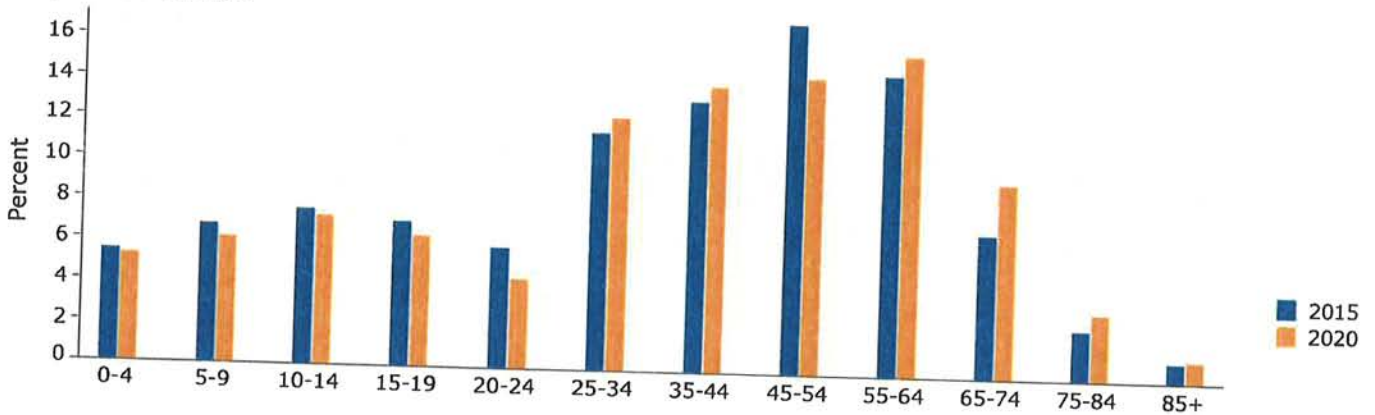
Route 59 and Schick Road
 5N410 IL 59, Bartlett, Illinois, 60103
 Ring: 3 mile radius

Latitude: 41.95302
 Longitude: -88.70833

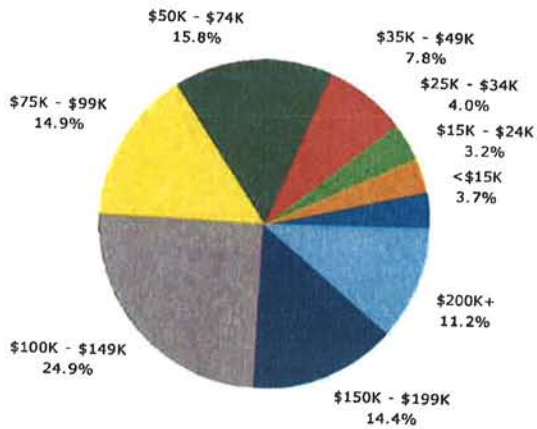
Trends 2015-2020



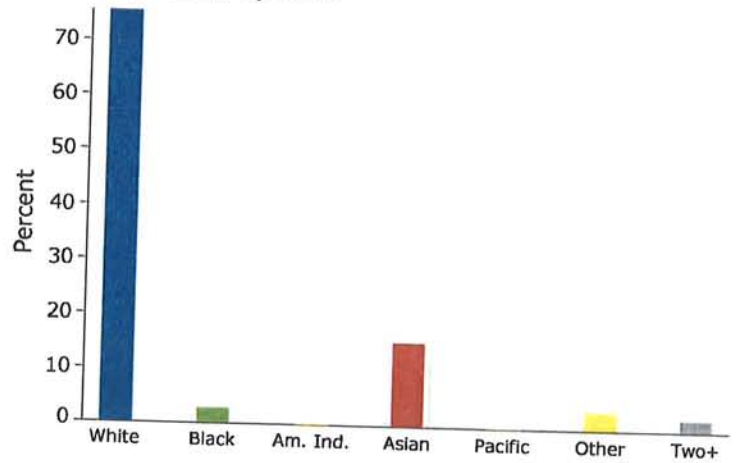
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 10.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

Route 59 and Schick Road
 5N410 IL 59, Bartlett, Illinois, 60103
 Ring: 5 mile radius

Latitude: 41.95102
 Longitude: 88.20037

Summary

	Census 2010	2015	2020
Population	160,932	162,236	164,385
Households	52,791	53,455	54,285
Families	41,532	41,812	42,313
Average Household Size	3.04	3.02	3.02
Owner Occupied Housing Units	43,984	43,672	44,274
Renter Occupied Housing Units	8,807	9,783	10,011
Median Age	36.0	36.9	38.1

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.26%	0.21%	0.75%
Households	0.31%	0.26%	0.77%
Families	0.24%	0.14%	0.69%
Owner HHs	0.27%	0.18%	0.70%
Median Household Income	2.55%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	2,424	4.5%	2,048	3.8%
\$15,000 - \$24,999	2,857	5.3%	1,973	3.6%
\$25,000 - \$34,999	3,354	6.3%	2,546	4.7%
\$35,000 - \$49,999	5,189	9.7%	4,625	8.5%
\$50,000 - \$74,999	9,046	16.9%	8,056	14.8%
\$75,000 - \$99,999	8,055	15.1%	8,827	16.3%
\$100,000 - \$149,999	12,383	23.2%	13,881	25.6%
\$150,000 - \$199,999	5,648	10.6%	7,099	13.1%
\$200,000+	4,499	8.4%	5,228	9.6%
Median Household Income	\$85,147		\$96,591	
Average Household Income	\$104,575		\$117,761	
Per Capita Income	\$34,493		\$38,925	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	11,061	6.9%	10,464	6.4%	10,326	6.3%
5 - 9	11,786	7.3%	11,588	7.1%	10,807	6.6%
10 - 14	12,643	7.9%	11,941	7.4%	12,126	7.4%
15 - 19	12,216	7.6%	10,928	6.7%	10,595	6.4%
20 - 24	9,332	5.8%	10,000	6.2%	8,140	5.0%
25 - 34	21,023	13.1%	21,960	13.5%	22,316	13.6%
35 - 44	24,157	15.0%	22,451	13.8%	24,059	14.6%
45 - 54	26,853	16.7%	24,777	15.3%	22,321	13.6%
55 - 64	18,509	11.5%	21,179	13.1%	22,151	13.5%
65 - 74	7,937	4.9%	11,089	6.8%	14,140	8.6%
75 - 84	3,787	2.4%	4,089	2.5%	5,425	3.3%
85+	1,629	1.0%	1,770	1.1%	1,978	1.2%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	117,383	72.9%	114,683	70.7%	112,215	68.3%
Black Alone	5,839	3.6%	6,064	3.7%	6,413	3.9%
American Indian Alone	859	0.5%	847	0.5%	893	0.5%
Asian Alone	21,195	13.2%	23,479	14.5%	25,982	15.8%
Pacific Islander Alone	46	0.0%	62	0.0%	78	0.0%
Some Other Race Alone	11,757	7.3%	12,806	7.9%	14,069	8.6%
Two or More Races	3,853	2.4%	4,295	2.6%	4,736	2.9%
Hispanic Origin (Any Race)	32,717	20.3%	35,410	21.8%	38,731	23.6%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

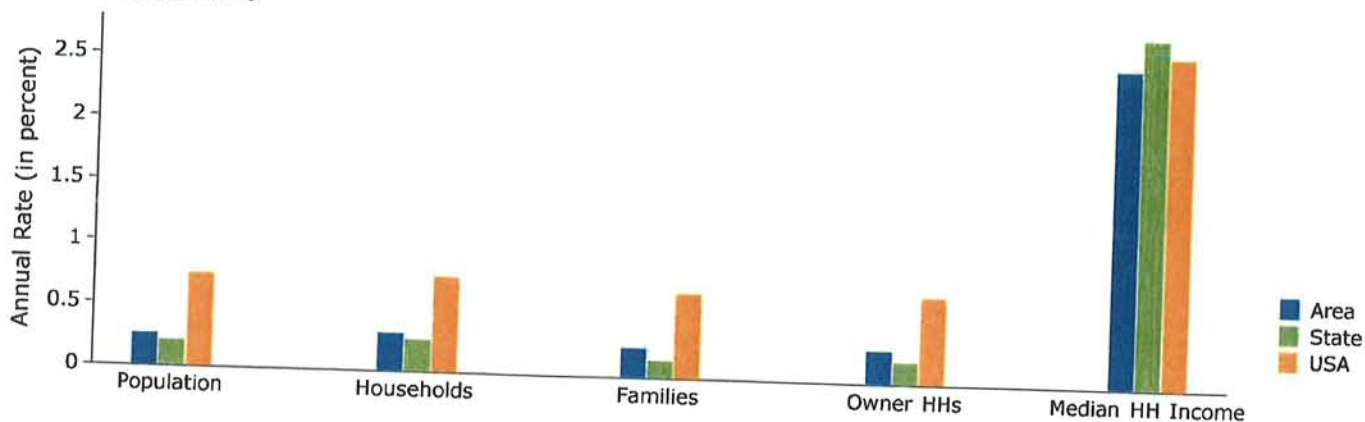


Demographic and Income Profile

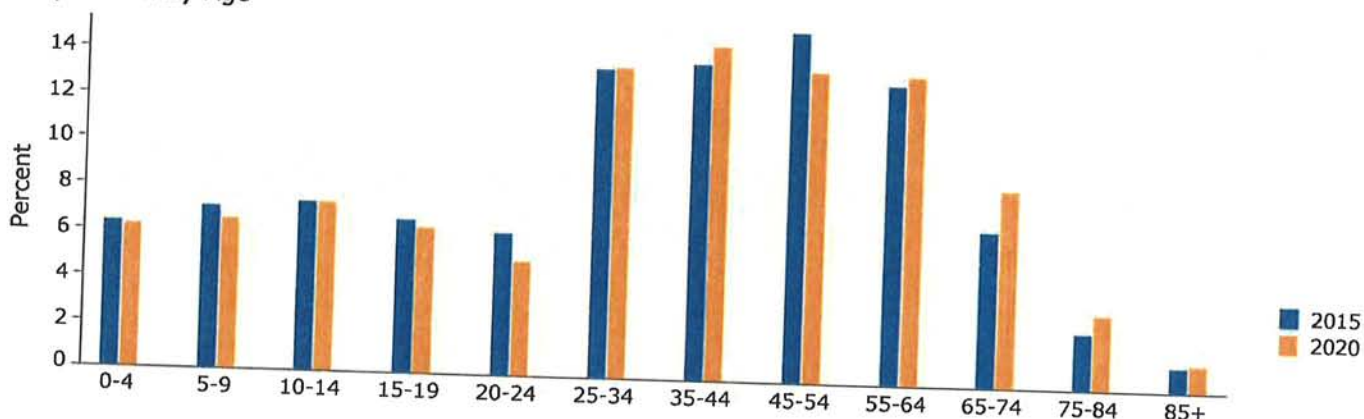
Route 59 and Schick Road
 5N410 IL 59, Bartlett, Illinois, 60103
 Ring: 5 mile radius

