

1 CHAIRMAN KUBASZKO: We'll call to order for
2 the Bartlett Economic Development Commission
3 meeting of September 14th.

4 May we have a roll call?

5 MR. FRADIN: Gerald Kubaszko.

6 CHAIRMAN KUBASZKO: Here.

7 MR. FRADIN: Cecilia Green.

8 Donna Weir.

9 MS. WEIR: Here.

10 MR. FRADIN: Robert Perri.

11 MR. PERRI: Here.

12 MR. FRADIN: Nayan Mehta.

13 MR. MEHTA: Here.

14 MR. FRADIN: Jeff Petro.

15 Tracy Smodilla.

16 Barry Krall.

17 MR. KRALL: Here.

18 MR. FRADIN: And Mike Sobel not here, but we
19 do have five, so we have a quorum tonight.

20 CHAIRMAN KUBASZKO: Okay. Next order of
21 business on the agenda would be the approval of
22 the July 13th, 2015 meeting minutes.

23 Do we have any discussion?

24 Do we have a motion to approve?

1 MS. WEIR: I make a motion that we approve the
2 minutes.

3 MR. PERRI: I second.

4 CHAIRMAN KUBASZKO: Motion carried. Minutes
5 are approved.

6 MR. FRADIN: I'm just going to state for the
7 record Commissioner Smodilla is present.

8 CHAIRMAN KUBASZKO: Tony, I believe you want
9 to say something about the video contest winner
10 that we have present with us.

11 MR. FRADIN: Yes. Thank you, Jerry. You
12 recall earlier this year the Economic Development
13 Commission and the administration department put
14 out a video contest. The goal of which was to
15 promote local business here in Bartlett. Back at
16 the June Economic Development Commission meeting,
17 the commission viewed five videos that were
18 submitted on five different subject matters; and
19 after viewing them, the EDC put it to a vote and
20 unanimously selected the video that was promoting
21 the Heritage Days event that we just had in
22 downtown Bartlett from this past Friday to
23 yesterday. Dr. Rosanne Derango is both a very
24 long time business owner here in the downtown

1 area, very active in numerous committees and
2 organizations here in the village, somebody you
3 would call a very good corporate tenant, and it
4 was her video that she submitted promoting
5 Heritage Days that was selected for the gift card
6 award, which we have tonight; and Jerry Kubaszko
7 is in possession of it and would ask you to say
8 some words on it and to present it to her on
9 behalf of the EDC.

10 CHAIRMAN KUBASZKO: Okay. We would like to
11 congratulate Dr. Rosanne Derango for submitting
12 the winning entry. Of the five submitted and
13 reviewed, she was the winner, so Dr. Derango, we
14 would like to present you with a little \$250 gift
15 certificate from Home --

16 MS. DURANGO: I have to say the Apple store
17 helped me.

18 CHAIRMAN KUBASZKO: Congratulations.

19 (Applause.)

20 CHAIRMAN KUBASZKO: Okay. The next order of
21 business will be discussion on the revised
22 marketing plan that we're going to discuss
23 tonight.

24 MR. FRADIN: For this I'm turning it over to

1 my colleague, Assistant Village Administrator
2 Paula Schumacher, who is the lead person on this
3 project.

4 MS. SCHUMACHER: Hi. Happy to be back to you
5 tonight. At your July meeting, we looked at a
6 couple of plans, one from Cary, one from Lombard,
7 for their formatting. We looked at an overall
8 summary of some of the marketing efforts that we
9 currently do, and the EDC asked that we organize
10 it by development location and so we've done
11 that.

12 Tony has put together the demographic
13 information for each of those areas. That's
14 included in the packet, as well as a map of the
15 available sites and those parcels, and then
16 before that are the goals that we outlined for
17 each of those areas and wanted to get your
18 thoughts on those goals. You know, we identified
19 that, yes, certainly they wouldn't be the same
20 goals for each area, but there was some overlap,
21 especially with some of the things in terms of
22 the same counties and those kinds of things, but
23 did want to hear from you before we let it out to
24 the community for their input as well, that was

1 one of the things that your board asked that we
2 do, that we get feedback from the broader
3 community on those goals as well.

