

Minutes

Village of Bartlett Economic Development Commission

February 8, 2016

Chairman Kubaszko called the meeting to order at 7:00 pm

Roll Call

Present: G. Kubaszko, D. Weir, R. Perri, N. Mehta, M. Sobel, J. Petro

Absent: C. Green, T. Smodilla

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

Approval of Minutes

A motion was made to approve the minutes of the December 14, 2015 meeting.

Motioned by: D. Weir

Seconded by: R. Perri

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

G. Kubaszko: Number 4 on the agenda: Village Economic Indicators, of which we have a vast number in our packet.

T. Fradin: That we do. I have a very though report tonight on Village Economic Indicators. We have done this report once before but it was two years ago. There are some different Commissioners and the statistic do change. Why this is on here tonight besides being the first EDC meeting for 2016. This is the starting point for that marketing plan we have spent the last six months working on. Back in June we had the court reporter every month and we were looking at different sections of the marketing plan.

At our last meeting in December 2015 the EDC recommended with all the different modifications to approve the marketing plan for 2016 – 2020. One of the discussions we had at our last meeting was in regard to a few things like performance measurement indicators and what is the starting point for this marketing initiative. That is the background behind this. I will not go through every report, but I will point out that this information was taken from a number of sources and put together. It doesn't give a comprehensive total view of the entire economy of the Village but it gives you a lot of the main numbers and also give commissioners that may not be familiar with some of these statistics, a better feel for them. I will just quickly go through them.

First page of the memo on the Economic Indicators, of course you see census figures, median income, average income. Median being about \$95,000 and average about \$110,000. There are about 14,500 housing units, as we all know, but here it is in black and white. Mostly owner occupied. 89% with only 11% rentals. The unemployment rate, you can check that monthly through the Illinois Department of Employment Security. I know you have all been hearing the latest job report for the country that came out favorable at 4.9%. In the Village here in December it was 4.6%.

One of the numbers that I couldn't get an exact grasp on but kind of a range, was the total number of jobs in the village and that will be something I will hit on briefly again. As of 2010 it was just about 8000 total. That's jobs like our three jobs that are within the Village of Bartlett, during the day time based out of Bartlett. That comes right from the census. EMSI is a Statistical Economic Service is where I got a lot of these numbers from. They approximated it over 12,000. Realistically it's somewhere in between that. However 12,000 would also count self-employed people with their own businesses, home based business, things like that. This is an important number but I want to point it out that the change in daytime population due to commuting, again that is from the census. That is about minus 13,000. Some types of businesses want a higher daytime populations, really those are big chain restaurants that look for those, some retail. They target people that work in a town during the day. Bartlett has a very significant Net loss of population during the day.

301 licensed businesses, I put an asterisk next to that and I have included the business list of all the license businesses as of December 2015. I noticed that none of the businesses that are only licensed through the state such as the Doctors or Dentist are not listed. There are quite a few of those in the Village. So the total business number is really higher than 301, it's more like 330 – 340. If we are going to review this set of data every six months or so that is the number we will work from. There will always be an asterisk, or I can go back and tabulate how many groups have a state license but not a village license. Some of my colleagues looked this number for me, 418 licensed home based businesses. That is an important number as well. People who are residents but don't have a commercial or industrial location in the town but do operate a business out of their home. Total retail sales \$61.7 million, for the third quarter of the year. I wanted to point out \$43 million of that was in DuPage County. That's a quarter of the year. The Village typically does just \$200 million in sales per year total. Sometimes it's a little skewed by quarter based on the State reporting. That why one month it will be \$30 million and \$20 the next. I suspect it's more on the State reporting than it is on the actual wild fluctuations in sales.

These are two of performance indicators, Mike Sobel was asking about. Industrial vacancies rate is at 12%, retail at 19%, businesses open in 2015 is 12, businesses closed is 10, with an asterisk that is an approximation, assuming that we caught all of the businesses that have closed. Sometimes there are industrial businesses that leave units in the business park that we are not always aware as to if and when they leave. The number of business inquiries in January 2016 was 15. I'm not going to say that is particularly high or low. There were times in the recession when that would have been very high, when you would get only one or two in a week. There are times when you get way more than that. As Jerry said there is a lot of information, but I want to hit on a few more things then I'm going to open it up for questions. I want to point out in your statistics, if you flip through it you will see the charts with the squiggly lines that look like reading a heart monitor. These are the industrial and commercial rates throughout the years for the Village. It's about another six pages past the memo. I want to point out that there was a dramatic decrease in the industrial vacancy rate. I have sat here for about the last six meetings and said that they were a lot of large vacancies in the business park that were filled in 2015. You can see that the industrial vacancy rates were extremely high in mid-2014 up to 27%. Those have been reduced down to 12%. Reasons for that, the biggest building in the business park.....

