

Minutes

**Village of Bartlett
Economic Development Commission**

April 11, 2016

D. Weir called the meeting to order at 7:00 pm

Roll Call

Present: G. Kubaszko, D. Weir, M. Sobel, C. Green, T. Smodilla, R. Perri

Absent: N. Mehta, J. Petro

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

Approval of Minutes

A motion was made to approve the minutes of the March 14, 2016 meeting.

Motioned by: T. Smodilla

Seconded by: M. Sobel

All in favor.

Motioned carried.

J. Plonczynski: Service Recognition part 2, for Gerald Kubaszko for 36 years of service.

T. Fradin went over the Downtown Market Analysis that was referenced at last month's meeting. This is a critical part of our Downtown TOD project. Following are key points of this project:

1. Executive Summary

- Background of the Assignment
- Methodology
- Residential Market Conclusions
- Commercial Market Conclusions
- Recommendations

The Downtown TIF expired in 2010, and attempts to create a new TIF have not been successful. The Village should reexamine establishing a TIF district, given the current and anticipated market opportunities that will require one-time income streams.

2. Socioeconomic Overview of Bartlett and Neighboring Communities

- Demographic Characteristics
- Employment
- Household Incomes

3. Residential Market Overview

- Definition of Primary Market Area
- Population & Household Trends
- Housing Occupancy Characteristics
- Income by Housing Tenure
- Age Dynamics
- Tenure by Housing Type
- Current For Sale Market Conditions
- Bartlett Multifamily/Townhomes for Sale Update
- Area Rental Apartment Market
- Localized Apartment Market
- Single Family Home/Condominium Rental Market
- New Home Demand Potentials
- Capture Potentials by Product Type and Area
- Residential Development Recommendations
- Looking Forward: Future Development and Village Support

The analysis amply demonstrates that the Downtown Bartlett Study Area is well positioned to continue to offer a wide variety of housing types to meet the needs of a changing demographic profile within the area and to take advantage of key downtown TOD amenities.

4. Commercial Market Overview

- Introductory Overview of Market indicators in Far West Suburbs
- Retail Sales Tax Trends for Bartlett and Neighboring Communities
- Primary Market Area
- Competitive Retail Corridors in the Primary Market Area
- Leakage Analysis for Primary Market Area
- Bartlett Retail Sales Tax
- Downtown Bartlett Commercial Conditions
- Downtown Bartlett Commercial Conclusions
- Potential Downtown Tenants
- Tax Increment Financing
- Other Economic Development Initiatives
- T. Fradin went over the Cable Advertising Campaign

T Fradin was questioned if the Village was going to invest in the Downtown area. The Steering Committee is waiting to see what all the suggestions/recommendations are and nothing has been decided as of yet. The Budget still has not been finalized for the fiscal year that starts May 1, 2016. The Board will make the final decision.

T. Smodilla asked at what point will the Village interface with Cook County regarding the high tax rate for some of the commercial areas? Once the final recommendations have been done on the TOD we should seek the big hitters in the investment world.

T Fradin replied that there is some reclassification, such as Class 6B which we may get two of them hopefully in the next year for industrial. Class 7 applies to Commercial, but that would need a large amount of investment. A reduction property taxes usually comes after an investment is made. Bartlett Plaza has been marketed for

redevelopment as Multifamily and not as commercial. However, it can be redeveloped back to commercial and get a Cook County tax reduction by applying for Class 7. Businesses in Downtown Bartlett appeal their taxes every year, with some being very successful and some have not.

C Green commented that the best long term scenario would be to increase the rental units in the Downtown area. When this happens, businesses tend to come to the area to accommodate their needs.

T Fradin mentioned the Village would want the development to more upscale in nature, and was glad to see most Committee members would agree with this.

T. Fradin went over the Cable Advertising Campaign that can be view on the Village website at www.village.bartlett.il.us/business/restuarants which takes up the bulk of the remaining marketing money for this fiscal year. The ads will run for 4 weeks and 14 different towns. Bartlett is within the Schaumburg cable area and we also the Bloomingdale area. 1 ad is for Downtown Bartlett and the other ad is for restaurants outside the downtown area. T. Fradin is unsure if sales are picking up but did hear from many sources that the ads were seen and many business owners are very happy with them. Similar ads will run for retailers and small businesses from early to mid-October to mid-November all the way up to Small Business Saturday.

Two new businesses are opening, Closet Boutique which was originally in Banbury Fair and an old fashioned independent pharmacy, on West Bartlett Road. Also, on Rt. 59 the Thai restaurant just closed.

J. Plonczynski noted one other item that was just approved by the Village Board is the Kickstand Classic Bike Race in agreement with Active Transportation Alliance that will take place on September 25, 2016. This was originally generated by the EDC's initial recommendations to bring more events to downtown Bartlett. This will be for all levels of expertise, commencing with a small festival with food, drinks and music and also including Bartlett businesses as well. Hopefully this turns out well and we can continue to do this year after year. This summer there will still be the normal events such as Heritage Days, 4th of July, National Night Out, Art Festival, Lion's Club Run just to name a few.

The meeting adjourned at 8:12 PM

Motioned by: C. Green

Seconded by: T. Smodilla