Latitude: 41.95102
 Longitude: -88.20635

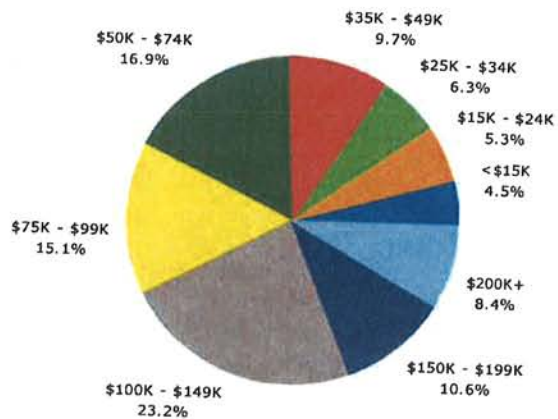
Trends 2015-2020



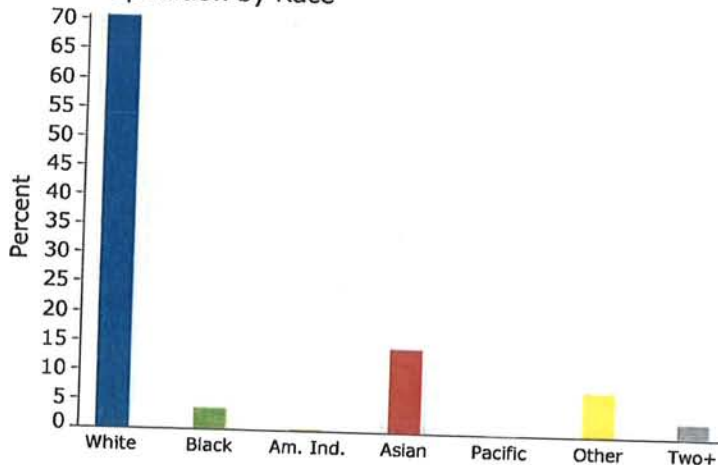
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 21.8%

LOCATION: BREWSTER CREEK BUSINESS PARK

Goals:

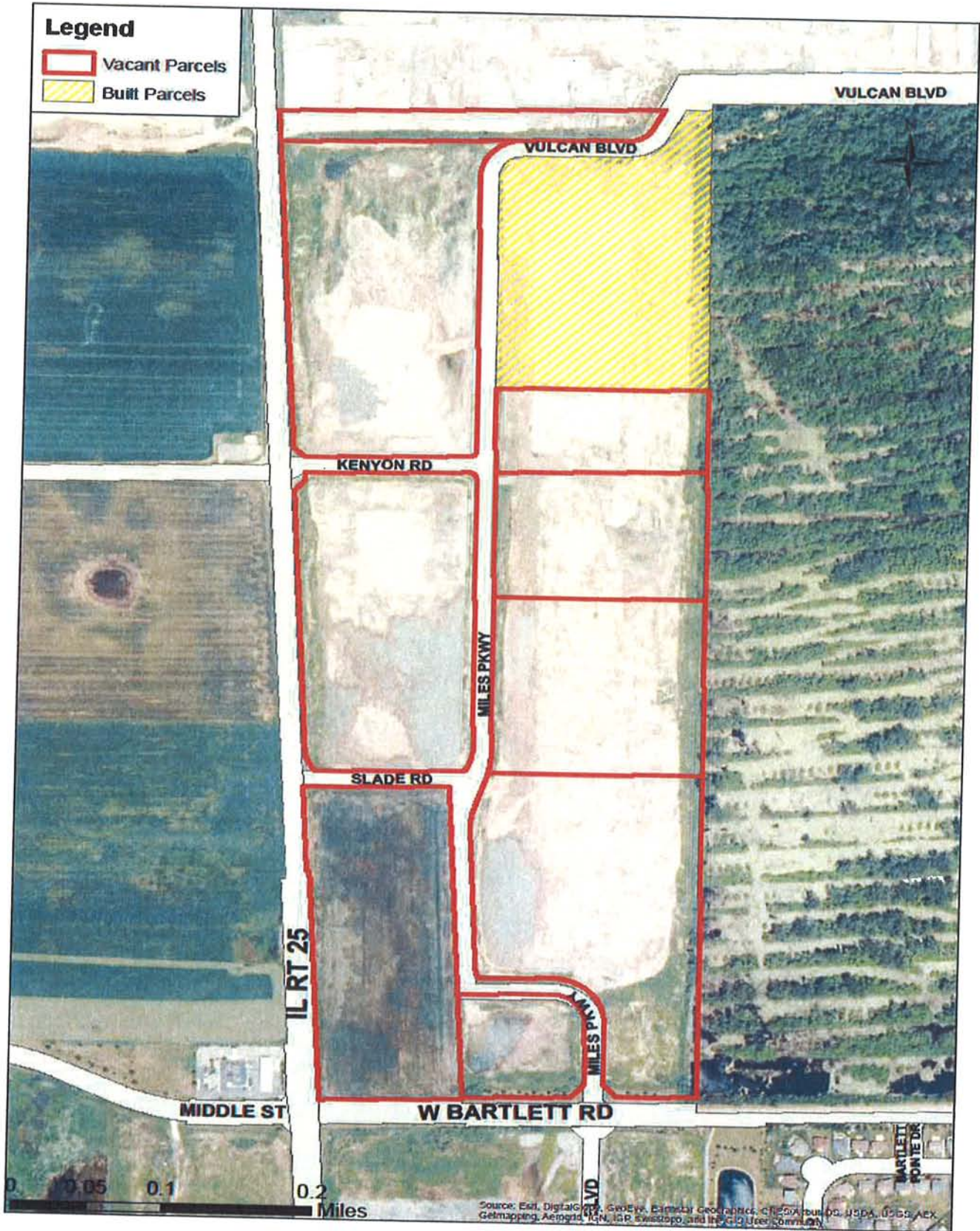
- Continue shop local efforts – work with Chamber of Commerce to create a business to business program
- Continue use of traditional advertisement, newsletter and social media to promote new and existing businesses
- Maintain database of available commercial sites and owner/broker information
- Continue to work with state Department of Commerce and Economic Opportunity and Choose DuPage to promote Bartlett
- Highlight food niche that is developing in park to similar industries and businesses
- Continue to market site to attract desirable users at the local, regional and national levels
- Increase marketing of park in trade publications
- Participate in Association of Industrial Real Estate and Chicago Industrial Property and Northern Illinois Commercial Association of Realtors industrial trade shows
- Target distribution uses, high precision manufacturing, and smaller businesses.
- Promote the quick approval process to speed development
- Encourage existing businesses to expand locally

LOCATION: BLUE HERON BUSINESS PARK

Goals:

- Participate in Association of Industrial Real Estate and Chicago Industrial Property and industrial trade shows
- Maintain database of available commercial sites and owner/broker information
- Continue to work with state Department of Commerce and Economic Opportunity and Kane County to promote Bartlett
- Continue to market site to attract desirable users at the local, regional and national levels
- Increase marketing of park in Benuzzi's Industrial Guide
- Promote 'pre-approved" site plan and other efforts to speed development
- Promote availability of outside storage

Blue Heron Vacant Parcels



LOCATION: ROUTE 59/WEST BARTLETT ROAD

Goals:

- Target smaller, independent businesses in marketing efforts for out lot uses
- Continue to work with state Department of Commerce and Economic Opportunity to promote Bartlett
- Continue to market site to attract desirable users at the local, regional and national levels
- Participate in International Council of Shopping Centers
- Continue shop local efforts (coupons, dining guide, special ads)
- Continue use of traditional advertisement, newsletter and social media to promote new and existing business
- Communicate planned road improvements
- Work with property owner for a mixed use development
- Target medical uses in marketing efforts



Demographic and Income Profile

Rt 59 and WBR
210 S Maplewood Ln, Bartlett, Illinois, 60103
Ring: 1 mile radius

1,218 (2015 - 2020)
Population: 50,207 (2015)

Summary

	Census 2010	2015	2020
Population	4,674	4,830	4,950
Households	1,755	1,818	1,868
Families	1,362	1,401	1,434
Average Household Size	2.63	2.62	2.62
Owner Occupied Housing Units	1,557	1,584	1,624
Renter Occupied Housing Units	198	234	244
Median Age	40.1	41.2	42.4

	Area	State	National
Trends: 2015 - 2020 Annual Rate			
Population	0.49%	0.21%	0.75%
Households	0.54%	0.26%	0.77%
Families	0.47%	0.14%	0.69%
Owner HHs	0.50%	0.18%	0.70%
Median Household Income	2.09%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	118	6.5%	97	5.2%
\$15,000 - \$24,999	77	4.2%	50	2.7%
\$25,000 - \$34,999	78	4.3%	58	3.1%
\$35,000 - \$49,999	130	7.2%	113	6.0%
\$50,000 - \$74,999	234	12.9%	203	10.9%
\$75,000 - \$99,999	189	10.4%	176	9.4%
\$100,000 - \$149,999	502	27.6%	525	28.1%
\$150,000 - \$199,999	319	17.5%	437	23.4%
\$200,000+	171	9.4%	208	11.1%
Median Household Income	\$105,151		\$116,620	
Average Household Income	\$115,671		\$133,935	
Per Capita Income	\$40,521		\$47,032	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	347	7.4%	328	6.8%	308	6.2%
5 - 9	320	6.8%	396	8.2%	364	7.4%
10 - 14	354	7.6%	351	7.3%	436	8.8%
15 - 19	287	6.1%	306	6.3%	299	6.0%
20 - 24	177	3.8%	197	4.1%	183	3.7%
25 - 34	467	10.0%	424	8.8%	404	8.2%
35 - 44	779	16.7%	719	14.9%	669	13.5%
45 - 54	745	15.9%	775	16.0%	785	15.9%
55 - 64	586	12.5%	630	13.0%	666	13.5%
65 - 74	289	6.2%	389	8.1%	492	9.9%
75 - 84	205	4.4%	179	3.7%	214	4.3%
85+	118	2.5%	137	2.8%	130	2.6%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	3,692	79.0%	3,718	77.0%	3,706	74.9%
Black Alone	113	2.4%	109	2.3%	104	2.1%
American Indian Alone	8	0.2%	8	0.2%	8	0.2%
Asian Alone	713	15.3%	826	17.1%	945	19.1%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	57	1.2%	65	1.3%	73	1.5%
Two or More Races	89	1.9%	102	2.1%	112	2.3%
Hispanic Origin (Any Race)	266	5.7%	300	6.2%	341	6.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