N. Mehta: Excuse me. 2014 particularly, was that for a specific reason, is it because of new buildings or what?

T. Fradin: That was the next thing I was going to say. There was the largest building in the business park is 1350 Munger. If you recall it was built by a company called Victory Land Group. Out of the 2 ½ to 3 million square feet in industrial space, 400,000 was empty. Some space was leased so that brought it down to about 5 to 6%. Our first building in the Business Park was 1291 Humbracht, at 50,000 square feet. That is where we had the Brewster Creek open house in 2014. That has been filled. There were two others at 15,000 square feet occupancies during that time. We are talking about 500,000 square feet of space being filled within twelve months.

Just a few blocks from here on Devon, one of the biggest industrial vacancy, that is not in the business park, the former Main Steel building is at 802 E. Devon. That is about 89,000 square feet that has been vacant for going on 3 or 4 years now. That is one of the larger industrial vacancies. The industrial vacancies went from 27% down to 12% which we are very happy about this.

On the flip side, you look at the retail and commercial vacancies rate, it did somewhat of the opposite. It went from an almost healthy 12%, 10% is considered normal, in a normal economy or even 8 to 10% or even 8 to 12%, but you see the big spike exactly when the Dominick's closed. You can see at the end of 2013 the commercial vacancy rate went from 12% and then peaked over 20%. It has gone down a little bit, but it is currently at about 19%. I want to point out that it is higher than that in the downtown area. I didn't measure it exactly in the downtown but it is certainly over 20%, based on square footage. It was over 20% when Kane, McKenna and Associates did our TIF study and really it has only increased since then. There has been three or four other places that have closed since that time.

I'm going to skip down a few paragraphs to the sales categories. Eating and drinking places were the largest. \$82,000 in municipal taxes were collected last quarter. Indicates 8.2 million in sales. Drugs and miscellaneous retail, miscellaneous catches everything. That includes bike stores, dollar stores, Goodwill, anyplace that you walk in and purchase an item and walk out. That was \$67,000 collected by the Village indicating 6.7 million in sales. Also, I wanted to point out that the category of lumber, building and hardware in DuPage was pretty high. Obviously we can attribute that to the Home Depot store. The number of sales tax collected on that was \$58,000, in the quarter, indicating 5.8 million in sales.

The largest gaps are in general merchandise, motor vehicle, parts dealers and clothing stores. There are some stores where clothing is sold in Bartlett but there are no clothing stores. The stores where they sell clothing is part of miscellaneous retail category. On the last page of this memo, I want you to note that there are several future development sites that staff is either already working with somebody on it or at least it is inching closer. Perhaps we will be increasing some of these categories over the next year, or 5 years really is this plan. We talk about increasing retail and commercial space & number of businesses. Not going to say for sure, but there may be six different sites that are fairly likely to happen within the next 5 years. One being the southwest corner of Devon and Prospect, the south side of Devon which is on the DuPage County side, a concept plan being floated for that site.

R. Perri: Tony, what page are you on?

T. Fradin: The third page of my memo. Before all of the attachments.

G. Kubaszko: Please refresh my memory of what the zoning is for that parcel? Southwest corner of Prospect.

T. Fradin: Jim is saying it is B3. It is definitely zoned for commercial development, it always has been. The concept being floated there is basically a wedding chapel. With banquet facilities as well. Weddings and banquets. Another site that has good potential for development in the next few years is a five acre parcel located east of the Artis Senior living facility. I should point out that Artis Senior living facility itself has not been built yet, but that site should be developed, building plans are in. We are hopeful for that one sooner rather than later. A third potential development site is a mixed use development of luxury apartments and some supportive retail. Over at the southwest corner of Rt. 59 & Lake Street.