4 So if we can start, do you want to walk
5 through it or would you just have comments in
6 general?

7 MR. PERRI: I thought it was a good idea to
8 walk through it.

9 MS. SCHUMACHER: Sure. The first area is the
10 downtown. Here we have a continuation of the EDC
11 recommendations for the downtown. That is a
12 continuing project for us. A number of those
13 elements are relative to marketing. A lot of the
14 signage and promotion items from that report
15 would fall under here.

16 The RTA project was kicked off a few weeks
17 ago; and certainly whatever work comes out of
18 that or input that we do with them during their
19 process, there is going to be a lot of opportunity
20 for feedback with that group.

21 Supporting community events that bring
22 people to downtown, that is certainly one that is
23 in our strategic plan and relative to the
24 downtown.

1 Continuing the shop local efforts. Those
2 would include things that we do on the website,
3 the coupon insert into the Bartletter, the dining
4 guide, and the special ads that Tony's done that
5 you're familiar with; and continue to use
6 traditional advertisement newsletter, and social
7 media to promote new and existing businesses; the
8 section of the Bartletter that Tony writes, the
9 information that he puts up on the Discover
10 Bartlett, Discover Downtown Facebook page when
11 there is new businesses or there's a promotion.
12 Those kind of things fall under there.

13 Target text sensitive businesses, that was
14 something that was brought up by the Village
15 board. It was one of the things that had come
16 up, I think, from the Village board or one of the
17 comments that we had.

18 MS. WEIR: I think from the ECC plan.

19 MS. SCHUMACHER: Oh, Spartan Consulting.
20 Thank you. I'm sorry. I figured downtown would
21 probably be one of the more appropriate places
22 for that kind of goal; and then develop a
23 relationship with local community colleges and
24 universities, that also came from the Spartan

1 plan.

2 So if I can have your thoughts on downtown
3 goals.

4 MS. SMODILLA: Thanks, Paula. Again, without
5 the benefit of being at the July meeting, I
6 appreciate the opportunity to review those
7 meeting minutes and, certainly, the input from
8 commissioners at that meeting.

9 However, what struck me from the recent
10 packet that we received is -- and let me just go
11 back and say I appreciate the segmenting of the
12 distinct business districts that we have in
13 Bartlett. I think that's a really strong place
14 for us as an EDC to start what we know just from
15 what we see in terms of opportunity and the
16 successes the Brewster Creek and the district
17 that's out on Route 25, we know that we've got
18 very specific targeted audiences for those
19 districts. Certainly, the efforts that have been
20 put forth in attracting the food industry into
21 Brewster Creek I think highlights the success.

22 Again, to paraphrase Mr. Plonczynski's
23 comments about, you know, there is just some
24 industries that nobody really wants. They're

1 very valuable and viable industries in the
2 locations that we're at, but that said, what
3 we're missing in this packet, and again this is
4 just my opinion from a place of being in sales
5 and marketing for a very long time, is that what
6 we're missing is a very, very specific plan for
7 each of these different, distinct business
8 districts; and I know that the downtown area
9 continues to be a bit of a preponderance for not
10 just us as the EDC, but, certainly, that of the
11 community, and I can see where economic
12 development is struggling with that, so before we
13 even have these action items on here, because
14 they're action items, not necessarily goals, I
15 think at some point we really need to come back
16 to the reality of what is specific and
17 appropriate for downtown. I like the idea that
18 the Spartan marketing, their ideas from their
19 presentation back in December are finally being
20 addressed.

21 At some point we do need to identify
22 businesses that are going to increase the daytime
23 census in downtown Bartlett. The reality of
24 brick and mortar, mom and pop stores is tenuous

1 at best these days. People are shopping
2 differently. People are not necessarily coming
3 into downtown Bartlett, so I think we need to
4 really start to identify a different way of
5 targeting and addressing those new businesses
6 that have the opportunity -- that would be
7 looking for a great opportunity that I think the
8 village of Bartlett could give them, especially
9 for the start-up ones, and I'm very encouraged by
10 the flyer that was on the dais this evening for
11 REV3 Innovation Center. I think this is
12 specifically what Spartan marketing was talking
13 about when we discussed this with them last
14 summer and last fall and, again, this is -- it
15 looks like this is a project that's being done.
16 It looks like it's a private and public
17 partnership with a university, so I think really
18 that's where we need to start looking at on each
19 of these.