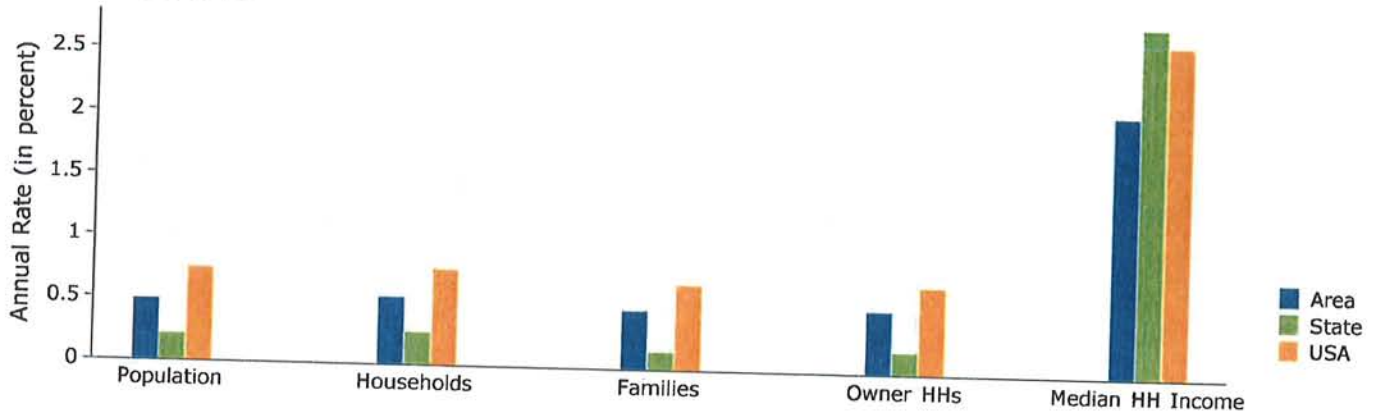


Demographic and Income Profile

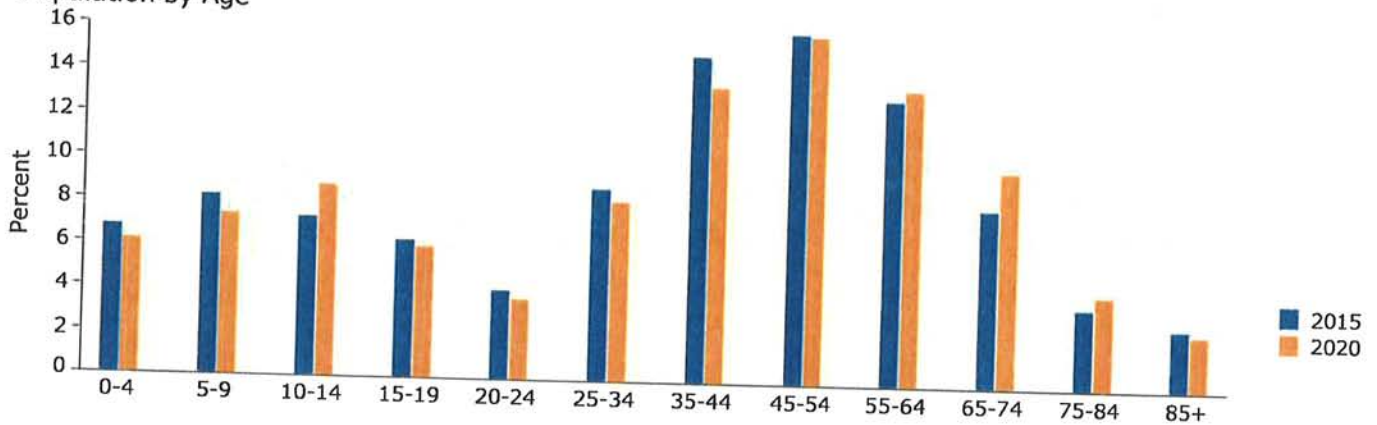
Rt 59 and WBR
 210 S Maplewood Ln, Bartlett, Illinois, 60103
 Ring: 1 mile radius

Location: 41.39440
 ZIP: 60103

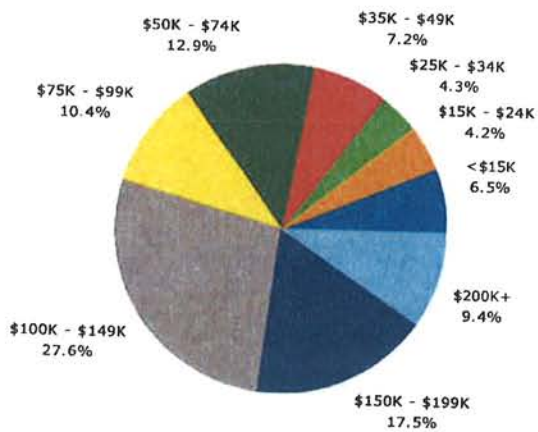
Trends 2015-2020



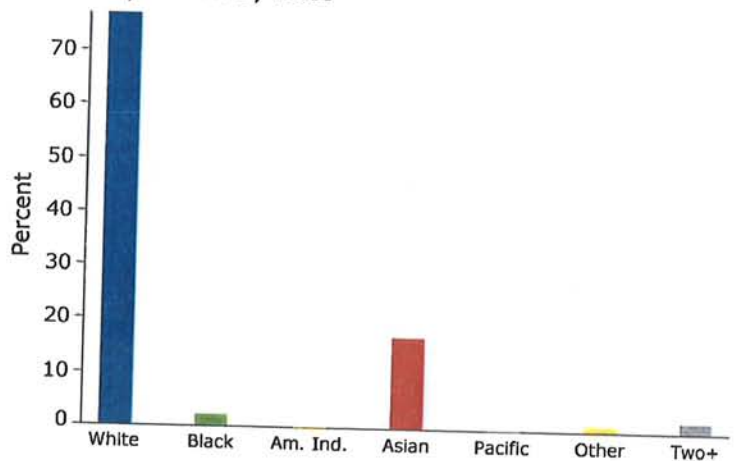
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 6.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

Rt 59 and WBR
210 S Maplewood Ln, Bartlett, Illinois, 60103
Ring: 3 mile radius

Latitude: 41.85462
Longitude: -88.20718

Summary

	Census 2010	2015	2020
Population	76,999	77,883	78,861
Households	24,955	25,291	25,662
Families	19,585	19,744	19,971
Average Household Size	3.07	3.07	3.06
Owner Occupied Housing Units	21,386	21,299	21,578
Renter Occupied Housing Units	3,569	3,992	4,084
Median Age	35.0	36.0	37.3

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.25%	0.21%	0.75%
Households	0.29%	0.26%	0.77%
Families	0.23%	0.14%	0.69%
Owner HHs	0.26%	0.18%	0.70%
Median Household Income	2.67%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,176	4.6%	992	3.9%
\$15,000 - \$24,999	1,521	6.0%	1,071	4.2%
\$25,000 - \$34,999	1,625	6.4%	1,243	4.8%
\$35,000 - \$49,999	2,530	10.0%	2,281	8.9%
\$50,000 - \$74,999	4,548	18.0%	4,116	16.0%
\$75,000 - \$99,999	3,649	14.4%	3,956	15.4%
\$100,000 - \$149,999	5,935	23.5%	6,691	26.1%
\$150,000 - \$199,999	2,598	10.3%	3,307	12.9%
\$200,000+	1,711	6.8%	2,006	7.8%
Median Household Income	\$81,961		\$93,489	
Average Household Income	\$98,831		\$111,551	
Per Capita Income	\$32,148		\$36,355	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,138	8.0%	5,769	7.4%	5,632	7.1%
5 - 9	5,832	7.6%	6,237	8.0%	5,705	7.2%
10 - 14	5,748	7.5%	5,828	7.5%	6,410	8.1%
15 - 19	5,377	7.0%	5,061	6.5%	5,177	6.6%
20 - 24	4,270	5.5%	4,468	5.7%	3,853	4.9%
25 - 34	11,081	14.4%	10,373	13.3%	9,825	12.5%
35 - 44	12,425	16.1%	12,071	15.5%	12,236	15.5%
45 - 54	11,700	15.2%	11,203	14.4%	10,900	13.8%
55 - 64	8,335	10.8%	9,209	11.8%	9,563	12.1%
65 - 74	3,711	4.8%	5,103	6.6%	6,273	8.0%
75 - 84	1,725	2.2%	1,816	2.3%	2,474	3.1%
85+	659	0.9%	746	1.0%	812	1.0%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	54,438	70.7%	53,514	68.7%	52,657	66.8%
Black Alone	2,831	3.7%	2,665	3.4%	2,518	3.2%
American Indian Alone	574	0.7%	582	0.7%	621	0.8%
Asian Alone	10,384	13.5%	11,641	14.9%	12,955	16.4%
Pacific Islander Alone	17	0.0%	20	0.0%	22	0.0%
Some Other Race Alone	6,784	8.8%	7,296	9.4%	7,772	9.9%
Two or More Races	1,970	2.6%	2,164	2.8%	2,316	2.9%
Hispanic Origin (Any Race)	19,323	25.1%	20,735	26.6%	22,281	28.3%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