R. Perri: Rt. 59 & Lake Street, is that still going forward, have you had any conversations lately?

T. Fradin: Yes it's winding slowly through the due diligence process. It's such a large project, there is a lot of due diligence involved. Rather large site, fairly costly so that one it's still something that the Village hopes moves forward.

R. Perri: Thank you.

T. Fradin: Another development site is the northwest corner of Stearns and County Farm Road. You know that there is a gas station on that corner that they just added a Subway and Dunkin Donuts last year. There is some potential development of the land right behind the gas station. Another one is on the west side of Rt. 59, south of Schick Road that's a ten acre parcel that many years ago a large, rather high end shopping center was proposed for that site prior to the recession. That's another site that has come back on the radar screen of late, for some developers that may be pursuing a pet related type of business on that site. Last but not least on that list is the northwest corner of Rt. 59 & Schick that is a potential sports bar relocation site. Again I'm not going sit here and say all six of these are going to happen or four or three, but these are sites that are on our marketing plan. There is good opportunity to have these sites developed in the next five years. Also on this memo, I listed the nine attachments, which I will spare you walking through all of them, but these are the sources where this information was from. I am ready to answer any questions you may have or kick them over to Jim.

M. Sobel: Thanks for putting all of this together for us.

T. Fradin: Thank you that took a while to put together.

N. Mehta: This is excellent information you put together. It give us a different perspective. The vacancy is constantly on the rise as per the chart that you show over here. This is alarming because it went from 10 to 20 that is one thing I marked. One more thing, Import & Export? Less than half, I was just surprised. What was the reason?

T. Fradin: I referenced this a little bit in the memo, that Bartlett was essentially developed as what you would call a bedroom community. For many years everybody had to import everything. There was nothing here. I see we have one of the owners from one of our eating and drinking establishments in town. By the same token, besides the eating and drinking establishments and personal services there were no goods being produced and exported from Bartlett. That has changed quite a bit over the last 15-17 years.

The eleven years that I have been with the Village, more and more industrial, warehouse and distribution type businesses have moved into the business park. For instance one category that Bartlett is going to be a large net exporter of will be food-related goods. Doesn't matter where I drive in the Chicago market, I see Greco Trucks everywhere. I see the Rana and Get Fresh Produce, not quite as much as Greco. I see them no matter what town I'm in. By that measure we are becoming one of the food hubs of the region. We talked about that a lot, our food cluster.

But when you talk about other things, like automotive parts, clothing, electronics, and you look at it from that type of economic perspective of import and export it all has to be imported into Bartlett. There are no televisions or computers sold in the Village. There may be a few retailers that have some but there is no Best Buy, Targets, Walmart or Costco etc. That is kind of a long answer but more people having to go outside of the Village to shop.

N. Mehta: Inquired about sales figures for standard industrial classifications and drinking and eating places.

T. Fradin: Are you talking about the eating and drinking establishments?

N. Mehta: For example eating and drinking, the number is quite good. Compared to all the different areas from where we are collecting statistics. My point is that eating and drinking places we still want to improve. We still want to go up, help them, but here we can see the vacancies much more. With Manufacturing, One of the categories is agriculture. What is considered agriculture from Bartlett?

T. Fradin: Typically it would be farming, but since this isn't a big farming community I would have to go back and find out exactly how they define that.

N. Mehta: The numbers are that small?

D. Weir: Tom's Farm Stand, for example.

T. Fradin: There are some nurseries, there is Tom's.

M. Sobel: Sales tax on agriculture is much lower rate than if you were buying a shirt.

N. Mehta: Numbers are good, my point is why it is the numbers statistics isn't lower in manufacturing than all other areas, compared to eating, drinking and other places?

M. Sobel: It's because all of my raw good I do not pay sales tax on, because I'm selling my product and the end user is paying the sales tax.

N. Mehta: All this miscellaneous industry, what is the benefit to the Village?

T. Fradin: There is a lot of benefit, employment is one of the biggest one. Really you cannot diminish the importance of that.

N. Mehta: I was trying to find the numbers on their sales tax.

T. Fradin: Those aren't in this, they are not sales tax generating, and for the most part they are wholesalers. But the equalized assessed value which is something we follow a lot, it was only 2 million dollars when Brewster Creek Business Park TIF was adopted back in 1999. At one point it went up to 47 million, but went down a few years. Long story short, it's going back up again and by the time the TIF is all said and done you are taking an area that was a depleted gravel pit with a total land value of 2 million dollars and maybe turning it into a 100 million EAV or more than that, a 300 million value of real estate.

