

Minutes

Village of Bartlett Economic Development Commission

February 13, 2017

G. Kubaszko called the meeting to order at 7:010 P.M.

Roll Call

Present: G. Kubaszko, T. Smodilla, N. Mehta, R. Perri, N. Gudenkauf

Absent: C. Green, D. Weir

**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 January 9, 2016 meeting.

Motioned by: T. Smodilla

Seconded by: R. Perri

All in favor.

Motioned carried.

Chambers of Commerce Update

This item has been postponed until the next Economic Development meeting.

A motion was made to amend the agenda as presented for the Economic Development Commission meeting for February 13, 2017

Motioned by: T. Smodilla

Seconded by: N. Gudenkauf

All in favor.

Motioned carried.

2017 Q1 Marketing and Advertising

T. Fradin noted the Economic Development Marketing Plan was approved by the Village Board on June 2016, and staff has continued and expanded marketing efforts per this Plan in ensuing months. T. Fradin then went over the highlights of the Economic Development Marketing plan that have taken place in the first few weeks of 2017.

Advertising

The Village is known for the industrial strength with Brewster Creek and Blue Heron Business Parks. There has been continued print advertising in Chicago-area trade publication. A contact was just signed with Chicago Industrial Properties for placing advertisements in every bimonthly issues. Staff continues advertising in Benuzzi Industrial Guide that is a smaller publication and more cost effective. This usually generates one maybe two inquiries a month based on the print advertising sometimes more. Some have resulted in new tenants coming in our industrial area therefore it is money well spent.

T. Fradin wanted to remind everyone that Brewster Creek Business Park ads are paid through their TIF fund, whom have their own self-contained TIF District.

T. Fradin noted that we have generated some good press recently, with an article in the Elgin Courier who expressed some interest in the Blue Heron Business Park. T. Fradin pointed them to the businesses that have locations there, and a few were featured in the articles such as Elgin Beverage, Traffic Control & Protection and Traffic Services Inc. Bartlett has two of the biggest traffic control companies in the State.

Regarding Retail & Restaurant Business, there was a Valentine's Day ad put in all Examiner Publications, for a total of 6 newspapers.

T. Fradin stated the next item would be the ads with Comcast Cable that was part of the marketing plan by promoting current businesses and retailers. In 2016 there were three different Cable ad campaigns. Starting in March, "Dine in Bartlett" followed by promoting Heritage Days and the Kickstand Classic that ran during the Summer Olympics which the most expensive, then finished with Small Business Saturday. Staff has contacted the Village's Comcast representative again this month and have similar advertising campaign for 2017, unless there were other suggestions from the committee. Staff would like to do another Dining ad sometime in the spring. Other ads will be for Heritage Day, Kickstand Classic trying to attract visitors to the downtown Bartlett events. Businesses that were featured in Small Business Saturday had some success from the ads. T. Fradin went on to say Topsy Monkey, Smokin' BBQ have now closed, however Flappy's Pancake House recently opened on Army Trail Road. His intension is to continue to promote restaurants through the cable ads.

T. Smodilla had a few questions, first regarding advertising for the industrial parks. Will the ads be in both print and electronic? T. Fradin stated some are in print but the Chicago Industrial properties has an electronic component, which included six electronic E Blast for the contract this year. Previously the E Blast was done for the Brewster Creek open house, there would be an ad but not for specific properties. T. Fradin commented if a broker was looking for industrial space they would they would usually use Costar and LoopNet.

T. Smodilla inquired with a half or full page ad in Benuzzi, was there a way to get the Broker's interest more frequently.

T. Fradin commented that there are several ways to market properties such as Networking with brokers at trade shows which has been very successful however there are only a few Industrial Trade shows in the Chicago market. T. Smodilla inquired as to what is spent on the two publications in a year. T. Fradin responded with Benuzzi close to \$250.00 to \$300.00 per month and Chicago Industrial is close to \$700.00 per ad for six months. Total of about \$5,000.00 in advertising however to Trade show are an additional cost.