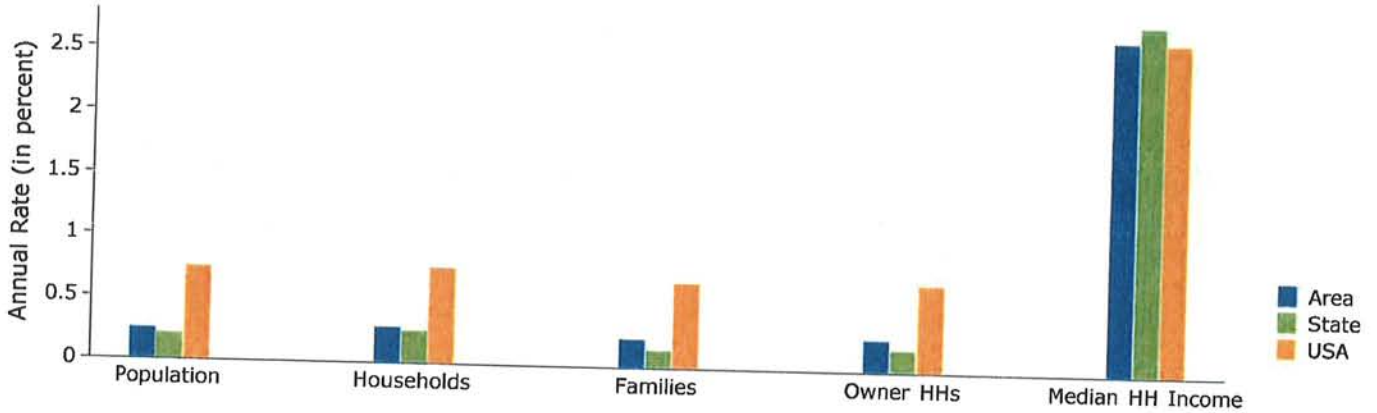


Demographic and Income Profile

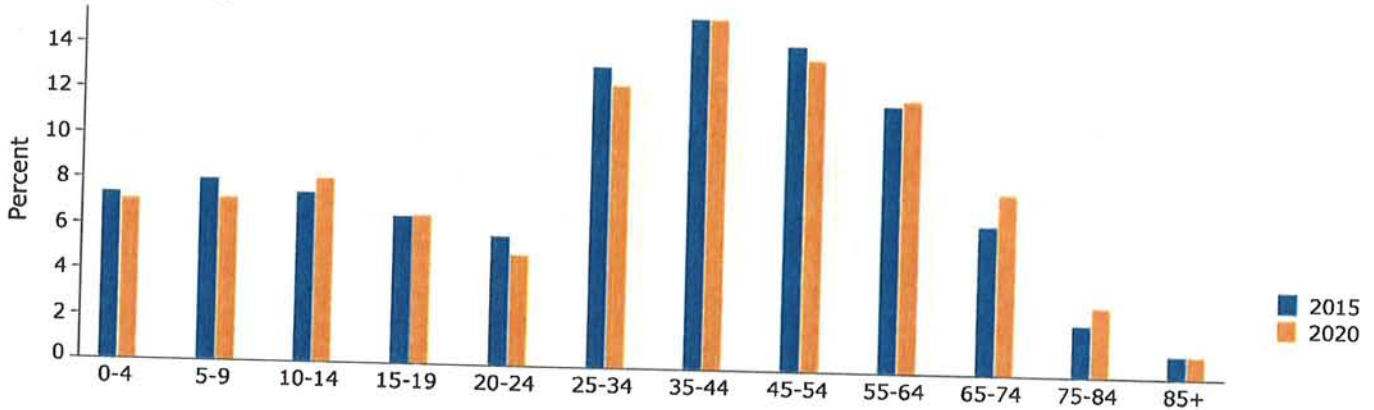
Rt 59 and WBR
 210 S Maplewood Ln, Bartlett, Illinois, 60103
 Ring: 3 mile radius

Latitude: 41.9342
 Longitude: -88.0718

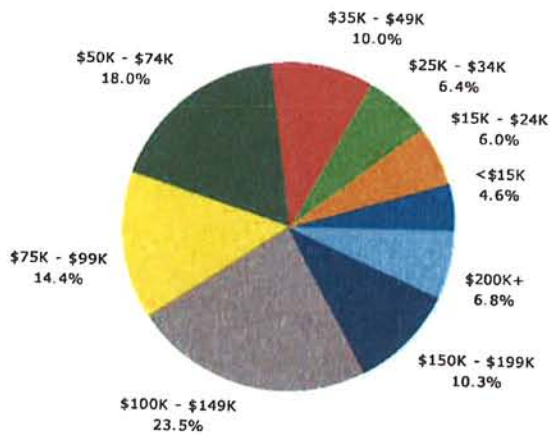
Trends 2015-2020



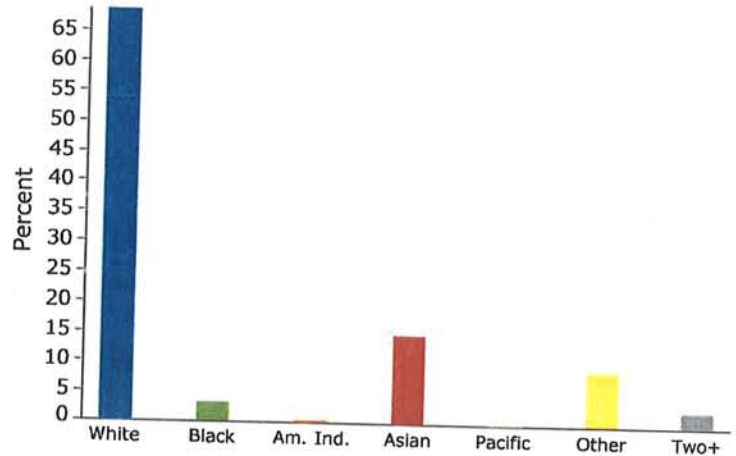
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 26.6%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

Rt 59 and WBR
210 S Maplewood Ln, Bartlett, Illinois, 60103
Ring: 5 mile radius

12/11/15 11:49:12
007/2015 08.20.15

Summary

	Census 2010	2015	2020
Population	214,124	216,465	219,169
Households	70,489	71,424	72,497
Families	53,498	53,840	54,415
Average Household Size	3.02	3.01	3.00
Owner Occupied Housing Units	57,074	56,520	57,150
Renter Occupied Housing Units	13,415	14,905	15,347
Median Age	34.6	35.5	36.6

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.25%	0.21%	0.75%
Households	0.30%	0.26%	0.77%
Families	0.21%	0.14%	0.69%
Owner HHs	0.22%	0.18%	0.70%
Median Household Income	2.23%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	4,086	5.7%	3,584	4.9%
\$15,000 - \$24,999	4,301	6.0%	3,051	4.2%
\$25,000 - \$34,999	4,869	6.8%	3,853	5.3%
\$35,000 - \$49,999	7,817	10.9%	7,123	9.8%
\$50,000 - \$74,999	14,469	20.3%	12,998	17.9%
\$75,000 - \$99,999	11,398	16.0%	12,831	17.7%
\$100,000 - \$149,999	14,749	20.7%	17,183	23.7%
\$150,000 - \$199,999	5,544	7.8%	7,074	9.8%
\$200,000+	4,190	5.9%	4,799	6.6%
Median Household Income	\$75,268		\$84,034	
Average Household Income	\$91,701		\$102,976	
Per Capita Income	\$30,255		\$34,051	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	16,510	7.7%	15,719	7.3%	15,515	7.1%
5 - 9	16,104	7.5%	16,547	7.6%	15,375	7.0%
10 - 14	16,166	7.5%	15,953	7.4%	16,700	7.6%
15 - 19	15,425	7.2%	14,254	6.6%	14,233	6.5%
20 - 24	12,532	5.9%	13,636	6.3%	11,709	5.3%
25 - 34	31,814	14.9%	30,552	14.1%	30,459	13.9%
35 - 44	33,542	15.7%	32,548	15.0%	33,438	15.3%
45 - 54	32,146	15.0%	30,442	14.1%	29,143	13.3%
55 - 64	22,834	10.7%	25,506	11.8%	26,220	12.0%
65 - 74	10,315	4.8%	14,039	6.5%	17,272	7.9%
75 - 84	4,894	2.3%	5,230	2.4%	6,827	3.1%
85+	1,841	0.9%	2,040	0.9%	2,279	1.0%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	145,199	67.8%	142,410	65.8%	139,768	63.8%
Black Alone	10,773	5.0%	10,468	4.8%	10,201	4.7%
American Indian Alone	1,604	0.7%	1,614	0.7%	1,678	0.8%
Asian Alone	28,084	13.1%	31,216	14.4%	34,537	15.8%
Pacific Islander Alone	77	0.0%	89	0.0%	99	0.0%
Some Other Race Alone	22,040	10.3%	23,738	11.0%	25,477	11.6%
Two or More Races	6,347	3.0%	6,929	3.2%	7,410	3.4%
Hispanic Origin (Any Race)	59,328	27.7%	63,559	29.4%	68,356	31.2%

Data Note: Income is expressed in current dollars.