20 Again, specifically for the downtown area,
21 but again going back to a robust plan, I think
22 what we should be seeing in the future is one
23 that articulates, you know, targeted objectives,
24 expectations that we have for each of the

1 different business districts. Certainly, we
2 should be looking at more criteria. I was
3 encouraged when, again paraphrasing,
4 Mr. Plonczynski from the minutes, when he says
5 there is a ton of sales tax revenue. I think we
6 should really be identifying those industries,
7 specifically, you know, where we can find those
8 public and private partnerships, where we can,
9 again, generate a ton of revenue, but I think
10 that's probably going to have to come from maybe
11 even doing an investigation of SIC codes, for
12 example; and, again, as I was reading the notes,
13 Commissioner Sobel had said that, you know,
14 moving forward we just need to do a really good
15 job of, you know, communicating what those
16 expectations are of the district and, again, to
17 the public, particularly if there are going to be
18 public funds expended.

19 MS. WEIR: Actually, I too did have in my
20 notes that I was hoping that it would be more
21 specific, the goals.

22 MS. SCHUMACHER: When you say more specific,
23 do you want to say, you know, target X, Y and Z?
24 I mean, tell me what that might look like so that

1 I clearly understand what you're looking for.

2 MS. WEIR: When I look at the first one, it
3 says continue to implement the EDC downtown
4 recommendations. I guess I would be -- you know,
5 in that particular one, we could be very targeted
6 as to, you know, we gave a list of what our
7 recommendations were and to pick the ones that
8 we're going to follow up on and actually list
9 those out probably. I guess that's what I'm
10 looking for as far as being specific so that we
11 actually -- so I think -- and maybe that's part
12 of the overall plan, maybe the goals are supposed
13 to be more bullet points, but I did have the same
14 comments. I thought it would be more specific.
15 It should be more specific.

16 MR. METHA: Based on all the minutes that I
17 was going through, it is like you mentioned over
18 there, it is very important to know from the
19 beginning some of the very specific requirement,
20 not only general marketing plan, but in marketing
21 plan has so many areas which needs to be
22 addressed because marketing plan can be very --
23 can be done in a very different way, but what are
24 the limitations of village, what are the

1 limitations of neighborhoods, what are the
2 limitations of our residents, and finally, what
3 are the limitations of the financials that we
4 have on the budgeting.

5 Based on that, we will be able to come up
6 with the goals; and, accordingly, the vision
7 statement will have to be framed and, accordingly,
8 we can start working on and probably put some
9 input, otherwise based on the last experience
10 probably, the recommendations can be wonderful,
11 but may not be in line with what actually
12 residents are looking because residents are
13 looking from a different angle and the board is
14 looking from a different angle looks like because
15 we are looking at only economic points while the
16 residents don't have any idea about what board is
17 thinking of, so how we can merge that so that at
18 the end of the day it has to be -- the whole
19 project has to be such that residents naturally
20 feel likely when we say that because we want the
21 city to be there and to flourish and people has
22 to be happy living in this city. I want to be
23 proud to be in Bartlett, so we -- that
24 clarification if it is provided along with when

1 we set up this goal would also help.

2 MR. PERRI: I think in addition to what my
3 friend here says, a lot of these goals here, I
4 think most of them we went over them in our EDC
5 downtown recommendations, and I think what we're
6 trying to say here let's be more specific on what
7 was done or what is going to be done on our
8 downtown recommendations. I mean, if you look at
9 the first three, four, five, these are
10 recommendations that we wanted implemented when
11 we made the recommendations a couple of months
12 ago, so what specifically is being done or going
13 to be done or can be done or won't be done?