If the EAV can get to a 100 million, I cannot even describe the importance of it. It is the economic engine of the whole Village. It's where all the growth is, all the development, all the new jobs, all the investment. It's very attractive. It's not a sales tax generator, you are correct. When Greco sells their goods to restaurants it's wholesale. Property Tax, when the TIF is concluded the value of that area could be a tenth of the value of the whole Village. It will be 100 million plus EAV. Assuming property values increase and there is more building.

N. Mehta: Thank you.

G. Kubaszko: The agricultural numbers are virtually meaningless now since there is virtually no farm land left anymore. Steadily declined since 1970 to the point to where there is nothing left, it's all houses sitting on what once were farms that used to dominate Bartlett.

T. Fradin: Keep in mind these are SIC codes not the NAICS. Even if you go on your phone and Google search: SIC codes and then you click on it, you will see there is probably a 100 different types of businesses that fit into each of the 10 categories. General retail can be almost anything.

G. Kubaszko: Is that all for the discussion on the economic indicators?

T. Fradin: That's all I have.

M. Sobel: Is the vacancy rate based on square footage?

T. Fradin: That is correct.

G. Kubaszko: We will move on to agenda item number 5. Marketing activities update.

T. Fradin: I'm going to go through it but again it's a lot. Cable advertising, last time we met I showed you two dining ads. One of the things that goes back to the last report is that eating and drinking establishments is one of the leading categories in Bartlett for generating sales tax. This is something that Bartlett is being better known as in this particular area. We did two ads promoting eating and drinking places that were on cable TV. Two separate 30 seconds on Comcast and ATT U-verse that showed over 800 times. They have now concluded.

As ground gets broken on some projects in the business park, staff is proposing we do some Brewster Creek ads. There are still vacancies out there like the property Commissioner Perri represents. We are going to have some spec buildings going up. My thinking on this is that on our next round of cable advertising should be promoting our Business Park.

Second thing is print advertising, staff has continued promoting Brewster Creek Business Park, via a lot of print ads. The Hungry for Your Business themed ads and the Benuzzi Industrial Guide. The big one is Chicago Industrial Properties and Northern Illinois Real Estate magazine. I have copies of the Northern Illinois Real Estate magazine, December issue, which has that photo spread of the Brewster Creek Business Park Open House that we did right before Thanksgiving. We have had some good press from that.

Next area of marketing is Discover Bartlett, the Facebook page that I administer and we started here at an EDC meeting about three years ago. Staff made 200 posts in 2015. Additional 10 in January and 6 so far for February 2016. One of the things I attached, we got over 23,000 views on one of the posts I did last month when Bartlett was named by a real estate website as one of the safest towns in the state. They did a listing of 10 safest cities in Illinois. It went viral, we were happy about this. 4,600 likes on our page. Always happy when we receive 23,000 views.

Moving on to the Village website. After many years here I have been allowed to make modifications to ED pages. The first page I worked on was the downtown Bartlett page, which I updated for 2016. I'm going to put new photos on there as well. One of the things you will see throughout the year is updating page by page for the Economic Development section. A lot of people look at it. We will try and get some numbers to you as to how many people are viewing it. Usually I get a call when someone is actively viewing the page, or they say I just looked at your page and now I'm calling, or I have a question. That's one of the purposes of an Economic Development website. A lot of it is to get someone to contact you and take some action. Maybe to meet to discuss opening a business or discuss a particular location.

N. Mehta: If we can have clippings and pictures from past years of activities, festivities or cultural activities in the downtown area so new resident of the Village can come in can see what it was like.

T. Fradin: I want to point out that that I only do the Economic Development section of the website. We have people on staff who are in charge of the website. Different departments, such as the Building Department will do their own information. We have a Public Relations person, Gaby, for the Village and she does most of the work on the website. This year I'm really just focusing on updating the Economic Development section.