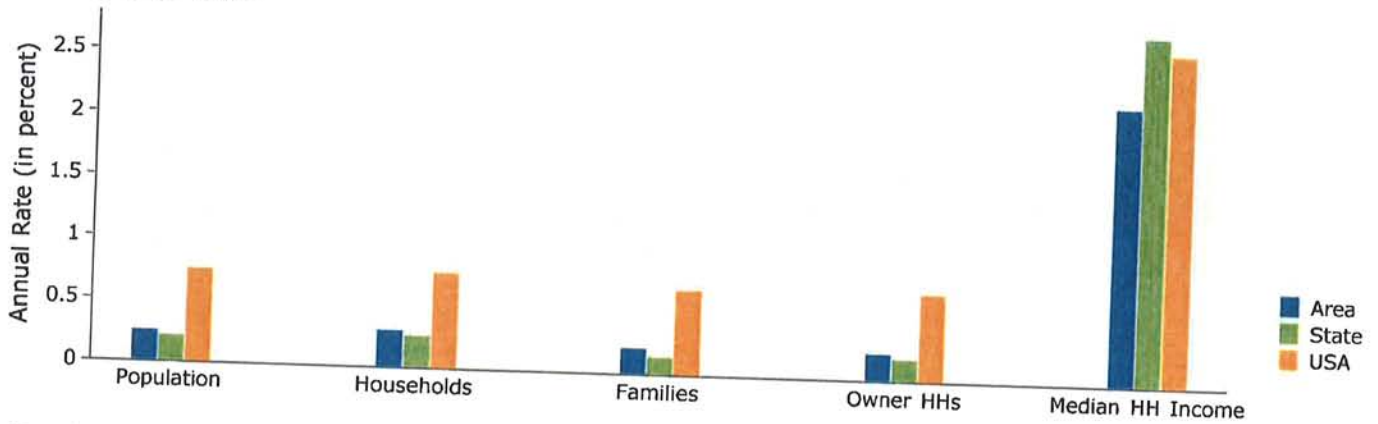


Demographic and Income Profile

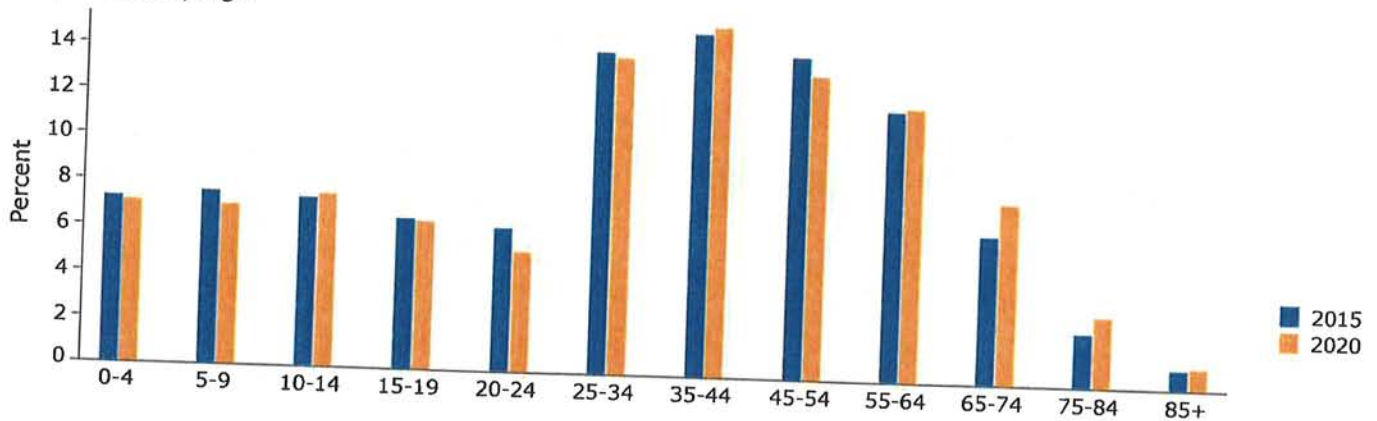
Rt 59 and WBR
 210 S Maplewood Ln, Bartlett, Illinois, 60103
 Ring: 5 mile radius

Updated: 11/20/2023
 Contact: 312.253.2200

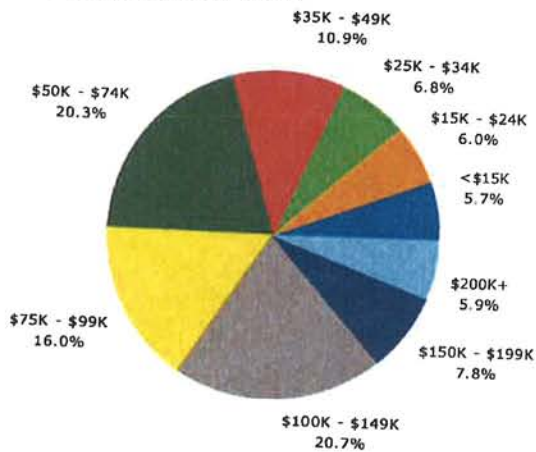
Trends 2015-2020



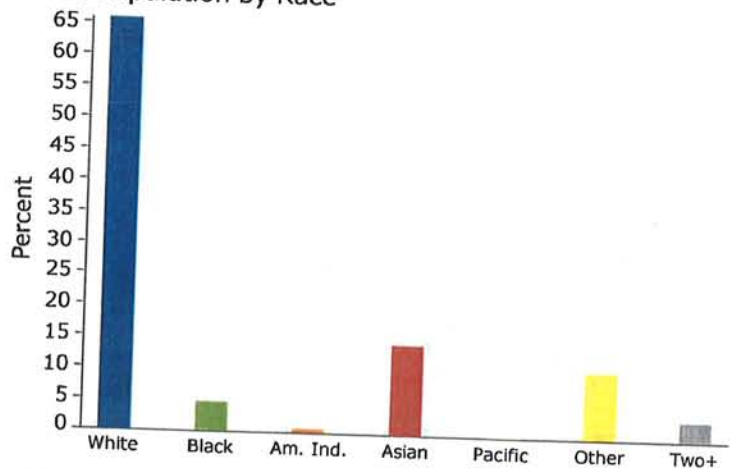
Population by Age



2015 Household Income



2015 Population by Race



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

W. Bartlett Rd. and IL-59 Vacant Parcels



LOCATION: LAKE STREET

Goals:

- Continue use of traditional advertisement, newsletter and social media to promote new and existing businesses
- Maintain database of available commercial sites and owner/broker information
- Continue to market site to attract desirable users at the local, regional and national levels
- Continue shop local efforts
- Target car dealerships, hotels and retail uses in marketing efforts
- Participate in International Council of Shopping Centers
- Communicate value of access improvements.



Demographic and Income Profile

Rt 59 and Lake St
9N198 IL 59, Bartlett, Illinois, 60103
Ring: 1 mile radius

Latitude: 42.00754
Longitude: 89.70185

Summary

	Census 2010	2015	2020
Population	9,054	9,148	9,262
Households	3,230	3,265	3,312
Families	2,467	2,480	2,506
Average Household Size	2.80	2.80	2.79
Owner Occupied Housing Units	2,938	2,930	2,970
Renter Occupied Housing Units	292	335	342
Median Age	36.8	38.0	39.0

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.25%	0.21%	0.75%
Households	0.29%	0.26%	0.77%
Families	0.21%	0.14%	0.69%
Owner HHs	0.27%	0.18%	0.70%
Median Household Income	2.54%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	169	5.2%	136	4.1%
\$15,000 - \$24,999	181	5.5%	117	3.5%
\$25,000 - \$34,999	160	4.9%	115	3.5%
\$35,000 - \$49,999	258	7.9%	221	6.7%
\$50,000 - \$74,999	538	16.5%	444	13.4%
\$75,000 - \$99,999	450	13.8%	480	14.5%
\$100,000 - \$149,999	902	27.6%	1,044	31.5%
\$150,000 - \$199,999	364	11.1%	488	14.7%
\$200,000+	244	7.5%	268	8.1%
Median Household Income	\$91,726		\$103,959	

Average Household Income
Per Capita Income

\$104,221
\$37,480

\$117,715
\$42,471

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	804	8.9%	725	7.9%	686	7.4%
5 - 9	631	7.0%	798	8.7%	712	7.7%
10 - 14	512	5.7%	617	6.7%	789	8.5%
15 - 19	432	4.8%	433	4.7%	541	5.8%
20 - 24	379	4.2%	363	4.0%	336	3.6%
25 - 34	1,460	16.1%	1,145	12.5%	982	10.6%
35 - 44	1,595	17.6%	1,625	17.8%	1,500	16.2%
45 - 54	1,315	14.5%	1,269	13.9%	1,357	14.7%
55 - 64	1,131	12.5%	1,120	12.2%	1,074	11.6%
65 - 74	518	5.7%	729	8.0%	857	9.3%
75 - 84	210	2.3%	247	2.7%	339	3.7%
85+	66	0.7%	77	0.8%	87	0.9%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	6,140	67.8%	5,966	65.2%	5,802	62.6%
Black Alone	364	4.0%	330	3.6%	295	3.2%
American Indian Alone	27	0.3%	26	0.3%	28	0.3%
Asian Alone	1,914	21.1%	2,160	23.6%	2,420	26.1%
Pacific Islander Alone	2	0.0%	2	0.0%	2	0.0%
Some Other Race Alone	366	4.0%	400	4.4%	434	4.7%
Two or More Races	240	2.7%	264	2.9%	280	3.0%
Hispanic Origin (Any Race)	1,086	12.0%	1,179	12.9%	1,289	13.9%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

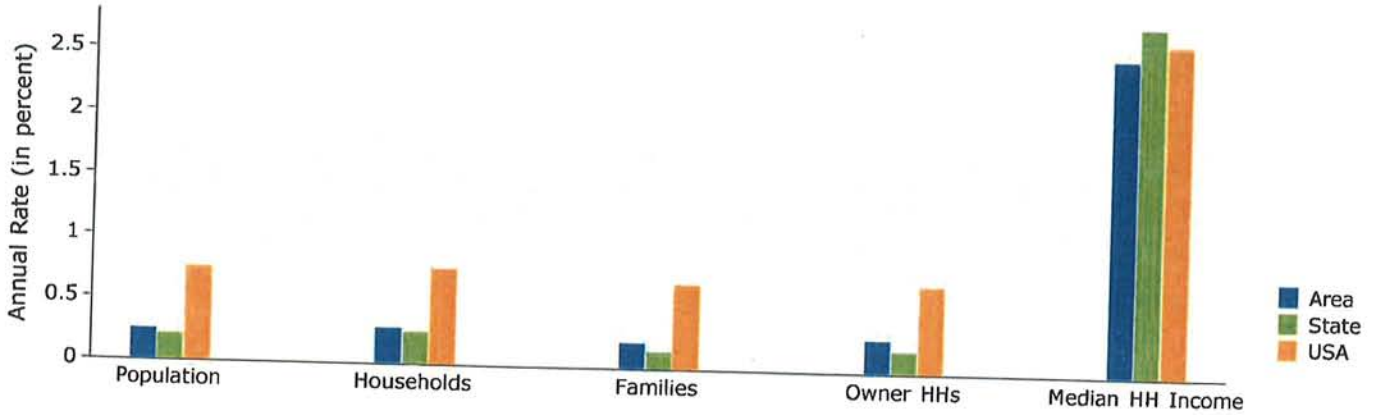


Demographic and Income Profile

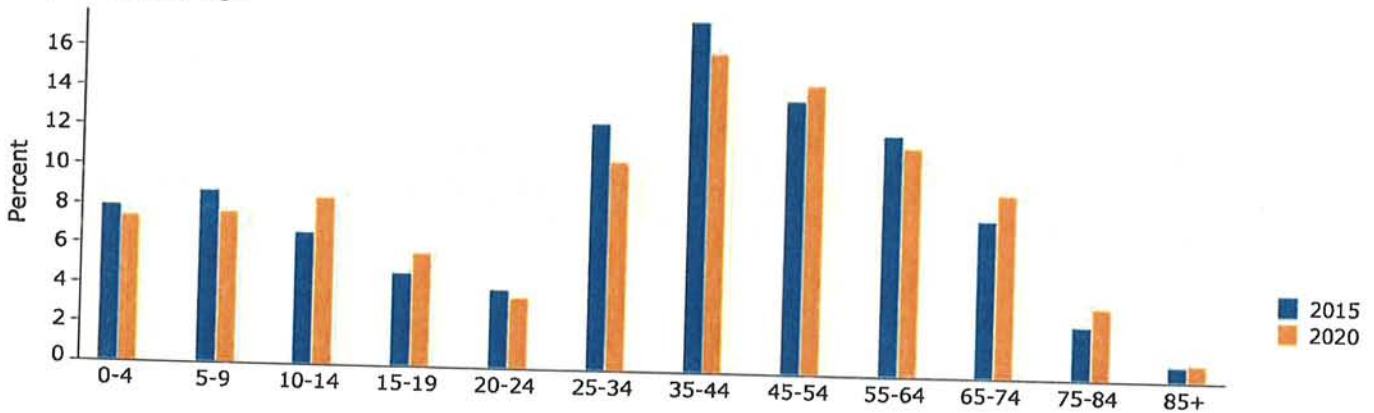
Rt 59 and Lake St
 9N198 IL 59, Bartlett, Illinois, 60103
 Ring: 1 mile radius