14 You agree?

15 MR. METHA: Yep.

16 MS. WEIR: I mean, a couple of them I think
17 are just fine, you know, as far as supporting
18 community events that bring people to downtown,
19 continue to shop local efforts with the coupons,
20 the dining guide, the special ads. I think
21 that's very specific to me when you tell me
22 exactly what our expectation is and what we're
23 going to do.

24 I think the first one just kind of throws

1 me. Even the next one, continue using traditional
2 advertisement, newsletters, that's okay by me,
3 but when we say target tech sensitive businesses,
4 how are we going to do that? What are we going
5 to do?

6 MR. PERRI: In addition, what does Bartlett
7 have to offer to a tech business? I mean, do we
8 have a tech --

9 MS. SMODILLA: Empty space.

10 MR. PERRI: Do we have a tech business center?
11 There is a lot of empty spaces in every town.

12 MS. WEIR: But you could, you could, take that
13 concept -- and I'm just talking general concept --
14 you could take that concept and you could really
15 build that into something. You could make that
16 into an incubator, you know, where you get banks
17 that are involved in financing to bring -- you
18 know, like you have banks where you have village
19 incentives to bring those types of businesses
20 here, so when you're targeting them, I think
21 that's what we're talking about. Okay. I get
22 it, just like Commissioner Smodilla said, we have
23 the space available. We want -- we're interested
24 in bringing that group in here, so what are we

1 going to do to make it more attractive? So there
2 are ways that we can do that, you know, and what
3 are we going to do to do that?

4 MS. SMODILLA: Absolutely, and I would just --

5 MR. PERRI: Are we talking about the downtown
6 area or are we talking about Bartlett in general?

7 MS. WEIR: Well, this specific one is listed
8 for downtown. It could technically be on
9 multiple. You know, it could be in multiple. It
10 could be for Brewster Creek. It could be in
11 multiple areas of downtown. Maybe we need to
12 find out which area will be better suited for it.

13 MR. PERRI: Well, that was my next question
14 was I don't see anywhere downtown where tech
15 centers could be implemented. It would have to
16 be in another part of the village.

17 MS. SMODILLA: I would disagree with that,
18 Commissioner Perri, only because -- especially
19 with -- if we were to establish an incubator in
20 downtown Bartlett, some of the assets that we
21 have available to us that would attract small
22 tech businesses, I would say the fact that, one,
23 having a tech center would have a very, very low
24 impact on the infrastructure, which would be very

1 important to us because it wouldn't require a
2 massive build-out of the downtown.

3 Yes, we have the retail space. Really,
4 that's all that small companies are looking for.
5 We're on the rail line, so we could actually
6 attract young entrepreneurs from Elgin or from as
7 far away as downtown Chicago, those that perhaps
8 wouldn't -- would actually look at being on the
9 rail line as being an opportunity to use public
10 transportation rather than drive a car.

11 MS. WEIR: Or, you know, like taking on the
12 transportation concept, you could, you know, if
13 you're going to work on a Brewster Creek concept
14 and make the incentive out in Brewster Creek
15 area, you know, you could develop some type of a
16 transport system from the train. That's
17 generally done with a company, but it's something
18 that maybe the Village incents. It's all theory.
19 It's all concept. It's all, you know -- I'm not
20 saying it's what we should do. I'm just saying
21 that -- if I were going to put that under a goal,
22 that's what I would target. It's just like what
23 are we going to do?

24 MR. PERRI: Where would you imagine a tech

1 center downtown?

2 MS. WEIR: Again, I'm not saying it should or
3 should not be in the downtown area.

4 MR. PERRI: I was trying to be more specific
5 because we're talking about the downtown area and
6 then we had here target tech sensitive
7 businesses, so if we're talking about downtown, I
8 would like to know where.

9 MS. WEIR: I mean, if you're talking about an
10 Apple, you know, you got to go to Brewster Creek.
11 If you're talking about something that -- if
12 you're talking about targeting smaller businesses,
13 you could still do Brewster Creek because they do
14 have business -- you know, they have condos,
15 business condos, out there that are smaller in
16 nature, as I'm sure you know, that, you know,
17 they don't need large -- you know, they don't
18 need large square footage, but, you know, we do
19 have, you know, depending on what we -- you know,
20 what the Village decides, we decide, or whoever
21 decides, I mean there is room in this village
22 somewhere or in multiple areas to have a tech
23 center.