Trade shows and business expos, I do have a trade show this Thursday downtown at the Westin, where I bring information about the Village and hand it out and try to make contact with retail representatives. These shows are very competitive it's a lot of people vying for people's attention. Anyone that has gone to trade shows know you have to have your 20 second elevator speech ready, sometimes that's all you get. I'm going to a lot of trade shows to promote the Village.

Last Friday we had the Five Star Expo, we had a booth at Medinah Shriners Center. I'm looking and I know I saw Donna there and it was a pretty good show this year. We had anywhere from 150 to 200 people stop by the booth and about 15 – 20 residents. We had things we gave away and a lot of information about the Village that we handed out. Like Nayan was just saying promotion of events. One of the recommendations from the Spartan Consulting Group from Elgin Community College, and it's also something that is coming out in our current downtown study from SCB is to better promote the existing events we have downtown and also to come up

with some new ones. I listed our some of the major events that are held mostly in the downtown area, but also throughout the Village for us to continue and expand our promotions of those events. That is an important part of what we do.

The EDC itself is not necessarily tasked with creating or doing these events, but tourism is a big part of what we do to try to promote this area. I think this is a good year to start promoting these events more than we have been. That's my report on the Marketing Activities for the first two months. Happy to field any questions.

D. Weir: I have a question regarding the cable advertising for Brewster Creek. I did see frequently the ads for the restaurants which I thought were wonderful, it certainly put in my mind to visit downtown Bartlett or a Bartlett restaurant. I'm wondering why we're going to Brewster Creek Business Park? I really like the idea of continuing to promoting the restaurants and things like that. I know we have to change it up and it's a reasonably priced type of advertising. I'm wondering what we are going to be advertising with Brewster Creek. Are you featuring the businesses and when you say you are going to be running this on business related channels, what channels would those be?

T. Fradin: Two very good questions and difficult. Brewster Creek ads might be better done once ground has been broken on a few buildings. This would be considered something we would do in partnership with the developers and brokers, as they work to attract businesses. Again they are 30 seconds so they are very generic. There might be something like "There is a lot of things going on in Brewster Creek come take a look at the business park, we have some new buildings. For more information go to Brewster Creek web page."

I think the purpose of that would be to help promote the space more so than the businesses that are there. Jim is mentioning that Brewster Creek has its own marketing budget so we could use some of that for that purpose. The second point you made is great that we probably should do another round of dining ads. The businesses that were featured were happy about being featured. One or two that weren't featured might want to be this time. A 30 second ad is not a lot of time, but I definitely would be happy to work on doing another round of dining ads. Sorry, I know you had another question.

D. Weir: What channels would they be on?

T. Fradin: When you meet with cable advertising representative they have different bundles. This would be its own very long meeting and I'm not an expert at it but they have such targeted marketing, it's fairly scary. They can put together a bundle for us. Rather than family type of programming such as romance or comedies they can do a package for us. They show it on what they consider the more business oriented programs such as CNN & Fox News. They basically have different groupings, you can target market very precisely with Comcast and AT&T. They have female, male, children and senior citizen oriented marketing packages. I can't think of all the bundles that they offer. I just remember seeing CNN and some of the stock-related shows, the ones that they consider business oriented. Of course a business person can watch any channel any time. They might get a few more view if they were on a daily stock ticker show for business, rather than the Hallmark channel.

R. Perri: 30 second ads seem to be the choice. Do they have any records of if you did a 45 second ad? Would it be advantageous or how much advantageous? The cost, would it be the same, or is it more? If we wanted it a little longer than 30 seconds ads?

T. Fradin: That's a good point. The conversation I had with the advertising reps, they never mentioned 45 second ads, I heard 30 seconds or 1 minute. But I never asked. By the same token they do cost more for a minute ad, like twice as much. I also wanted to mention, these were shown in what they consider the

Schaumburg region. That includes Schaumburg, Hoffman Estates, Hanover Park, Streamwood, Bartlett and part of Elgin. For the dining ad that's appropriate. We are not going to target people from Chicago or the south suburbs to come here.

For the industrial ads we could move beyond that cable range. To answer your two questions we never talked about 45 second ads but I certainly can ask. They do cost more. The things that cost more is the frequency that an ad is shown, duration of ad meaning how many days or weeks and the length of ad as well as production cost. The cost for a 30 second ad is \$300. That is just the voice over, the music and the photos. They gave us a break and charged us \$450 for two 30 second ads. A 60 second ad may cost twice as much to produce as well.