J. Plonczynski added, the benefits for advertising in both publications is it reaches the brokers that contact us. The Exeter Property Group is one that is featured in Benuzzi, being built by Meridian. Many large brokers read the same publications. Bartlett is starting to run out of large sites.

T. Fradin stated with network marketing events most businesses find the type of property they are looking for. Staff feels marketing Brewster Creek Business Park has been very successful. Perhaps we should consider running a cable ad campaign just for Brewster Creek.

T. Smodilla added when the City of Broadview advertised on Blackhawks radio it was very successful pitch. This maybe something we should entertain by doing a cost analysis.

T. Fradin added this was done many times and they are very expensive in comparison to the ads campaigns we currently use. Staff has decided to just do local ads for this exact reason.

Improving Occupancy

T. Fradin stated there has been a 5% improvement in occupancy since 2015. A high priority is the vacancy at Stearns Crossing which is 65,000 sq. ft. that equates to roughly half of the vacant commercial space in the Village. This space is owned by VEREIT, which own over 4,200 properties totaling almost 100 million square feet with a book value of \$16 Billion. Staff is currently working with Albertson's (Jewel), a broker from CBRE to fill that space.

T. Smodilla called a point of order stating that the Bartlett Chambers representative N. Gudenkauf has just left the meeting. Since she was part of the Quorum, we no longer have a Quorum.

J. Plonczynski stated if you open a meeting with a Quorum you may continue the meeting. Staff could not vote on any items. Staff will consult with our Village Attorney on this, however this meeting is for information only.

Development Sites

T. Fradin addressed **potential** businesses and developers although there were no firm plans in place, but will update the Committee members once development projects commence.

Trade Show Participation

T. Fradin mentioned that trade show season is coming up March, the first being Retail Live at Chicago Marriott Oakbrook and ICSC Midwest Idea Exchange at the UIC Forum. By attending the Village was able to get in touch with Jersey Mike's which has now opened in Bartlett. The larger towns will certainly get the bulk of the new businesses. T. Fradin mentioned he continues to

pursue businesses such as grocers, hotels and pet supplies stores. Trade shows are all about networking.

T. Smodilla question what criteria do larger chains such as Dollar Tree, Jersey Mike's, Auto Zone look for in choosing their sites and how can the demographic of these sites be put into the sales pitch for future prospects.

R. Perri commented that the common thread would be the traffic in the area.

T. Fradin mentioned they like traffic as well as the lack of competition.

T. Smodilla believes that grocers are not too interested in Bartlett at this time, since Albertsons is still paying the rent on the old Dominick's store. T. Smodilla was curious as to what the demographic and or traffic counts would be to entice other industries to come into Bartlett.

T. Fradin commented that they are different by category and individual retailers. The reason there is not a hotel in the Village is they don't feel there is enough of a demand for such a business.

T. Smodilla stated perhaps Staff should not focus on grocers or hotels at this time. There are three national chains that have found parts of Bartlett attractive. How can the data be used to attract more national chains/franchises that seem to have more of staying power and success rate.

T. Fradin stated Staff presents businesses with our demographics but this is not something we can change or make up. Business look at demographics, education, traffic, income, how many vehicles people own, etc. Each business is different when looking at location.

J. Plonczynski stated Staff met with a hotel that would have a banquet facility and were told the hotel did not like Bartlett's demographics. Therefore they backed out.

T. Fradin believes that with 40,000 residents there should be a hotel in town. The Village is just not at this point at this time. T. Fradin went on to say there will possibly be 3 or 4 new buildings in Brewster Creek Business Park.

G Kubaszko stated this covers the First Quarter marketing solutions and went on to cover the last agenda item, new business.

J. Plonczynski commented the only new business was that Valerie Salmons has retired and Pula Schumacher has been made Acting Administrator.

G. Kubaszko asked if there is a motioned to adjourn.

Moved: T. Smodilla

Motioned to adjourn by: R. Perri

Seconded by: N. Mehta

Motioned carried

Meeting adjourned at 7:55 PM