

## **Minutes**

### **Village of Bartlett Economic Development Commission**

**April 13, 2015**

**Commissioner Weir called the meeting to order at 7:03 pm.**

#### **Roll Call**

**Present: C. Green, D. Weir, N. Mehta, T. Smodilla, B. Krall, M. Sobel**

**Absent: G. Kubaszko, R. Perri, J. Petro**

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

#### **Approval of Minutes**

**A motion was made to approve the minutes of the March 9, 2015 meeting.**

**Motioned by: C. Green**

**Seconded by: N. Mehta**

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

### **Introduction of new Economic Development Commissioner**

Tony Fradin introduced Barry Krall as the newly appointed Economic Development Commissioner. He asked Commissioner Krall to share some information about himself. Commissioner Krall stated he was a 25 year resident. He stated his career has always been in the private sector, buying small-to-mid size businesses, developing them, building them up and then selling them. He stated that he looks forward to serving as an EDC member.

### **Chamber of Commerce Update**

Commissioner Sobel stated the Chamber is currently looking for a new President and CEO. He stated the Chamber has several upcoming events, such as the Start-up/Smart-up Series, which are events that are geared to new business owners. He stated the April event will feature an accountant speaking on the issue of tax strategies. He stated that the May event will cover the topic of Permits, Applications and Paperwork, with emphasis on the initial discussion of just opening a business. Commissioner Sobel stated there is also a Multi-Chamber Spring luncheon in April. He added that in May, they will be hosting a fundraiser called Casino Royale. He stated that he would forward the Commissioners more information about these upcoming events.

### **Spartan Consulting Executive Summary**

Tony Fradin reminded the Commissioners of the work the EDC did in conjunction with the Spartan Consulting Group students as their semester project. He stated that he included the Executive Summary in the Commissioners' packet. Tony Fradin restated the three parts of the Integrated Strategy: Attraction; Repositioning; and Transformation. He also stated this was a concise written summary of the students work and recommendations, which was also explained during the PowerPoint presentation given to the Economic Development Commission in December 2014. . He state that portions of the report would be incorporated into a Draft Marketing Plan that Staff is working on and will be referred to the EDC for review later this year. Mr. Fradin reminded the Commissioners that the Spartan Group study will not be the only guide/recommendations Staff will rely on to develop a Marketing Plan. Other things Staff will be considering are the findings of the Transportation-Oriented Development (TOD) Study and the proposed Tax Increment Financing (TIF) District.

Commissioner Smodilla asked if the Village actually completed a comprehensive Marketing Plan in the past. Mr. Fradin replied the Village follows the Economic Development Work Plan, which incorporates some of their marketing initiatives. Commissioner Smodilla asked who specifically was working on this Marketing Plan and what exactly it included. Tony Fradin stated he and another Community Development Staff member have been working with a Staff member in the Administration Department to develop a marketing plan that will contain more details than the previous action-step Work Plan. Commissioner Smodilla reminded the Commission that one of the recurring issues, and specifically mentioned in the McKenna & Associates report, is that Bartlett lacks a "community plan". Commissioner Smodilla stated that without a very specific "community plan" as it relates to developing this area, i.e. the Downtown area, she wasn't sure that a TIF District, with an estimated 17 million dollar cost to the taxpayers is appropriate unless Bartlett is attracting some very high value targeted tenants. Jim Plonczynski stated that the term "community plan" that was included in the TIF qualifying Report developed by McKenna & Associates, was a term used in developing the qualifying criteria, but the Village of Bartlett has always had a Downtown Plan. He stated that there was a Village Center Plan that was developed in the mid-eighties and a TIF redevelopment Plan done shortly after that. He also

reminded the Commissioners the Village conducted a Town Center Charrette near the end of the previous Downtown TIF. He re-stated the Village has always had some type of development plan in place. He added that the establishment of a TIF District actually helps to implement the plan by way of a mechanism to fund any re-development. Jim Plonczynski gave some background information regarding the last Downtown TIF and what it accomplished during its lifespan. He stated there will a Town Hall type of meeting conducted that will be an informative meeting to explain to residents the purpose of creating a TIF District and procedures. Commissioner Green stated she, as a resident, received a notice regarding the proposed TIF because of the proximity of her home to the proposed district and suggested that the short explanation and the map that was included with the Public Hearing notice be distributed to other Commissioners because it contained very good information that may be helpful for Commissioners to understand and relay that information to other residents. Tony Fradin stated he would get that notice and map to the other Commissioners. Commissioner Smodilla asked if the Department of Transportation (DOT) or the Regional Transit Authority (RTA) will be telegraphing any information that is related to the extension of the Elgin-O'Hare Expressway as it relates to what may come through Bartlett and at the edge of the TIF District. Jim Plonczynski replied that so far IDOT has not released any information except that several alternative analyzes have been conducted. He surmises that it will be a longer time frame, maybe 10 years, before any definite decision is made as to the completion of any connection to the expressway, if and ever it gets funded.