G. Kubaszko: I think 30 seconds is plenty. If you are quick and concise and get your message across otherwise people are going to start to tune out.

D. Weir: I can make another suggestion which is that since Brewster Creek has its own budget for marketing, we go ahead do the ad for Brewster Creek but then we continue to run the ads for local restaurants. I think this would be helpful and be a direct benefit to our business clients. I would like to see us continue the ads for the restaurants. One successful hit in Brewster Creek would obviously pay for an ad for the next hundred years. Running an ad for the restaurant would be helpful.

T. Fradin: Thanks you, I'll continue doing that, I'll get more quotes.

D. Weir: Since the money is coming out of two separate budgets, I don't see why we can't do both since they will be running on different channels.

M. Sobel: Any business that comes into Brewster Creek is actually going to help.

D. Weir: Right.

M. Sobel: Businesses like retail and restaurants because more people in Bartlett are leaving, and as that number goes down, that helps all of our retailers. It's just as important to make sure Brewster Creek continues to grow.

D. Weir: I'm definitely in favor of having the Brewster Creek ad it just as long as they have their own budget. It comes out of their TIF budget.

T. Fradin: I'll be very busy with the Comcast people, but I will glad to work on both.

J. Petro: I ran into an interesting situation Saturday, I was getting therapy on my knee and the therapist mentioned she happens to live in Bartlett and grew up here. I decided to do an impromptu survey. I asked her where she likes to eat in Bartlett. I asked if you tried this place, how about this place? She said she has a family with 2 boys and they really don't go out to eat but they order take out. She mentioned a couple of pizza places, and that was about it. She is a long time resident of Bartlett. I mentioned some of the restaurants that have opened in the last four years and she hadn't visited any of them. I found that very interesting since she grew up here and her parents still live here. Take it for what it's worth, I just was kind of surprised to hear that.

T. Fradin: Thanks for sharing that, we hear that a lot. This is just one of the things we do to try to remind people of it. Besides just showing as commercials during television shows, they equal or greater amount of views on peoples' home page, on your Comcast page when you go on to your email. They would have the ads running in a

little box in the corner of that page. Also, Comcast and AT&T are essentially merged somehow. These also have shown on AT&T cable and on peoples AT&T pages, I just wanted to point that out.

J. Petro: I wanted to add, I asked her about another restaurant that kind of rebranded itself. She said she heard through the grapevine that it was very bad. I actually had lunch there and I thought it was very good. Not just what we advertise but there can be an individual store owners concerns for the messages that their constituents are putting out. Do they actively look at any of the reviews on Yelp or anything like that? Because younger people have no qualms what so ever about going on Yelp and putting you down. But how many Bartlett businesses have actually gone and looked at Yelp?

T. Fradin: I want to address that. A lot of the businesses, restaurants owners I speak with they are very aware of their Yelp reviews. As a matter of fact, the ones with good Yelp reviews will always tell how good they are and by the same token, if somebody bashes them on Yelp, from my experience when I have spoken with them they are aware of it and typically address it. You are right, that's a good point. Years ago when we all started in our businesses that wasn't even an issue. Now anytime I meet with a business owner, restaurants in particular, they are very cognizant of their Yelp reviews. Something they are pretty vigilant about monitoring and responding to. I might even call on the restaurant owner here to address that better than I could.

R. Perri: Does the Village get a better marketing rate than say a single restaurant wanting to do what we are doing here in the Village? Maybe wanted more advertising, can they get a rate through the Village, rather than go on their own to get that kind of advertising?

T. Fradin: We're actually a very small advertiser so we don't get that same type of rate like someone who buys it constantly. The big difference between the Village and a private business is that we are sales tax exempt. That applies to the Village only. For instance, if I buy an item or an ad it is exempt from sales tax whereas if Peggy buys it for O'Hare's she is not sales tax exempt. They gave us a quote - unquote break because the advertising manager for this district is a Bartlett resident and not because we buy so many ads. We are the smallest advertiser that he works with. We don't get a bulk rate like the car dealers that buy 500 ads a day forever. We just did the ads sporadically. This was our first time doing cable ads. We did them for Heritage Days and for these restaurants. The answer to that is, No, we really cannot be a conduit for lower priced cable advertising.

