

Minutes
Village of Bartlett
Economic Development Commission
April 10, 2017

C. Greene called the meeting to order at 7:00 P.M.

Roll Call

Present: R. Perri, M. Smith, C. Greene, J. La Porte, T. Smodilla

Absent: N. Mehta, G. Kubaszko, R. Martino

**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 13, 2017 meeting.

Motioned by: R. Perri

Seconded by: J. LaPorte

Abstain: None

Motioned carried.

DINE IN BARTLETT COMCAST ADVERTISEMENTS

T. Fradin stated the Marketing Plan was approved last October, recruiting new businesses, promoting and keeping the businesses within the Village. SIC Code reporting quarterly report available from the State Department of Revenue, drinking and eating places generated approximately \$43,000 out of the \$147,000 (29%) in municipal sales tax revenues for the Cook County portion of the Village, and \$47,000 out of \$435,000 (10.8%) in the DuPage County portion of the Village.

The two 30-second ads will run a total of 1,251 times from April 3rd through 23rd and will be showing on premium channels including, but not limited to, CNBC, CNN, ESPN, Fox News, HGTV, the Hallmark Channel, the Discovery Channel, National Geographic and more. Bartlett, Schaumburg, Streamwood and Wayne are considered in the Schaumburg Cable Zone by Comcast. Some people watching in Bloomingdale Cable Zone, that include Addison, Bensenville, Bloomingdale, Carol Stream, Glendale Heights, Hanover Park, Itasca, Medinah, Roselle and Wood Dale will see Dine In Bartlett ads. Additionally, some ads will air in Elgin and South Elgin for those with AT&T U-Verse, since they have somewhat of a partnership with Comcast.

T. Smodilla questioned if Comcast has a presence in Elgin and South Elgin and felt that since they were competitors it was odd to have a partnership. **T. Fradin** did not have a definite answer, however he stated the bills, contracts and all contacts are with Comcast, but the ads have limited showings on AT&T U-Verse. T. Fradin will look into the partnership between Comcast and AT&T U-Verse and get back to the Committee with this information.

T. Fradin showed two dining ads that are featured in the early spring:

1st being Dine in Downtown Bartlett featuring TL's 4 Seasons, 2 Toots, Still Bar and Grill, D'Licious Crepes and Roti, JC Mexican, Past Mia and O'Hare's Pub.

The 2nd ad features Dining outside of the downtown area featuring Tokyo Steak House, Bao Chinese, Savoury, McMae's, Moretti's, Dogfather, Pietanza's and Flappy's Pancake House.

T. Fradin stated the ads did not cover every independent restaurant or chain restaurants in the Bartlett area. Last year, additional ads ran later in the summer promoting Heritage Days, Kickstand Classic and Small Business Saturday which was held on the 28th of November.

T. Smodilla stated she would like to see what the percentage of revenue that has come into the Village by promoting the businesses in the marketing plan.

M. Smith stated the Chambers of Commerce would be supportive of Bartlett businesses whether they are members or not, anything the Chambers can do to help.

T. Fradin and **T. Smodilla** stated it's a wonderful idea to share information of upcoming events with the Chambers of Commerce to be put on their website.

C. Greene asked if events were added to Discover Bartlett. **T. Fradin** stated he tries to post events that are shared by local businesses and organizations but tries to spread them out so they stand out.

T. Smodilla asked when the next set of ads will run. **T. Fradin** stated no contracts have been signed as of this date, however last year there was a 30 second ad, containing come visit Bartlett, restaurants and stores, Heritage Days along with pictures.

T. Smodilla suggested if another ad runs by June maybe the Global Arts Festival can be added to one of the commercials. **T. Fradin** stated something would need to be put together very soon so it can run next month. Comcast has a producer that puts the ads together, using several pictures but was

thinking of putting in some live shots from Small Business Saturday. According to our marketing plan the next ad should run in August or we could possibly move this up to include the Arts Festival.

T. Smodilla thought if the EDC were to redress the media plan so it can be finessed for the year going forward to include specific event coming up in Bartlett. Rather than making a restaurant or store the focus, make Bartlett the focus with events and the participants will visit shops and restaurants.

T. Smodilla stated if ads are run in April and wait till August for the next ad we may have lost opportunities during the summer months.

T. Fradin stated the production cost associated with each additional ad will cost more money however Staff can certainly look into two, two week campaigns as opposed say a three or four week campaigns. Last year there were ads for the 1st Kickstand Classic that were televised during the Olympics, which impressed residents and elected officials.

B. Perri suggested perhaps businesses that are members of the Chambers of Commerce may want to be featured in some of the ads. They may even be willing to help offset the cost by contributing to the ads. **T. Fradin** stated the Village will promote different businesses even if they are not members of the Chambers of Commerce. **B. Perri** stated he was referring to businesses and not restaurants.

