

VILLAGE OF BARTLETT
COMMITTEE MINUTES

June 2, 2015

President Wallace called the Committee of the Whole meeting to order at 9:03 p.m.

Present: Trustee Camerer, Carbonaro, Deyne, Hopkins, and Reinke

Absent: Trustee Arends

Also Present: Village Clerk Lorna Giless, Village Administrator Valerie L. Salmons, Assistant Village Administrator Paula Schumacher, Assistant to the Village Administrator Scott Skrycki, Finance Director Jeff Martynowicz, Community Development Director Jim Plonczynski, Assistant Community Development Director Roberta Grill, Economic Development Coordinator Tony Fradin, Building Director Brian Goralski, Public Works Director Dan Dinges, Public Works Engineer Bob Allen, Chief Kent Williams, Food & Beverage Manager Paul Petersen, and Attorney Bryan Mraz

PLANNING & ZONING COMMITTEE

Daniela's Special Use – Liquor & Outdoor Seating

Chairman Reinke asked Community Development Director Jim Plonczynski to review the agenda item.

J. Plonczynski explained that the petitioner, Peter Zaikowski, is requesting special use permits to serve liquor and for outdoor seating in conjunction with a video gaming establishment at 300 Bartlett Avenue – Cartland Building, formerly Station Cleaners. The petitioner is proposing to open a video gaming establishment that will provide food and refreshments including liquor for adults that wish to game outside of a casino environment. The floor plan shows five internal games and seating areas. There will also be an outdoor seating area during nice weather for those patrons wishing to dine and drink outside. The petitioner will move his indoor tables and chairs outside during nice weather. There will be no outdoor gambling. Mr. Zaikowski is proposing to offer liquor, beer, and wine for their patrons. They have applied for a Class A Liquor License. Once a liquor license is issued, the petitioner will be able to apply for the state video gaming license. Parking for the Cartland Building consists of 36 spaces located west of the building. This use would require 3 spaces. The hours of operation would be Sunday-Thursday 9:00 a.m. to midnight and Friday-Saturday 9:00 a.m. to 2:00 a.m. Currently, the Village has approved video gaming in three gaming establishments. The petitioner is present to answer any questions.

Trustee Hopkins clarified that the business is proposing to stay open until 2:00 a.m. on Friday and Saturday.

P. Zaikowski responded yes.

Trustee Hopkins asked the number of other establishments that are open until 2:00 a.m.

J. Plonczynski responded that there are twelve liquor licenses that allow a business to stay open until 2:00 a.m.

President Wallace stated that Bracht's Place is open until 4:00 a.m., the Cadillac Ranch is open until 3:00 a.m., Bannerman's is open until 2:00 a.m., and McMae's and O'Hare's have a license to be open late as well.

Trustee Hopkins asked if the outdoor seating area would be open at 2:00 a.m.

P. Zaikowski responded that the outdoor area will probably close at 10:00 p.m.

Trustee Camerer asked if any communication has been made with the medical clinic next door to the proposed site.

P. Zaikowski responded that the owner of the building has talked to the medical clinic and given the okay.

Trustee Camerer commented that the doctors in the building next door really don't know much about what is being proposed. He stated that he would like to see that the tenants be made aware of what is coming in next door and how it could affect their practice.

Chairman Reinke stated that the proposed plan is encouraging. It's in an area of the downtown that has been struggling. The petitioner has heard the prior discussion relative to the downtown and is proposing a concept that may very well work. He stated that he is encouraged and hopes to move the petition on to the Plan Commission for further review.

President Wallace agreed.

There being no further comments or questions, Chairman Reinke forwarded the item to the Plan Commission for further review.

Starbucks Special Use – Beer & Wine

Chairman Reinke asked Community Development Director Jim Plonczynski to review the agenda item.

J. Plonczynski explained that the petitioner, Coffee House Holdings, Inc. representing Starbucks, is requesting a special use permit to serve beer and wine. The Starbucks at 1681 S. Rt. 59 has recently gone through some major renovations to expand for what they call the evening hours. The petitioner has been at that location since 1999 and is approved for outdoor seating. There will be fencing around the outdoor seating area and they must maintain an accessible pedestrian walkway between the enclosure and the parking stalls. Starbucks is currently open seven days a week from 5:30 a.m. to 8:00 p.m. The evening menu would start in the afternoon and be served until regular closing hours. The proposed hours meet the restrictions of the Class B Liquor License. There

are currently seven Chicagoland locations open that serve beer and wine with their evening menu. Starbucks is represented tonight and available to answer any questions. Staff is recommending the petition be forwarded to the Plan Commission.