24 MR. PERRI: That I agree with, somewhere there

1 is room for a tech center. I was trying to be
2 more specific on trying to find out what we're
3 talking about here in relation to downtown.

4 MS. SMODILLA: Sure. I would also say that
5 using the term tech center, that's a rather broad
6 and nebulous term still, but if you whittle it
7 down, I mean, tech can be an application of a
8 small security monitoring company to somebody
9 large like a computer processing or computer
10 manufacturing company that would be appropriate
11 to Brewster Creek; it could be one of these
12 companies that's starting to become more involved
13 with 3D printing that would easily take up retail
14 space. I think the more specific we could be,
15 and again this is why I think that maybe getting
16 a report from, I think it would come from the --
17 I'm not sure if it's the Federal Trade
18 Commission, but to identify those standard --
19 those standard industry classifications to find
20 out where the growth is in the technology
21 industry and, you know, what the prospect looks
22 like for those companies.

23 I think that another resource that we
24 could look into specifically for that would be

1 Elgin Community College and the College of DuPage
2 because, certainly, they have phenomenal computer
3 science programs and technology based programs
4 where they're going to have students coming out
5 that are either going to be working for somebody
6 or else taking an entrepreneurial path, and I
7 think we should really try to lay the foundation
8 for capturing those people.

9 MR. PERRI: Well, again, I say unless you tell
10 me where there is some areas in downtown, this
11 shouldn't be in the downtown section targeting
12 tech sensitive businesses.

13 MS. SMODILLA: I could even look at the grocery
14 store in Gorski Plaza as being an opportunity for
15 that that can easily be subdivided.

16 MR. PERRI: The owner of that grocery store is
17 not going to do anything with that building
18 because it's going to cost over \$250,000 to
19 rehabilitate it. Nobody is going to spend
20 \$250,000 to rehabilitate an old building when
21 they can go somewhere else in a new building and
22 not spend \$250,000.

23 MR. KRALL: I think when you look at the short
24 list, I think it's doing exactly what it's

1 supposed to do, a marketing vehicle that somebody
2 will get and they will open up the dialogue of
3 what to do with whatever buildings and resources
4 that this has, so I think this is doing it. If
5 you become too specific, it narrows it down. If
6 you were to say you have a 45,000 square-foot
7 empty, vacant 22-foot ceiling grocery store, it
8 gives them the objectivity to say they can use it
9 or not, and our Bartlett has a train station, so
10 it opens up the dialogue to see what can be done.

11 MS. WEIR: Quite frankly, if we wanted to,
12 what we could do is, if we wanted to target tech
13 sensitive businesses, we could provide them with
14 different options. We could provide those target
15 people that we find, we can provide them
16 different areas for them that are going to be
17 more comfortable for them to work within. There
18 might be somebody who wants the old insurance
19 house, you know, because they might like the
20 quaintness of doing something like that because
21 of the nature of what they're doing; or there
22 might be somebody who wants something as big as
23 something you can get out in Brewster Creek; and,
24 you know, depending on how we target it, it could

1 be laid out for any type of tech business. You
2 know, Bartlett isn't that big, so if we have some
3 tech businesses that are in Brewster Creek and
4 some tech businesses that are in downtown
5 Bartlett, I don't think that that would be a bad
6 thing. You know, just kind of throwing different
7 ideas out there.

8 I agree, I think that the grocery store is
9 a tough nut, it's a tough nut to crack, but I
10 think that we have some other, you know, perhaps
11 opportunities that are vacant. You know, we've
12 got the building behind the Mexican restaurant.
13 That might be a good fit for a smaller, you know,
14 more people who are maybe building, you know, who
15 are creating something, you know, creating a
16 product. Computers are small these days, I hear,
17 so maybe you don't need as much room. You know,
18 again, just kind of throwing different ideas out
19 there; and if we wanted to go with the incubator
20 project, you know, talk to different financial
21 institutions and say, hey, I'd be willing to give
22 \$10,000 to -- you know, do a loan for \$10,000 to
23 smaller companies or maybe, you know, something
24 six figures for somebody going out into Brewster

