

Minutes

Village of Bartlett Economic Development Commission

December 8, 2014

Chairman Kubaszko called the meeting to order at 7:04 pm.

Roll Call

Present: G. Kubaszko, C. Green, D. Weir, J. Petro, T. Smodilla

Absent: R. Perri, N. Mehta, M. Sobel

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

Approval of Minutes

A motion was made to approve the minutes of the November 10, 2014 meeting.

Motioned by: D. Weir

Seconded by: T. Smodilla

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

Spartan Consulting Report

John Karnatz from Spartan Consulting Group (ECC) and some members of his class were present. He gave a PowerPoint presentation of what the Spartan Consulting/Community Practice class concluded during their semester review.

A. Background and Starting Point

John Karnatz explained that the class was broken down into teams, consisting of the Attraction Team; Repositioning Team and the Transformation Team and their mission was to develop options for attracting, improving and managing the growth of the Downtown Bartlett area.

B. Observations

John Karnatz stated the group came up with several observations; 1) What the problem isn't...2) The Chicken and Egg Phenomenon; and 3) Challenges and Room for Opportunities.

John Karnatz stated for the first observation, the group concluded that the inhibitors to the downtown growth do not stem from the people involved in the process. But the group concluded there is no single, short term or easy fix.

For the second observation, the group concluded that Downtown Bartlett does not have a sustainable, competitive advantage. Simply being a "charming" community is not a competitive advantage. Bartlett must create a competitive advantage. Bartlett must proactively drive downtown growth and it will require considerable resources. Downtown growth will require clarity in its strategy and creativity in optimizing its resources. The group concluded that goal is achievable.

For the third observation, the group concluded that downtown growth will take ongoing funding, diverse areas of expertise and significant resources.

C. Findings

John Karnatz stated the group found that there are three basic strategies that are critical to achieving downtown growth in Bartlett.

- Attraction is the act of bringing people to Downtown;
- Repositioning is the business of causing the Downtown to bring people;
- Transformation is the need for changes to be made to meet those challenges. This is the central issue and must be met in order for these goals to be achieved.

John Karnatz stated if downtown Bartlett is to be successful, it will be because of the people; however, if the project does not succeed, it will be because of the people.

John Karnatz explained the factors involved in the Attraction Strategy: 1) Leverage Existing Events; 2) Extend Existing Events; and 3) Target High Value Audiences. *Mr. Karnatz provided examples/illustrations of each factor with the aid of charts in his slide presentation.*

John Karnatz explained the factors involved in the Repositioning Strategy: 1) Develop Seasonal/Aesthetic Programs; 2) Leverage Temporary Use Arrangements; 3) Target Tenants; 4) Optimize Resources. *Mr. Karnatz provided examples/illustrations of each factor with the aid of charts in his slide presentation.*

D. **Recommendations**

- ✓ Prepare Impact Analysis
- ✓ Establish Downtown Bartlett Steering Committee
- ✓ Begin Community Calendar Process
- ✓ Refine Event Management Process Pilots
- ✓ Explore and Refine Resource Network Candidates

Tony Fradin asked the Commissioners to keep their copy of the presentation and review it for further discussion at a future January meeting. He thanked John Karnatz for his very thorough and impressive report.

Chairman Kubaszko also thanked Mr. Karnatz for all the time and effort he and his class put forth in developing a very comprehensive report. He stated there is a lot of information in it for the Commissioners to discuss and digest. He stated it is a great starting point and a good game plan to use as a guide. Commissioner Green asked if it was possible to find out the sources the group utilized in preparing the report. Mr. Karnatz replied that tonight's presentation was the abbreviated version of the whole study and they will provide Tony Fradin the full anecdote version with the sources and ideas that were utilized in the formulation of the comprehensive version. Commissioner Weir asked how this information will be communicated to the Village Board. Tony Fradin replied that has not yet been determined but the Administration Department will, most likely, make that decision.

Current Advertising

Tony Fradin stated December has been a busy marketing/advertising month. He stated that an ad was purchased promoting Brewster Creek Business Park in the upcoming issue of *Northern Illinois Real Estate* magazine. He stated a copy of the ad was included in the Commissioners' packet and the end of the advertisement he thanked all those that attended the successful open house luncheon conducted November 14th. He noted that over 100 people attended this year's luncheon. Mr. Fradin stated that Staff updated the local dining and holiday shopping-themed advertisement that has run for the past few years in the Bartlett Examiner. He stated the ad will run in all the Examiner publications, including Carol Stream, Streamwood, Hanover Park and Bartlett. He stated that a copy of the ad was also included in the Commissioners' packet. Tony Fradin stated a copy rendering of this year's Holiday Coupon insert in the *Bartletter* was also provided to the Commissioners in their packet. He stated this Holiday Coupon program was started in 2009 to promote business in Bartlett, especially around the holidays. He stated the December/January *Bartletter* issue should reach the residents' homes in Bartlett by the end of the week.

Commissioner Smodilla stated while the holiday coupon program in the *Bartletter* is great, the *Bartletter* only goes out to Bartlett residents. She asked if a smaller or condensed version of the Holiday Coupon insert could be included in the editions of the *Examiner* newspapers that go out to the surrounding communities like Streamwood, Hanover Park, Carol Stream and Wayne so that residents of those communities could be aware of the shopping opportunities in Bartlett. Tony Fradin replied they have always only published it in the *Bartletter*, but he would look into the cost to include it in the Examiner. He stated that he communicates quite often with the advertising department of the Examiner and would keep the members posted regarding that.

Tony Fradin added there was also a full page announcement for the opening of the Arts in Bartlett's new Center for the Arts in Town Center and information about the D'Licious Crepes and Roti café in Town Center under the *Zoned for Business* section of the *Bartletter*.

New Business

Tony Fradin stated the Village Board looked at the documents for the proposed TIF District at their last meeting and directed Staff to bring it to the EDC for review by the Commissioners. He stated that will be an item on the January 2015 EDC agenda. He stated he would email them a copy of the 57 page report so they had ample time to review it before the next meeting.

Mr. Fradin reminded the Commissioners of the Village Holiday Party this Friday and to send in their response if they had not already done so.

Commissioner Green stated the ribbon cutting of the new Arts in Bartlett's Art Center is tomorrow evening with the Mayor cutting the ribbon at 5:30 pm. She also noted that Bartlett Vision has moved from Bartlett Town Center to a new space at Westgate Commons center.

In response to a question, Tony Fradin stated there are no plans for the retail space last occupied by Dominicks. He stated that AutoZone will occupy the retail space previously occupied by the Hallmark store in the other building at Stearns Crossing. Commissioner Smodilla remarked that was interesting because AutoZone is constructing a new building at Route 59 and Irving Park Road.

The meeting adjourned at 8:25 pm.