President Wallace asked if it is too early for the Starbucks brand to given any indication of the success of the beer/wine concept.

E. Shook, representing Starbucks, explained that it has been successful enough for Starbuck to roll it out at over 80 locations.

President Wallace asked if they would be interested in putting gaming machines at that location.

E. Shook responded no.

Trustee Camerer asked the type of beer or wine that would be served.

E. Shook responded that there will be a variety of 12 to 15 wines ranging from \$8 to \$15 a glass and 6 craft beers.

Trustee Camerer asked if the menu would change as well.

E. Shook responded that there will be an additional food program; small plated foods, intended to share like tapas-style foods. There are also some flatbreads that are unique to the evening locations.

Trustee Carbonaro stated that it is the perfect time of the year to introduce the evening menu and beer and wine. People can sit outside and enjoy.

Trustee Camerer suggested that Starbucks Corporate be asked to put a location in the downtown.

E. Shook corrected the hours of operation to extend to 10:00 p.m. Depending on the demand, it was also contemplated to extend the hours to 11:00 p.m.

Trustee Hopkins asked if Starbucks would choose downtown Bartlett, if there wasn't a TIF.

E. Shook responded that the earlier TIF discussion was very well managed and very well spoken.

Trustee Camerer asked how the Village Board would go about approaching Starbucks to talk about a downtown location.

E. Shook explained that there is a Property Division within Starbucks Corporate and the query can be referred to them.

There being no further comments or questions, Chairman Reinke forwarded the item to the Plan Commission for further review.

Marketing Plan

Chairman Reinke asked Assistant Village Administrator Paula Schumacher to review the agenda item.

P. Schumacher explained that the Village Board had requested that staff develop a marketing plan to set out the Village's overall marketing strategy. The plan pulls together the various marketing goals and ongoing efforts into one document. It is divided into four main areas: Technology, Partnerships and Outreach, Tangible Marketing Products, and Visibility. Each activity is then attributed to a commercial, industrial, or residential focus. The plan is two years in scope to mirror the timeframes of the EDC recommendations and the Strategic Plan. Staff is looking for the Board's direction to move the Marketing Plan to the EDC for further review and implementation.

Chairman Reinke asked when the plan is brought before the EDC, is it staff's intent to flush things out. As presented, it's not really a plan. He stated that is not a criticism, but more of an observation. It is more of a to-do list. He asked if Spartan Marketing will also be included in the EDC discussions.

P. Schumacher responded that we can certainly ask them to be part of those discussions.

President Wallace clarified that Spartan is from Elgin Community College.

Trustee Camerer stated that he is happy that he was able to suggest that the Village utilize Beacon Academy, and it looks like they have pretty much completed the project. He asked if there is some way to re-visit that with them. He stated that he was pleased with it, but wished that they held cue cards in front of President Wallace so he could have read the cue cards straight ahead, instead of turning his head down. He asked if the video could be refined.

P. Schumacher responded that the Village actually had two projects with Beacon Academy – they did a series of interviews with longtime residents talking about an artifact that they donated to the museum that we are using in the upcoming exhibit for the Village's 125th anniversary.

Trustee Camerer stated that the video is very distracting with the Mayor not looking straight ahead.

President Wallace agreed.

Administrator Salmons stated that we went back to see if there was an opportunity to review different parts of that, but the class was over. That was just a function of timing with them. But, they did do a pretty good job.

Trustee Camerer agreed that they did a good job, but having cards that could be read straight ahead would have made it a lot better.

Administrator Salmons stated that staff will continue to work with them.

Chairman Reinke stated that in the matrix starting on Page 2 and extending to Page 5, industrial uses don't seem to be the target of a lot of the Village's efforts. While industrial development is tricky, the EDC should also consider broadening the Village's marketing efforts to include industrial type uses. He stated that no one wants to see a radio-active treatment plant in town, but certainly if we can get a well-run industrial business employing people and paying property taxes, that would be a good result for the Village.

Trustee Hopkins stated that he has also noticed that the Village doesn't "tweet" too much and to stay relevant, you need to tweet six to fifteen times a day. The Village tweets, on average, once a month. The Village hasn't fully utilized that option of social media.

Administrator Salmons responded that the Village has different departments that tweet, but we certainly could make an effort to tweet far more often.

Chairman Reinke stated that he is not a tweeter or does not use Twitter, but does use Facebook. It is a challenge because some people post way too much, but at the same time, it's nice to see things. There are a lot of cool things happening in town that aren't necessarily translated in Facebook. The Village needs to be more proactive about that. We shouldn't just limit it to the business component or the museum or the Police Department – it needs to be across the board – there are lots of good things happening in Bartlett and we could publicize it all for free on Facebook. He stated that he would be happy to share those posts.