J. Petro: When these ads were done did we ask the restaurants to provide us any kind of feedback? I don't know if they are tracking, compared from say this week a year ago? All the major chains do that. I was at Bonefish and Super Bowl Sunday in the afternoon, the guy was telling me they were closing early because... They track their data and see the downfall. Just wondering if that can be done, ask the restaurateur to doing some kind of tracking to compare what it was like a year ago for them.

T. Fradin: We could, but it's really almost too much to ask for them for something that small. This is an assumption but I don't think many people would come in and say that they saw a cable ad and that prompted us to come in. The restaurant owners that I conversed with are so busy running their day to day operation. I would be glad to ask them if anybody mentioned it or noticed an uptick. I believe it would too hard to attribute that to a few weeks of cable advertising. That would be kind of branding and just reminding people that there are places you can eat right here in Bartlett.

J. Petro: I wouldn't ask them to say how many came in because of the ads. Suddenly we saw 20 more people on average a day compared than we did a year ago. Something like that.

T. Fradin: I contacted most of them for photos or logos and basically they just all thanked me for doing this, not just to me they all said thank you to the Village and the EDC for doing this. Basically I asked them for pictures of their food and their logos and that's it. The ones I didn't hear back from we took the logos from their websites and pictures of food off of their Facebook page. There was some communication with them but not as much as you may think. The businesses that were featured thanked us and were pretty happy with it. Like Donna said they will be happy if we do it again.

G. Kubaszko: If there is no further discussion then we will move on to item number 6 on the agenda which will be the downtown TOD update.

T. Fradin: This item covers the downtown TOD study that the Village is right in the middle of doing right now. TOD stands for Transit Oriented Development. The latest work done by the consultants includes an existing conditions summary as well as a street scape and urban design memorandum. I looked today and the existing condition summary has been posted on the website for this project. It's a 52 page document that very methodically goes into detail about the downtown economy that I went into for this first item. It gets into detail about the businesses, buildings and commuting patterns. Very interesting study.

The street scape and urban design memorandum will be posted shortly. Another pending report is a market analysis that has been done by the Goodman-Williams Group that analyzes the current market conditions. The retail and commercial opportunities and the viable housing options on select sites within the defined area, which is just the area based around the train station. This is what we consider our downtown area. The Steering Committee for this project that includes residents, business owners, METRA representative, Village staff, Trustee Carbonaro and members of the Village Commissions including Tracy Smodilla.

The Steering Committee last met on January 20, 2016. I had about a two and half hour meeting to discuss the reports and the plan for the second Community meeting. We held that Community meeting last Wednesday, February 3, Bartlett Hills at 7PM. The consultants for the project went through a Power Point presentation. I'm not going to go through all of the slides but they are attached for informational purposes. They did a half hour presentation, then broke up in different groups.

There were five different tables where people could discuss different components of the study. One table for transportation, housing, retail analysis, and marketing analysis. Jim, myself and Village staff attended as well as several consultants. We all broke into smaller groups for discussion. I didn't get the official count but I thinking about 35 to 40 people in attendance. Less people than the last meeting but this project is cruising along. We started it last July. It should be concluded by late May or early June.

The whole reason we are doing this comes from that recommendation from the EDC meeting about the downtown that was made back in October 2013. You can see what kind of process this is. Bartlettdowntownod.com has all the latest information. You can click on to be added to a list to receive updates maybe once a month what's going on with it. It's a big project, a lot of information about our downtown area. As staff we are hopeful something very fruitful comes out of this this summer, and there are project that we can pursue. I like to keep you apprised of this. We have talked about the downtown for many years and what we can do about it, how to improve it. This project does exactly that. I am happy to answer any question about the downtown TOD project.

G. Kubaszko: What do they mean by a casual community gathering places?

T. Fradin: By casual they mean more family oriented. Something that provides a more casual atmosphere. What was the exact wording you used?

G. Kubaszko: Casual community gathering places. Is that like places that you don't have to spend money? When I go to a casual community gathering places I usually get a beer.

J. Plonczynski: They area referring areas like where the Gazebo is located, where people can gather.

T. Fradin: That the best way to put it, family oriented. As opposed to being like a sports complex. Casual meaning a good place to just hang out.