1 Creek.

2 MR. METHA: I'm curious why we are mentioning
3 target tech sensitive business and not mention
4 anything else?

5 MS. WEIR: That came up in the Spartan plan.

6 MR. METHA: Do you think this city of
7 Bartlett, village, that the downtown area is
8 suitable and preferable for any people who are in
9 the tech industry? Like I need Starbucks coffee
10 all the time when I'm working on my desk as a
11 tech person, for example. Do you think that guy
12 wants to do tech work, computer work, software
13 work, that type of people who work in this
14 environment, even if they have a space as -- I
15 feel tech sensitive is not the right industry
16 which be attracted in the Village of Bartlett.
17 This is not a good city downtown because it has
18 its own value. It has it's own -- now, let us
19 think about what are the type of people who would
20 be attracted. I don't think any of the tech
21 guys, even if they had a space, would be
22 attracted to come in this area.

23 MR. PERRI: I agree a hundred percent.

24 MR. METHA: I'm curious why is only target

1 tech sensitive business? That makes me feel that
2 nothing else we should be focusing on this.

3 MS. WEIR: Sometimes niches build themselves.
4 Like when you look at Brewster Creek, all of a
5 sudden now we have a lot of food places out
6 there. It didn't target that to begin with. It
7 grew into that. I think it's one of those once
8 one person got out there, maybe another company
9 saw, oh, well, you got Greco out there, so how
10 convenient would it be now I've got Fresh Produce
11 and now I've got Rana Pasta out there. That
12 wasn't a target, quite frankly. I think it
13 naturally grew into its own little niche.

14 MR. METHA: But infrastructure was very
15 suitable to that type of industry. What I'm
16 saying is the infrastructure --

17 MS. WEIR: We didn't know that when we started
18 it.

19 MR. PERRI: No, but the land and the buildings
20 going up there that could attract tech businesses.
21 We don't have the land or the buildings in the
22 downtown area to attract that kind of business.

23 MS. SCHUMACHER: What do you think would be
24 attractive? What type of business would be

1 attractive to downtown?

2 MR. METHA: That's a very good question. Once
3 again, I think we should be marketing about our
4 strength. Let the people in general may catch
5 that because as you said, we didn't knew food
6 industry would love that area and start coming
7 in, so what we should be concentrating and
8 focusing our strength and sell that market, rather
9 than just going to XYZ and talk to about -- maybe
10 we are talking to a tech guy and he has nothing
11 to do with this town and he was just wasting our
12 time.

13 MS. SCHUMACHER: I just want to say that this
14 demographic information that Tony included does
15 speak to a lot of that in terms of the businesses
16 looking to locate, you know -- Tony, you could
17 probably speak better to this about how they use
18 this information on population, age, and income
19 and they have very specific requirements for, you
20 know, the type of person they want around them.

21 MR. FRADIN: I can speak about that. If I
22 meet with ten different businesses, they may have
23 ten different criteria. First, I want to make
24 sure everybody understands that. Some of them

1 will look at age, income, employment levels. A
2 lot of them look at density. A lot of the retail
3 and restaurant type businesses, the main thing
4 they're looking for -- I'm not going to say the
5 main thing. One of the main things they're
6 looking for is daytime population, so I think I
7 heard that phrase used by Tracy or one of the
8 commissioners, you know, targeting types of
9 businesses that will increase the population of
10 the downtown area, so I can definitely speak to
11 that, but I can't say that it's any one thing.

12 I've heard businesses say our demographics
13 are too high. I've heard them say that it's too
14 low. I've heard them say there is not enough
15 people in the downtown many, many times and it
16 becomes a chicken or egg routine as well. You
17 need the people to attract the businesses. You
18 need the businesses to attract the people, so the
19 demographics are -- they vary greatly from site
20 to site even within the Village, and the downtown
21 area, the housing density is higher than it is
22 out on Stearns and 59. Out on Stearns Road or
23 Route 59, the traffic counts are much higher.
24 It's closer to the business park, easier to get

1 to during a workday for somebody who works out
2 there, so the demographics we included that
3 partially to display the different demographic
4 areas.