President Wallace stated that he has heard of a boosting technique and a lot of people are talking about boosting their posts. If you have a certain amount of "likes" you can boost your post.

Administrator Salmons responded that staff will look into that. She commented that one of the things that Trustee Camerer had initiated in the beginning was to have eBlasts. We have been pretty consistent with that and while it isn't a big group, it is growing by leaps and bounds. People like that because they are able to pick a particular subject so they are not always getting hit by it, but they get hit by the eBlast that they are most interested in.

President Wallace referred to the sentence in the plan – "A marketing strategy that upholds and supports the vision of the local community....." He stated that from the time he was on the EDC, some of the things that we're lacking, is just focusing on one area. We need to have a different vision for Rt. 59; a different vision for downtown; etc. because they are different environments. When we talk about doing any of the marketing plan, all of us, the EDC, the Plan Commission, the Chamber of Commerce, all have to be on the same page as far as what that vision is. Before we start picking and choosing what areas would be the lowest hanging fruit, it would be good to have the EDC's vision for the Rt. 59 corridor and moving on; and what is in the back of the Plan Commission's mind as far

as what they can foresee future development being. We have to incorporate that into the Rt. 59 area. If we can get a vision from everyone and we come up with a blended vision, then everyone is rowing in the same direction. That would be most beneficial to implement some of these ideas.

Administrator Salmons added that having a separate vision for downtown, in particular, would be critical because if you ask any four people in the audience tonight, they would tell you what downtown Bartlett should be and all the answers would be different. So being able to have a vision of downtown that everyone's on board for would be critical.

President Wallace stated that the verbiage be changed to show the vision separately for the downtown area, the vision for the Rt. 59 corridor; we have to implement all of the different areas.

Chairman Reinke commented that public input is vital to the marketing plan. Logistically it may be a challenge to get that, but we've got all the facilities such as Facebook and Twitter, etc. and other ways we can solicit comments from people. He stated that he has gotten a number of posts on Facebook relative to the TIF. Different types of people use Facebook than Twitter and emails, so you can't discount using a multi-platform type of approach to reach out to people and get their input.

There being no further comments or questions, Chairman Reinke forwarded the item to the EDC for further review.

FINANCE COMMITTEE

Councils of Government Services Review

Chairman Deyne asked Assistant Village Administrator Paula Schumacher to review the agenda item.

P. Schumacher explained that during the budget review, the Village Board asked for additional information regarding the services provided by the DuPage Mayors and Managers Conference and the Northwest Municipal Conference. As of yet, those memberships have not been renewed for the 2015-16 fiscal year. The list, included in the Board's packet, shows the participation of the Village in utilizing the different services provided by those COGs and also where they are jointly working together to provide services like the Suburban Purchasing Cooperative. That is something that both those groups work together to provide and the Village certainly takes great advantage of that. It also includes the different committees that we participate on; both staff and elected officials participate on transportation committees with DuPage Mayors and Managers and different work groups. She stated that one of the big things that the Village does with these COGs is pursue funding for road improvements, bike paths, and various grants. Also included is information regarding the Illinois Municipal League because while both groups do lobbying, we also benefit from the lobbying efforts of the IML. There is also some information on Cullen and Associates and the Village's use of that business.

Trustee Camerer ask if the Village has to be a member of the DuPage River Salt Creek Workgroup in order to be involved with the Public Works project that was discussed at the last meeting.

D. Dinges explained that the DuPage River Salt Creek Workgroup is a separate group underneath DuPage Mayors and Managers – it's a subgroup with a separate membership fee. By being a part of that group, the Village is going to save over \$1 million with the special conditions that the group was able to negotiate with the EPA.

Trustee Camerer asked if by not being involved with DuPage Mayors and Managers, the Village wouldn't be excluded from participating in the workgroup.

D. Dinges responded that he would check to see if you can participate in the workgroup without being a member of DMMC.

Administrator Salmons added that one of the things we get from both DMMC and NWMC is road money, when we qualify. Our thought is, as discussed during the budget, that funding at some level for Rt. 59 and West Bartlett Road would be something that we would like to pursue with NWMC. Certainly, you saw the email sent out last Friday – we have secured FAU designation for two roads. In the future, maybe three, four or five years, when those roads need upgrading, we will have the opportunity to get LAPP funds from DMMC. We have someone on the road committee now and we're always going to in order to make sure that we are at the table to lobby for those kinds of funds. In terms of large impact, it is the road money that is the most significant.