R. Perri: I was not there last Wednesday, one of the things that I was most interested in was our commission brought up are more frequent events and activities for the downtown area. What is the progress since we put our recommendations in over a year ago?

J. Plonczynski: We are working on a big event that will be added to the Village calendar but we cannot talk about it right now. It will come out in the next few weeks. The event will be later this summer.

R. Perri: Good to hear. Will that be here next year?

J. Plonczynski: We are hoping this will be an annual thing.

J. Petro: Is it an all you can eat Hot Dog contest?

J. Plonczynski: No, you will hear about it.

G. Kubaszko: Anything else on TOD? We will move one to new business.

T. Fradin: I want to mention quickly three new businesses in the downtown area that I will be visiting and taking photos for our Facebook page and the Village newsletter. First one is Country Financial – 303 W. Oneida, opened February 1st, they came by our booth at 5 Star Expo on Friday and told me that they had opened. There is a Physical Therapy business that opened in Westgate Commons, Athletico at 770 W Bartlett Road. That's the unit that was Westgate Veterinarian. Westgate Veterinarian moved to the Bartlett Commons shopping center because they wanted to expand. The third, is Metro PCS cell phone store, at 107 E Lake, in the Oakfield Center. There are three small business but that will put a dent in the vacancy rate. Having three open instead of three closed is a good thing. Just wanted to mention thee new business in the community.

J. Petro: Real quick, I was by the old Dominick's store, off the top of your head do you know when that lease expires?

T. Fradin: I do, I look at the paperwork on the Dominick's quite a bit and it is leased until February 2019.

J. Petro: Oh ok.

R. Perri: What about a clothing store or sporting goods store? That would fit nice there since we don't have any in Bartlett.

T. Fradin: We have been pitching that site to a lot of potential users, again it is the biggest vacancy in the Village in terms of retail. Probably the biggest the Village has had. Very difficult space but I won't go into all of the reasons

again why it is so difficult. One reason is they pay nearly \$70,000 a month in rent and they honor that. The rumors that people talked about a year ago are true, that Albertson's has acquired Safeway and they are owned by a much larger Hedge Fund but the upshot is that the company that owns Jewel owns all the vacant Dominick's sites. They also hesitate to bring any competitors in. But maybe like you said a sporting goods store, there have been some medical facilities have looked at it but still no solid prospects. Our grocery sales have not gone down since Dominick's has closed. The 18 or so million were doing in sale the Jewel probably does 18 million more in sales now.

R. Perri: So we are not losing any sales tax. Or very little.

T. Fradin: I think a lot of people still feel as I do, the Village should have another grocery store option. When it comes to sales tax, closing the Dominick's wasn't as big of an impact as we thought it might be.

G. Kubaszko: Anything else? Do we have a guest who would like to say anything?

T. Fradin: We have a guest.

J. Plonczynski: Peggy O'Hare from O'Hare's Pub and Restaurant.

Peggy O'Hare: I just wanted to listen and learn to see what's going on. I don't have anything specific to say. I wanted to thank you for the ad in Discover Bartlett. We follow up on anything that is ever published. I'm one of the furthest out as far as our address, so many people don't think of where I'm at as being in Bartlett. It's hard to get people to stay here in Bartlett.

T. Fradin: O'Hare's was there at the 5 Star Expo this past Friday. I would say it was a fairly popular booth. Food booths are more popular than my booth giving out paper handouts. I did have lightbulbs, squishy basketballs and candy. Did you have a good experience there?

Peggy O'Hare: We went through everything, my go to items is Ruben Bites. I clearly had about 200 people visit my booth and everyone asked where I was located. They couldn't believe I was still in Bartlett just up Army Trail Road. It's always a struggle to find ways to advertise to get people to know where we are at. My address it a little more unique to those closer to Stearns because I am so far south. People think once they pass the high school it's no longer Bartlett, that's my own struggle.

D. Weir: You are having a great big event on St. Patrick's Day too.

Peggy O'Hare: Yes we are renting the space next door to us so that's going to be a busy corner.

D. Weir: You are opening at 8:00?

Peggy O'Hare: Yes, 8:00 am on St. Patrick's Day, Kegs and Eggs!!

G. Kubaszko: Do we have a move to adjourn?

Motioned by: R. Perri

Seconded by: D. Weir

The meeting adjourned at 8:15 pm.