Latitude: 42.00254
 Longitude: 88.20385

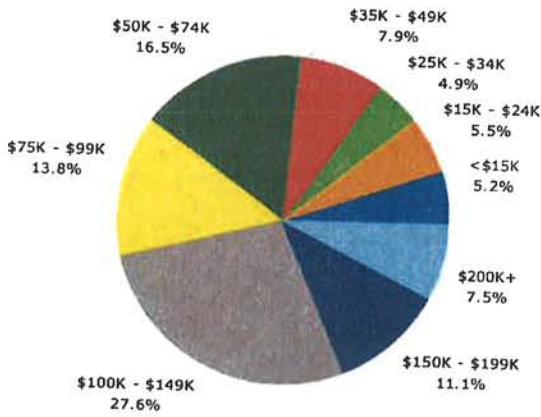
Trends 2015-2020



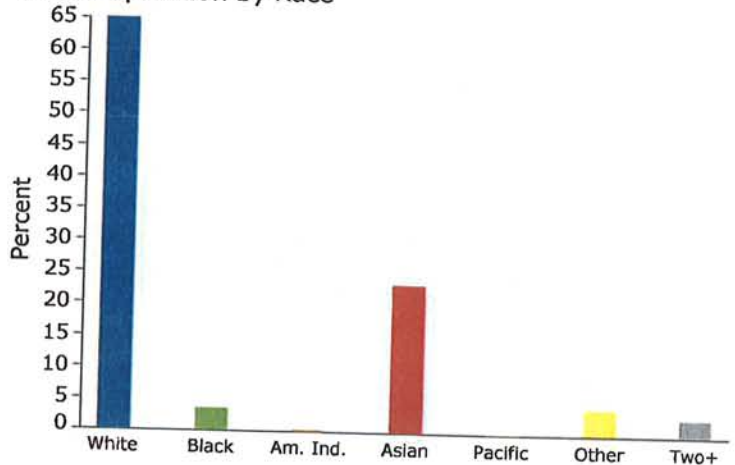
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 12.9%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

Rt 59 and Lake St
9N198 IL 59, Bartlett, Illinois, 60103
Ring: 3 mile radius

Latitude: 41.811114
Longitude: -88.20365

Summary

	Census 2010	2015	2020
Population	84,899	85,770	86,700
Households	27,767	28,106	28,475
Families	21,370	21,514	21,728
Average Household Size	3.04	3.04	3.03
Owner Occupied Housing Units	23,319	23,167	23,430
Renter Occupied Housing Units	4,448	4,938	5,045
Median Age	34.6	35.6	36.9
Trends: 2015 - 2020 Annual Rate	Area	State	National
Population	0.22%	0.21%	0.75%
Households	0.26%	0.26%	0.77%
Families	0.20%	0.14%	0.69%
Owner HHs	0.23%	0.18%	0.70%
Median Household Income	2.36%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	1,384	4.9%	1,179	4.1%
\$15,000 - \$24,999	1,776	6.3%	1,251	4.4%
\$25,000 - \$34,999	1,966	7.0%	1,512	5.3%
\$35,000 - \$49,999	2,936	10.4%	2,662	9.3%
\$50,000 - \$74,999	5,391	19.2%	4,868	17.1%
\$75,000 - \$99,999	4,416	15.7%	4,895	17.2%
\$100,000 - \$149,999	6,282	22.4%	7,212	25.3%
\$150,000 - \$199,999	2,484	8.8%	3,197	11.2%
\$200,000+	1,471	5.2%	1,699	6.0%
Median Household Income	\$77,558		\$87,173	
Average Household Income	\$92,079		\$103,772	
Per Capita Income	\$30,112		\$34,006	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	6,928	8.2%	6,524	7.6%	6,378	7.4%
5 - 9	6,418	7.6%	6,929	8.1%	6,348	7.3%
10 - 14	6,131	7.2%	6,313	7.4%	6,998	8.1%
15 - 19	5,818	6.9%	5,409	6.3%	5,628	6.5%
20 - 24	4,792	5.6%	4,937	5.8%	4,263	4.9%
25 - 34	12,965	15.3%	11,941	13.9%	11,171	12.9%
35 - 44	13,641	16.1%	13,564	15.8%	13,744	15.9%
45 - 54	12,408	14.6%	11,817	13.8%	11,621	13.4%
55 - 64	9,020	10.6%	9,836	11.5%	10,069	11.6%
65 - 74	4,120	4.9%	5,641	6.6%	6,858	7.9%
75 - 84	1,934	2.3%	2,024	2.4%	2,716	3.1%
85+	724	0.9%	835	1.0%	904	1.0%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	58,635	69.1%	57,693	67.3%	56,821	65.5%
Black Alone	3,575	4.2%	3,269	3.8%	2,982	3.4%
American Indian Alone	718	0.8%	727	0.8%	772	0.9%
Asian Alone	10,986	12.9%	12,298	14.3%	13,653	15.7%
Pacific Islander Alone	24	0.0%	25	0.0%	26	0.0%
Some Other Race Alone	8,672	10.2%	9,267	10.8%	9,810	11.3%
Two or More Races	2,290	2.7%	2,490	2.9%	2,636	3.0%
Hispanic Origin (Any Race)	24,461	28.8%	26,065	30.4%	27,836	32.1%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.

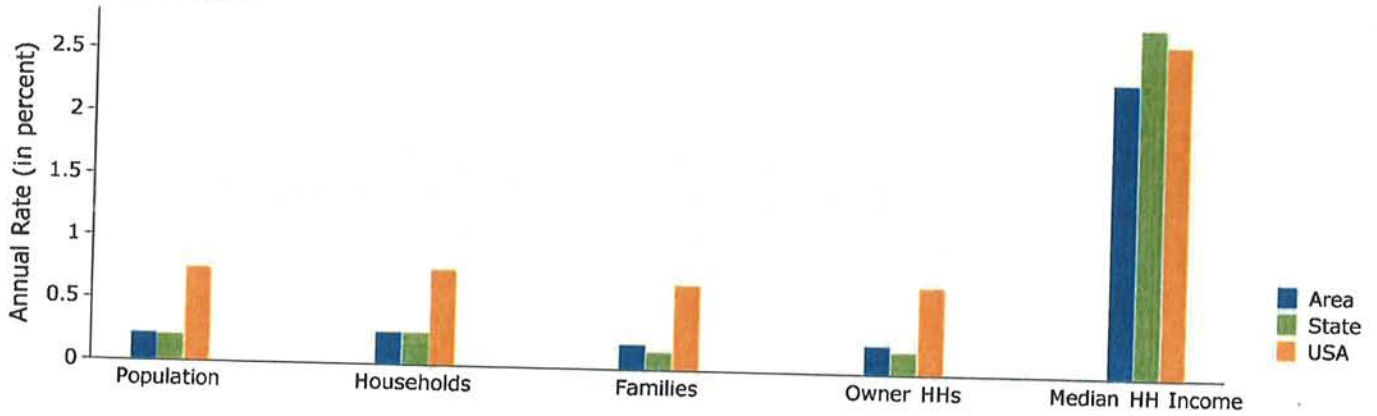


Demographic and Income Profile

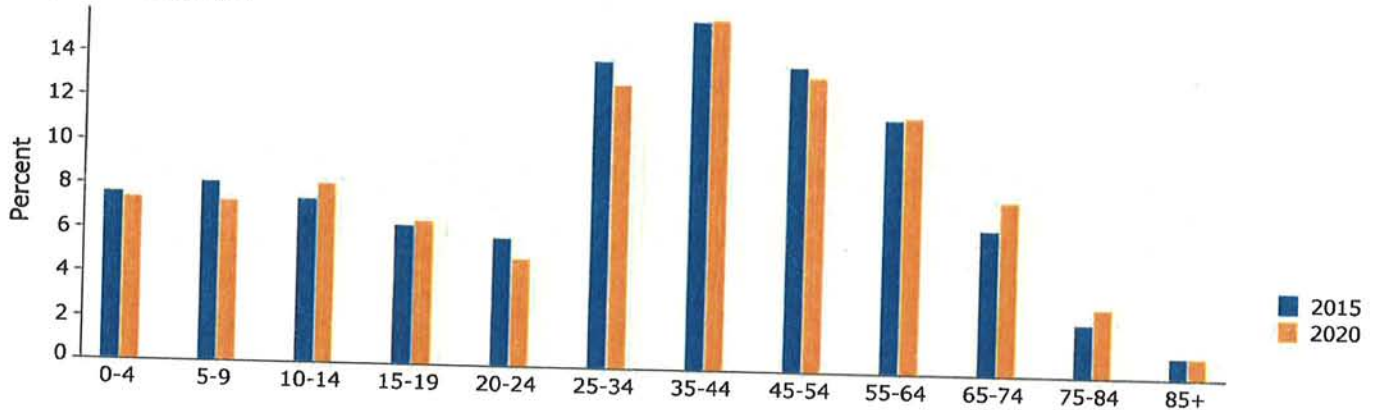
Rt 59 and Lake St
 9N198 IL 59, Bartlett, Illinois, 60103
 Ring: 3 mile radius