Trustee Camerer clarified that the Village would receive most of that funding through DuPage Mayors and Managers Conference.

Administrator Salmons explained that historically, the Village has gotten most of the road money through DMMC. We did get a piece of the Oak Avenue project from NWMC several years ago, but it seems to be more roads and more opportunities in DuPage County.

Trustee Reinke stated that one of the reasons he asked about the COGs was 1) the cost and 2) how is the Village actively participating in the organization. He stated that he was on the transportation policy committee with DMMC and went to many meetings in Oak Brook. He stated that he can no longer get to those meetings. It's hard for the elected officials to go to those meetings, but if we are going to be members of the DMMC and the NWMC, we need to actively participate. It's important that we actively participate in IML as well. If we are actually getting money from DMMC and NWMC, and we are, we really should be lobbying these groups. He stated that he went to the meetings to get some money for Bartlett. We should all, to the extent that we can, do that. He asked who would replace him on the transportation policy committee.

Administrator Salmons responded that it is really critical to have an elected official there, but staff is on it. Bob Allen goes to all of their meetings and Jim Plonczynski is on the transportation technical committee. In order to be on the transportation policy committee, you have to be an elected official. She stated that she served on that committee for many

years when the Village wanted Prospect Avenue extended. It is important that either one of the elected officials or administrator be on the committee because there is still money coming from the feds and the Village should avail themselves of it.

Trustee Reinke added that dollars from the state and the federal government are going to be increasingly sparse, so the Village has to step up their game. He stated that it seems to be overkill to have both COGs and their associated lobbying entities, along with IML and then to have Cullen and Associates. It does seem to be overkill. He stated that he has been reading the bulletins through email and NWMC is very good.

Administrator Salmons added that IML is very good also; IML is the clearest. She stated that she argued many years during the budget to cut Cullen and Associates and the Board chose not to. Cullen's emails are not his strongpoint, as you know from reading them. The value that we get from Cullen, and we can't put a dollar amount on it, is we have a very personal face in Springfield relative to the issues we find critical. We have a very personal face in somebody's office talking about what's important to Bartlett. Particularly, in this last year, we were able to have Mr. Cullen there on a regular basis, every day, arguing the Village's issues. It isn't his reporting that is the value, but it is the immediacy and his personal knowledge. Mr. Cullen has been in Springfield forever; he used to be a representative down there. There is value – is it worth the amount we pay? – that's a policy decision.

Trustee Reinke stated that he sees other community leaders and DMMC have a disproportionate voice based on their participation. He stated that a couple of you on the Board know exactly who is being talked about and he has a disproportionate voice just based on his presence and that would be a very good substitution for Cullen & Associates. He added, however, a criticism of DMMC, is that he has volunteered in numerous capacities for them and they have not availed themselves. There is definitely a block there. He stated when he first showed up, the reaction was, wow, there is someone from Bartlett here. With regard to NWMC, we pay them \$22,000 a year and then get a fancy invitation to their gala, not a party, a gala at a cost of \$75 per person. He stated that it struck him as big dollars.....it was an expensive proposition. He stated that he would hate to see something like that come from the Village of Bartlett, but Bartlett is much more fiscally responsible.

President Wallace stated that when he was first serving as Village President, he asked about the COGs and staff responded with exactly the exercise we are doing now. It's very, very difficult. He suggested finding a way to earmark, for future benefit, for all future trustees, that an item had roots with Cullen, with NWMC, or with DMMC. There is \$100,000 in fees that the Village is paying to different organizations and when you are just coming in new, you don't know the benefits. He stated that it's still somewhat foggy, so there has to be way to tag all monies coming in. He suggested everyone think about it a little more, research it a little more and make a decision on trimming some of them back or leaving it as it is and see what happens throughout the next year.

Trustee Camerer stated that he would like to know more about the DuPage River Salt Creek Workgroup as far as the benefit if not a DMMC member.

Administrator Salmons responded that staff will look into that and get back to the Board.

Trustee Reinke asked if the Village gets the EAP (Employee Assistance Program) from Northwest Municipal Conference.

Administrator Salmons responded yes.

Trustee Reinke asked if DMMC has an EAP program available.

Administrator Salmons responded that she is not aware of one, but staff will check on that.

Trustee Reinke suggested that the COG services review discussion continue at the next Committee meeting.

There being no further comments or questions, President Wallace entertained a motion to adjourn the Committee of the Whole meeting.

Moved by Trustee Camerer
Seconded by Trustee Hopkins

Motion carried.

President Wallace adjourned the Committee of the Whole meeting at 9:40 p.m.