Commissioner Mehta again asked how the high and low points of the Spartan Report would be incorporated into a marketing plan. Jim Plonczynski replied that the Village Board has given some direction to Staff as to how to proceed and he predicts a rough draft will be developed and submitted to the EDC for their review and input. He reminded the EDC that, of course, the whole Marketing Plan would have to be funded for implementation.

### **Former Dominick's Marketing Piece**

Tony Fradin recapped the history of the Dominick's demise in the Chicagoland area and the development of a nine community group for the purpose of collaborating their efforts, resources, marketing strategies and leads to attract new tenants to the vacant Dominick sites located within the nine communities. He stated the two meetings conducted have produced a "One Call, 10 Stores, A Million Customers" marketing campaign. A dedicated website has been set up ([www.1call10stores.com](http://www.1call10stores.com)) and print advertising pieces were created by the group. He stated that examples were distributed to the Commissioners in their packet. Tony Fradin stated that marketing of the vacant Dominick's site has grown somewhat dormant in the past year and therefore the promotion of the site has been expanded to include other types of businesses besides solely grocery type stores.

### **Business Visit**

Tony Fradin stated Commissioner Weir accompanied him on the business visit to Tokyo Steakhouse located at the former Nest Café on Route 59. He stated the owner, Mr. Tian leases the space but has invested heavily in the build-out with the purchase and installation of ten hibachi tables and ventilation systems as well as new décor and trade fixtures. Although the restaurant started off well last spring, business slowed dramatically from last July through September. Currently, Mr. Tian reports that business is increasing again, especially his lunch business. Mr. Fradin stated that Mr. Tian takes advantage of several coupon outlets such as Groupon, The Money Mailer and Clipper magazines. Commissioner Weir suggested that Mr. Tian partner with some local organizations, such as Arts in Bartlett, the Rotary Club and Friends of the Library, who can host fundraising days on slower business

days, with some percentage of sales going to the respective organizations. Tony Fradin stated other topics of discussion during the visit included social media and the exterior and visibility of the restaurant. Mr. Tian confirmed with Commissioner Weir and Tony Fradin that he would be interested in participating in an inaugural Bartlett Dining Week in the fall and agreed to make a discount offer at that time. Commissioner Smodilla suggested that Mr. Tian visit Ju-Rin Restaurant on Randall Road in South Elgin or Benihana's in Schaumburg, as they are similar types of restaurants. She stated she believes Ju-Rin has a birthday club, which is probably a better method of discounting a meal than any type of coupon, especially for a high-end restaurant. Tony Fradin agreed those were good suggestions.

Commissioner Green asked if the Dining Week that Tony mentioned was a planned event or simply an idea. Tony Fradin replied it was simply an idea at this stage, but that other communities or geographical areas have held them in the past and have done very well as a promotion for local restaurants. Commissioner Smodilla added that they are typically held in February or March and consist of fixed-price meals with several courses and or limited/select menus. It seemed like a good way for diners that normally don't dine out to sample local places for a lower or fixed price than they would normally experience.

### **New Business**

Tony Fradin stated that Smokin' Pit BBQ will finally open April 29<sup>th</sup> and Dollar Tree will open soon. He stated that both businesses are in the Bartlett Commons Shopping Center on the west side of Route 59 at Stearns Road. Jim Plonczynski stated the Starbucks at Army Trail Road and Route 59 is one of the six Starbucks in the Chicagoland area that will begin serving liquor at their location. It seems they will have an "evening" type of entrée that will be complimented by alcoholic beverages. It will become "bistro" like in both beverage and food. They have only started the request/permit process at this time. Commissioner Sobel added that they already have one up and running in the Woodfield Mall area.

Commissioner Mehta announced the BAPS Charities will be hosting their annual Walk-a-thon in the downtown area of Bartlett this year rather than in St. Charles. He stated the walk will be held on Sunday, June 14<sup>th</sup>.

The meeting adjourned at 8:22 pm.