Latitude: 42.08229
 Longitude: -88.26385

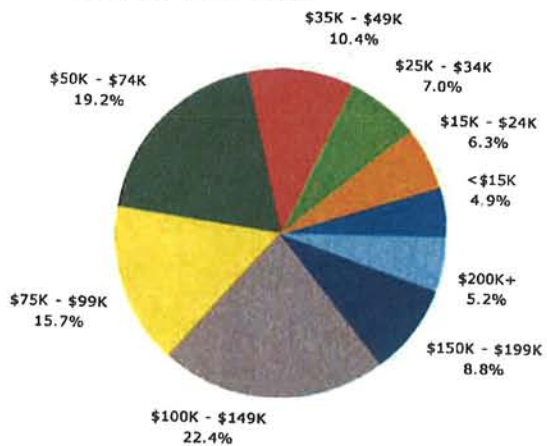
Trends 2015-2020



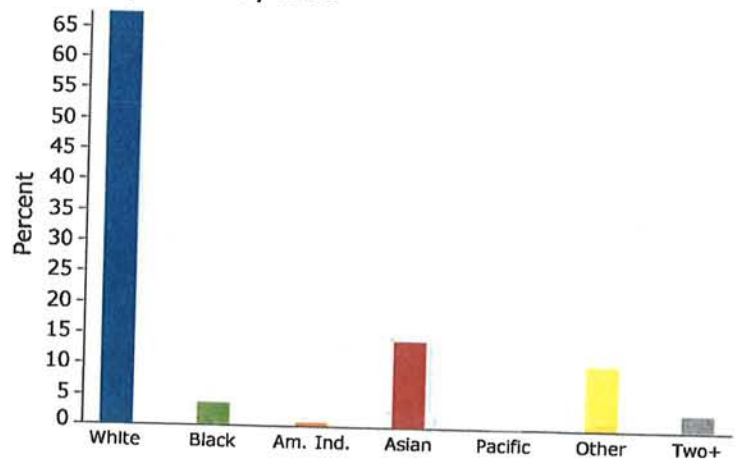
Population by Age



2015 Household Income



2015 Population by Race



2015 Percent Hispanic Origin: 30.4%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2015 and 2020.



Demographic and Income Profile

Rt 59 and Lake St
 9N198 IL 59, Bartlett, Illinois, 60103
 Ring: 5 mile radius

Latitude: 42.06754
 Longitude: -88.20305

Summary

	Census 2010	2015	2020
Population	220,077	222,615	225,361
Households	72,448	73,407	74,493
Families	54,553	54,899	55,470
Average Household Size	3.02	3.01	3.01
Owner Occupied Housing Units	57,487	56,852	57,461
Renter Occupied Housing Units	14,961	16,555	17,032
Median Age	34.3	35.2	36.4

Trends: 2015 - 2020 Annual Rate

	Area	State	National
Population	0.25%	0.21%	0.75%
Households	0.29%	0.26%	0.77%
Families	0.21%	0.14%	0.69%
Owner HHs	0.21%	0.18%	0.70%
Median Household Income	2.46%	2.80%	2.66%

Households by Income

	2015		2020	
	Number	Percent	Number	Percent
<\$15,000	4,335	5.9%	3,825	5.1%
\$15,000 - \$24,999	4,614	6.3%	3,297	4.4%
\$25,000 - \$34,999	5,370	7.3%	4,300	5.8%
\$35,000 - \$49,999	8,383	11.4%	7,681	10.3%
\$50,000 - \$74,999	14,927	20.3%	13,523	18.2%
\$75,000 - \$99,999	11,429	15.6%	12,862	17.3%
\$100,000 - \$149,999	15,094	20.6%	17,708	23.8%
\$150,000 - \$199,999	5,465	7.4%	6,967	9.4%
\$200,000+	3,790	5.2%	4,329	5.8%
Median Household Income	\$72,805		\$82,198	
Average Household Income	\$88,833		\$99,762	
Per Capita Income	\$29,325		\$33,001	

Population by Age

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	17,393	7.9%	16,567	7.4%	16,345	7.3%
5 - 9	16,488	7.5%	17,207	7.7%	15,968	7.1%
10 - 14	16,288	7.4%	16,258	7.3%	17,231	7.6%
15 - 19	15,689	7.1%	14,502	6.5%	14,551	6.5%
20 - 24	13,201	6.0%	14,144	6.4%	12,189	5.4%
25 - 34	33,415	15.2%	31,886	14.3%	31,543	14.0%
35 - 44	34,207	15.5%	33,474	15.0%	34,355	15.2%
45 - 54	32,194	14.6%	30,576	13.7%	29,541	13.1%
55 - 64	23,313	10.6%	25,797	11.6%	26,292	11.7%
65 - 74	10,630	4.8%	14,437	6.5%	17,660	7.8%
75 - 84	5,139	2.3%	5,448	2.4%	7,136	3.2%
85+	2,119	1.0%	2,318	1.0%	2,551	1.1%

Race and Ethnicity

	Census 2010		2015		2020	
	Number	Percent	Number	Percent	Number	Percent
White Alone	147,039	66.8%	144,400	64.9%	141,846	62.9%
Black Alone	11,505	5.2%	11,053	5.0%	10,620	4.7%
American Indian Alone	1,781	0.8%	1,794	0.8%	1,854	0.8%
Asian Alone	28,374	12.9%	31,567	14.2%	34,928	15.5%
Pacific Islander Alone	76	0.0%	83	0.0%	88	0.0%
Some Other Race Alone	24,604	11.2%	26,445	11.9%	28,302	12.6%
Two or More Races	6,697	3.0%	7,273	3.3%	7,724	3.4%
Hispanic Origin (Any Race)	65,570	29.8%	70,102	31.5%	75,172	33.4%

Data Note: Income is expressed in current dollars.

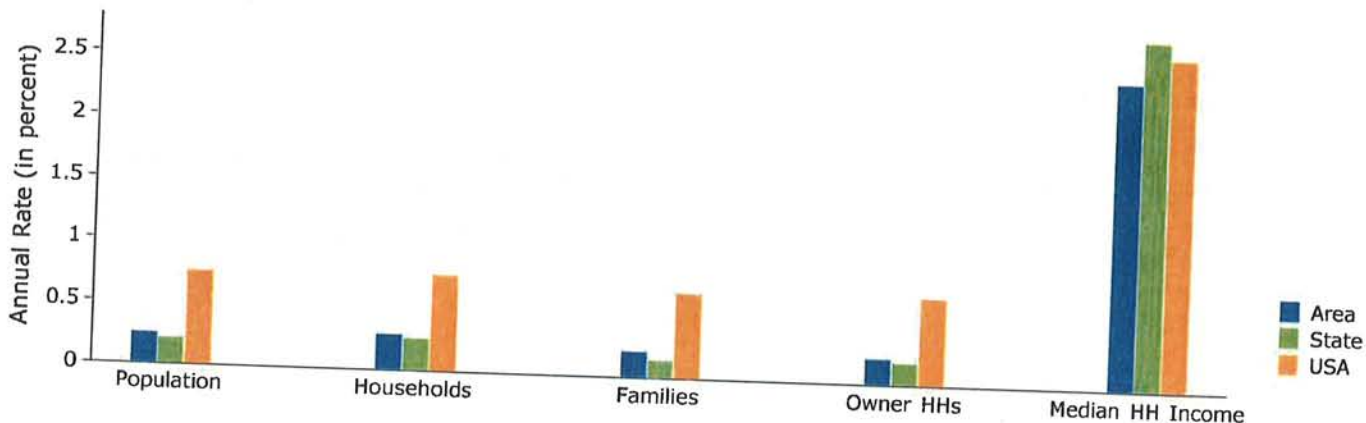


Demographic and Income Profile

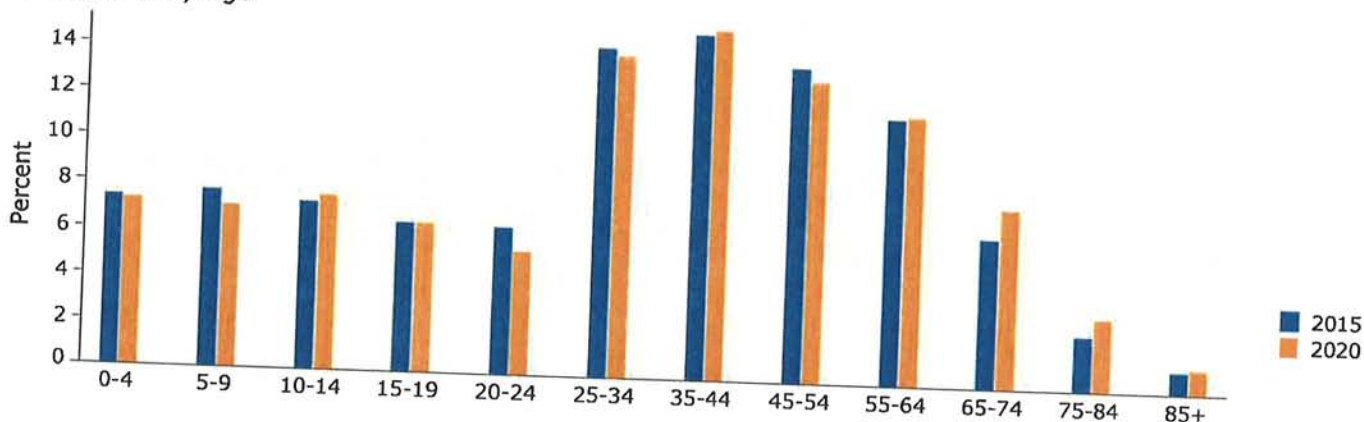
Rt 59 and Lake St
 9N198 IL 59, Bartlett, Illinois, 60103
 Ring: 5 mile radius

4/17/2021 12:00:59
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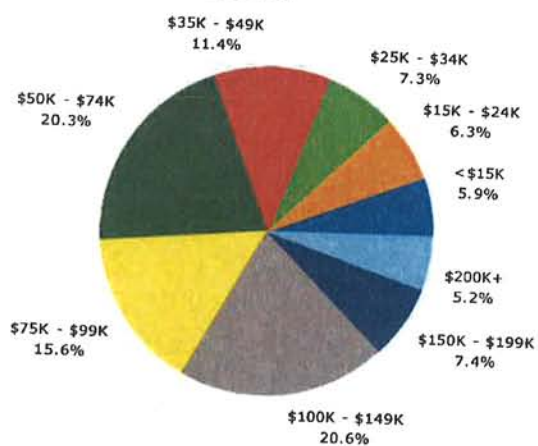
Trends 2015-2020