5 You go, you know, a few plans further, you
6 look at Schick and 59, the incomes are much
7 higher, but the density is much lower, for
8 instance, so we included those to show -- to help
9 show what types of businesses may be attracted to
10 the downtown, and we're hearing that you're not
11 all agreeing with tech sensitive businesses. A
12 lot of the inquiries that we get are for, we're
13 going to call it, for cafes and restaurants and
14 bars, people considering mixed-use developments,
15 that might be something we can add, a mix of more
16 residents, as well as business, but that's why we
17 brought this plan to you tonight to also get some
18 of your thoughts on that and we're all hearing
19 your comments about tech sensitive businesses for
20 the downtown.

21 MR. PERRI: I would like to go back to what my
22 fellow commissioner started to say about strengths
23 and weaknesses. I think it's a good point. If
24 we look at what our goals are for the downtown

1 area, we haven't completed very many of the goals
2 that we recommended; and our strengths will be
3 when we complete everything that we thought we
4 should do, supporting the community events that
5 bring people downtown, work with steering
6 committees to develop the RTA. I mean, those are
7 critical. Those are weaknesses right now that we
8 have. We have to build them up into strengths.

9 When we have done strengths, then we can
10 talk about businesses that come into our area
11 because it's going to be more attractive that we
12 have these things going on and we had the RTA
13 fixed with the people not complaining that they
14 can't get through the downtown area. We have
15 many negatives in the downtown area that have to
16 be fixed. They have to be -- these are
17 weaknesses that could be strengths, but until
18 this is done, we have no strengths downtown.

19 MS. SMODILLA: Well, Commissioner Perri, I
20 want to just let you know that the steering
21 committee is just beginning to convene and work
22 on the transportation oriented district, so that
23 is a very, very new initiative, and one of the --
24 one of the goals that the consultancy has been

1 charged with is to actually do a survey of the
2 habits of the people in the downtown area and
3 what the overall mobility is, so I think we're
4 working on that.

5 I do agree that the issue of the platform
6 continues to be a problem, but I think that's
7 going to be addressed; and, also, I would say
8 that the efforts that are being put forth by the
9 various community groups to attract people to the
10 downtown area have been superlative over the last
11 couple of years, so I think that they're onboard
12 with that, but again, those are -- you know, one
13 is an ongoing project to strengthen the viability
14 of downtown. Certainly, the community events
15 those are ongoing. I think they're only going to
16 continue to become more robust.

17 Again, these are just based on my
18 observations, but I think that would be echoed by
19 many in the community, but, again, I think we do
20 need to go back to how do we effectively address
21 the issue of viable businesses within the
22 downtown; and when we've got the restaurant
23 community that is -- is fragile, again, I think
24 we should be looking at attracting companies that

1 are going to have a little bit of a longer shelf
2 life and would actually, you know, bring a new
3 brand of innovation into the downtown Bartlett
4 area the same way that the food industry has
5 really revolutionized Brewster Creek.

6 MR. PERRI: I think we understand that all
7 this stuff is being worked on. Being worked on
8 and getting to the point where we can brag about
9 things that are going on in the downtown area is
10 far removed. Until we get to that point, we have
11 no strengths. We have to get these things done
12 so we have something viable that we can talk to
13 businesses about that we have in the downtown
14 area and right now we don't. We have things that
15 we're working on.

16 MR. PLONCZYNSKI: I would suggest that we
17 don't have to limit the discussion to the tech
18 centers. There is other options that we can
19 explore, but I will go and say that we do have a
20 tech business in the downtown and I think that
21 the Spartan group kind of picked up on that. We
22 have a guy who cleans, works on, and repairs your
23 computers and does -- he'll program your computer
24 and he's kind of hidden. He's underneath the

1 chiropractor, but he's a viable business in the
2 downtown and, you know, I think the Spartan group
3 kind of picked up on that, but I wouldn't say
4 that -- I wouldn't throw it out as an option,
5 but, you know, there is probably some expansion
6 for some of the uses that -- you know, the
7 service industry in the downtown is viable, and
8 the restaurant business is -- we just, you know,
9 we just saw the opening -- reopening of an old
10 established place; and from my experience and a
11 couple of people that have gone there, it's new
12 and improved and it's kind of attracting -- you
13 know, you go in there and it's a young kind of
14 yuppie crowd, you know, if that's the correct
15 term to use, but they got all these fancy little
16 dishes and everything and it was good, so I think
17 it's going to be broad-based. I think your
18 comments on these are all well taken and we'll
19 come back and redraft it and we can move on to
20 the next session because you're going to have
21 comments about every one of them and we'll move
22 that way.