M. Smith stated she believes **B. Perri** was referring to something for Small Business Saturday.

C. Greene asked **M. Smith** if the Chambers had anything going on in June or July that can be paired up with the Global Arts Festival. **M. Smith** stated the Golf outing is on June 22 and the Chamber would be thrilled to able to promote the Global Arts Festival.

C. Greene asked if no more questions we will move on to the next item on the agenda.

AVAILABLE RETAIL/OFFICE SPACE

T. Fradin updates the available retail/office and industrial space inventories six or more times per year and reports on the status to the EDC intermittently.

The available space inventory has been updated for April 2017, with the additional news that GIS staff is working on making this available as an interactive, GIS-based mapping application. This will be demonstrated at an upcoming meeting.

There have been a few changes since this was last reported, most notably the new listing agent for Oakfield Center is now Sperry Van Ness. **Robert Perri** of GC Realty is now the listing agent for four office condominium units remaining in Phase 3 of Westgate Commons. The space formerly occupied by Country Financial in Bartlett Place is now available. The building where Mar-Val's was located for many years at 137 S. Oak Avenue is now listed for sale. This is just a few available properties in Bartlett. The vacancies are listed on our website as well as flyers that are sent from Brokers for available spaces. The map based inventory will be demonstrated in a future meeting.

C. Greene questioned if the former Chamber location still vacant. **T. Fradin** stated he is currently working with VIP Barber Shop that wants to relocate to this space from another area in the Village. **T. Smodilla** asked if there was an update on the old Dominick's property. **T. Fradin** stated yes there is someone pursuing the building, however nothing is set as of right now, hopefully an update will be coming in the next month or so. This is not a grocery store.

C. Greene asked if no more questions we will move on to the next item on the agenda.

HEARTLAND ANIMAL HOSPITAL BUSINESS VISIT

T. Fradin stated he visited Hartland Animal Hospital on March 20th and met with **Dr. Jennifer Hart**, at her long-time place of business at 1051 W. Stearns Road. Unfortunately he was unable to have an

EDC member along for the visit since he was notified late on a Friday for an appointment early Monday morning.

Heartland Animal Hospital has been in the Village since 1992, going on twenty-five years, first located in Bartlett Commons and at its current location, which **Dr. Hart** had constructed, since 2002. She specializes in dogs and cats and became Board certified for treating canines and felines. Dr. Hart's practice is the only one in the area accredited through the American Animal Hospital Association. This is accomplished by meeting a list of 900 standards of practice, which she continually strives to achieve. **T. Fradin** and **Dr. Hart** spoke about upcoming IDOT projects, which she is aware of having had some of her business's frontage acquired by the State recently.

T. Smodilla asked when the IDOT improvements are going to start at Rt. 59 and Stearns.

J. Plonczynski stated that should start this month, April. Initial work will start with utility relocations this fall and with a construction schedule of 18 months. If the construction is on schedule it should be completed by fall of 2018. Also, Rt. 20 and Rt. 59 intersection was scheduled for this April but may be delayed because of the final agreement with Streamwood needs to enter into on sound walls.

J. Plonczynski stated these are the two projects that are scheduled for this April Letting, and possibly Rt. 59 and Army Trail will be later this year in November. Staff will meet with IDOT on Friday regarding the project on West Bartlett and Rt. 59.

T. Smodilla asked if something can be done to be proactive with the businesses affected by the construction, possibly be put on the Village Facebook page. **J. Plonczynski** stated the businesses effected by the construction are aware of the project. IDOT does try to maintain some access to businesses as much as possible, but some accesses will be permanently closed during construction. Interactive maps and Facebook updates would be a good idea. **T. Fradin** stated there are multiple social media accounts that can be used for updates.

NEW BUSINESS

T. Fradin stated as everyone knows Paula Schumacher is the Acting Village Administrator, staff has been looking into new initiative to help promote businesses with in the Village. The idea of doing some workshops, and the first one will be at 7:30 AM, on May 25th. The exact agenda and topic is not exact, but it will entail how to open a business in Bartlett. This was done at the Library several years ago. Perhaps some small business owners will speak. **M. Smith** asked that the Chamber of Commerce be updated on this event. **T. Fradin** will update the EDC with more information in the next week or so.

J. Plonczynski reminded everyone it they have not done so already, Economic Interest Statements are due by May 1st.

B. Perri gave an update on the Westgate Commons, four office condominiums, one is finished and is over 5,000 sq. ft. At the moment there are two doctors looking at opening up a medical practice.

C. Greene asked if there is a motioned to adjourn.

Motioned to adjourn by: T. Smodilla

Seconded by: B. Perri

All in favor

Motioned carried

Meeting adjourned at 8:00 PM