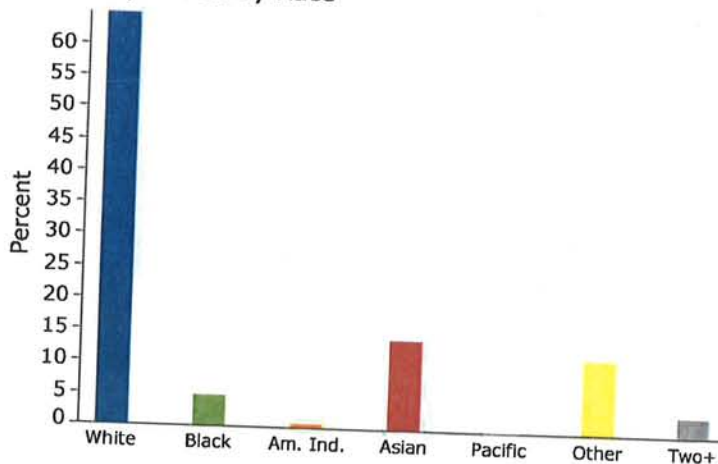
Population by Age



2015 Household Income

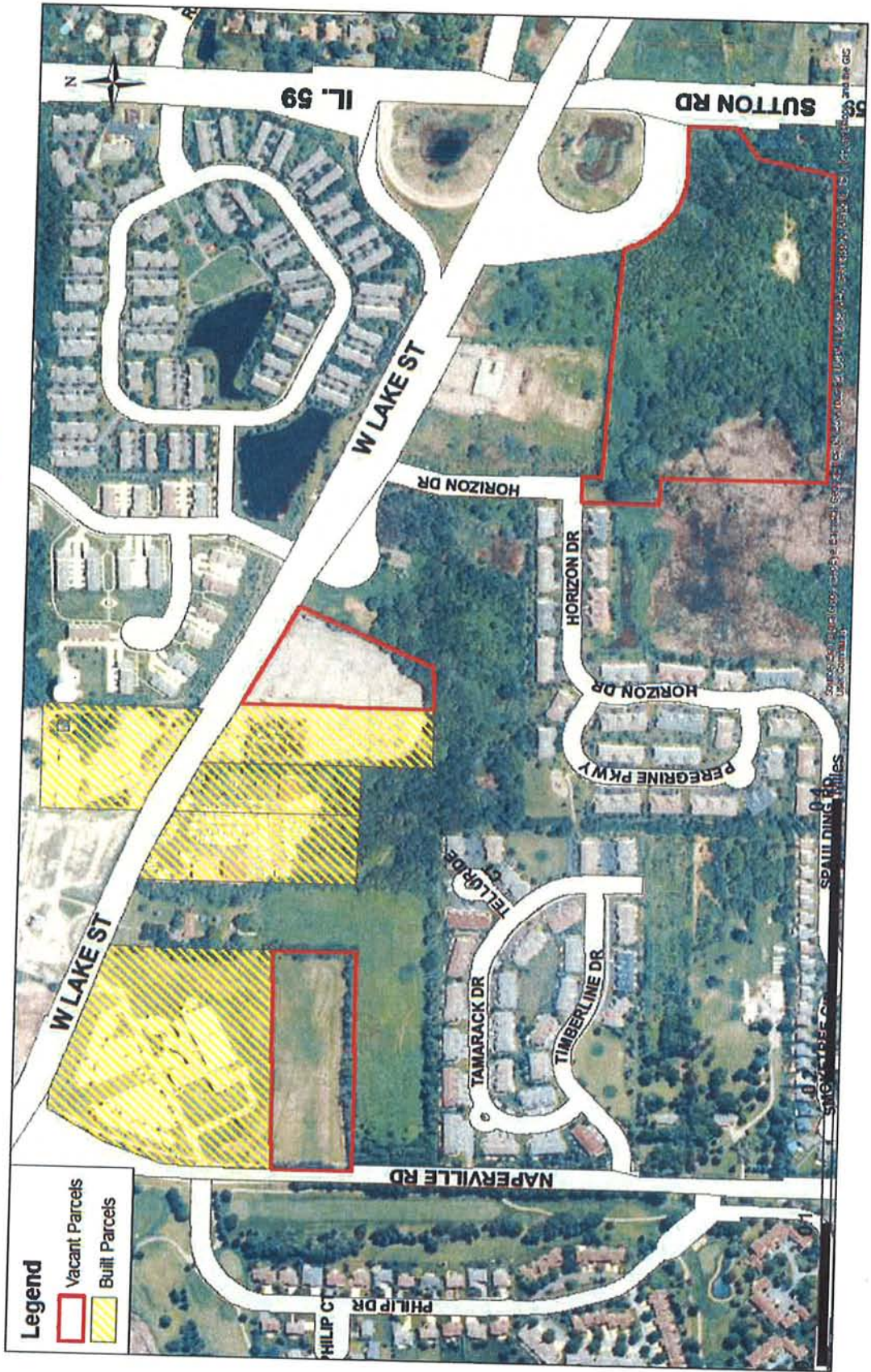


2015 Population by Race



2015 Percent Hispanic Origin: 31.5%

Western Lake St. Vacant Parcels





Agenda Item Executive Summary

Item Name Civic Group Funding Committee or Board Committee

BUDGET IMPACT

Amount: 35,710 -60,060

Budgeted Proposed

List what fund

General

EXECUTIVE SUMMARY

During the last budget review, the Village Board asked for a more formal process to determine civic group funding. In the previous budgets, funding requests from civic groups were included in the Community Relations line item of the budget and the board did not have the opportunity to evaluate those requests separate from the overall departmental budget review.

In June letters explaining the new process were sent to all civic groups along with the application for funding requests. The Village has received new requests for donations from civic groups and increased requests from those we have funded in the past. The applications we have received from those groups interested are included in your packet for review.

ATTACHMENTS (PLEASE LIST)

Memo

Civic Group Funding Applications

ACTION REQUESTED

- For Discussion Only
- Resolution
- Ordinance
- Motion

Staff: Paula Schumacher, Assistant Village Administrator

Date: February 19, 2016

Memorandum

TO: Valerie L. Salmons, Village Administrator
FROM: Paula Schumacher, Assistant Village Administrator
DATE: January 28, 2016
SUBJECT: Civic Group Funding

During the last budget review, the Village Board asked for a more formal process to determine civic group funding. In the previous budgets, funding requests from civic groups were included in the Community Relations line item of the budget and the board did not have the opportunity to evaluate those requests separate from the overall departmental budget review.

On June 1, Ordinance 2015-06 went into effect. This ordinance outlined a new process for civic group funding. Letters explaining the new process were sent to all civic groups along with the application for funding requests. The applications we have received from those groups interested are included in your packet for review.

The Village has received new requests for donations from civic groups and increased requests from those we have funded in the past. The Bartlett Historical Society, the Bartlett Woman's Club, the Veterans Memorial Foundation and the Friends of the Library are new groups that are now requesting funds. The Village also received increased requests from Arts in Bartlett and Heritage Days.

For purposes of the proposed budget, all civic group funding was held to the same level it was last year, with the exception of the DuPage Senior Citizens Council whose request was significantly reduced from last year. Any adjustments to this line item in our budget will be made based on the direction from the Village Board.

Attached is a summary chart of the funds requested and what was funded in last year's budget for your review.

2016/2017 Civic Groups Budget

<u>Group</u>	<u>2015/2016</u>	<u>Proposed Budget 2016/17</u>	<u>Dollars Requested</u>
4 th of July committee	\$12,000	\$12,000	\$12,000
DuPage Senior Citizens	\$12,000	\$5,000	\$5,000
Heritage Days	\$3,000	\$3,000	\$7,000
Arts in Bartlett	\$6,000	\$6,000	\$7,850
Bartlett Chamber of Commerce	\$2,210	\$2,210	\$2,210
Lions Club	\$500	\$500	\$500
Bartlett Historical Society- new	\$0	\$0	\$5,000
Friends of the Library-new request	\$0	\$0	\$10,000
Bartlett Women's Club-new request	\$0	\$0	\$7,500
Bartlett Veterans Memorial Foundation – new request	\$0	\$0	\$3,000
Totals	\$35,710	\$28,710	\$60,060

4th of July Committee: \$12,000 -The money would go toward fireworks.

DuPage Senior Citizens: \$5,000- 1700 meals a year to 50 senior citizens in Bartlett, as well as some additional home maintenance, well-being checks, and education and wellness pertinent to elderly lifestyles.

Heritage Days: \$7,000 -This money would continue to go toward the sponsorship and Historic Bartlett Trolley Tour. Money would also go toward increasing advertising and the need for additional resources as this event is seeing an increase in attendance and it's becoming larger.

Arts in Bartlett: \$7850- \$4500 for the Arts Festival (rental of stage, tents, tables, chairs, bathrooms, purchase of awards, entertainment, signs, banners, ads) \$3,350 for build out costs and utilities higher than expected in the town center, also piano tuning, stacking chairs, partial expense for track lighting, folding door for privacy in community room.

Bartlett Chamber of Commerce: \$2210- gold membership, golf sponsorship, annual casino royal sponsorship, steak fry sponsorship, tree lighting sponsorship, holiday luncheon sponsorship.

Bartlett Lions Club: \$500- Refreshments for Labor Day Dash.

Bartlett Historic Society: \$5,000- \$3,000 toward website development to help raise awareness for events and programming. \$1,500 for mobile microphones for cemetery walk, \$500 for historical costumes.

Bartlett Women's Club: \$7,500- Senior Lunch (room, prizes, food), Bunny Luncheon (room, Easter baskets, prizes for children), Special Olympics (lunch for volunteers), Fashion Show (room/raffle), School Donations (books).

Friends of the Library: \$10,000- Friends of the Library is looking to build a gazebo/pavilion which would be used as a stage and would be available to all Bartlett groups. Should a donation be made, a plaque would be on the stage indicating it was funded by the Village of Bartlett.

Bartlett Veterans Memorial Foundation: \$3,000- Instillation of landscaping at the memorial site.