23 MR. PERRI: Let's do it.

24 MS. SCHUMACHER: The next section is the

1 Route 59 corridor. An addition here is the
2 efforts of DCEO and Choose DuPage, as well as the
3 Dominick's site, more specifically, and some of
4 the vacant areas.

5 Thoughts on 59?

6 MS. SMODILLA: I just have a question. I
7 guess this would be for any of you. Are there
8 separate marketing budgets for the Route 59
9 corridor and downtown area and then a separate
10 one for the industrial business districts?

11 MR. FRADIN: The Brewster Creek Business Park
12 has its own marketing budget, that's a TIF
13 district, and every year we put together a TIF
14 budget for all three of our TIF districts, but
15 the rest of the village is marketed collectively.

16 There is another TIF district at
17 West Bartlett Road and Route 25, the Bluff City
18 TIF. However, that has not generated any
19 increment and there is no marketing budget for
20 that particular district at this time, so the
21 others are marketed altogether from the overall
22 village marketing budget.

23 MS. SMODILLA: Okay. Thank you.

24 MS. WEIR: I would say the one goal of

1 maintain a database of available commercial sites
2 and owner/broker information is probably
3 applicable to all of -- I mean, we would have
4 that for the downtown area, we would have it for
5 Brewster Creek, so if we're going to have it for
6 59, it would be applicable to all of them
7 probably, as well as the -- you know, because
8 actually maintaining the database of available
9 and continue to market the site to attract is
10 almost the same -- the two go hand in hand and
11 would probably go with every grouping.

12 MS. SMODILLA: What is the ICSC?

13 MR. FRADIN: International Council of Shopping
14 Centers. The name is just slightly misleading
15 because it's also comprised of representatives of
16 nearly any regional or national retail entity.
17 They have two major trade shows per year in the
18 Chicago market and there will be one next month
19 at Navy Pier we will be participating in.

20 MR. METHA: What is in there that is missing
21 for any -- because last minute I was going
22 through and I think you mention it and I don't
23 know who mention that number one requirement
24 right now people are -- the resident of Bartlett

1 is looking for a grocery store, so while in this
2 corridor, in this particular, what is it from
3 this demographic that you had mentioned in detail
4 one single thing that is missing which would not
5 attract any of the grocery store because we have
6 tried with practically with all, but I understand
7 from all the comments that you provided in last
8 several meetings, you have been having meetings
9 with all different type of grocers because
10 speaking of the Dominick's site, that's why this
11 came up, so what is that one thing that is not --
12 because the numbers are attractive from an
13 individual point of view. Why anybody would not
14 be interested to come in I was just wondering.

15 MS. WEIR: I think if they look at the
16 Dominick's numbers, I think that's what throws
17 everybody off. It was a low producing store and
18 it's big.

19 MR. PERRI: They want more money than the
20 store was making in sales, so somebody looks at
21 that and they say they want so much money for it
22 and there are only this much in sales, don't make
23 sense, so it's the owners of the property. It's
24 not the village. It's not anybody else. They

1 have to get within market, what the market is
2 saying they should get for the property, but
3 until they come to realize that --

4 MR. MEHTA: Maybe that -- it's Dominick's
5 site. I'm talking any other location in village
6 why any grocery would not come. Forget about
7 that particular Dominick's site, maybe, as you
8 say, the owner, maybe village. In that case, I'm
9 just wondering because revenue of this city is
10 ultimately important and grocery store play a
11 probably better role; and also this is a
12 requirement, which I also listen from many of the
13 people I'm in touch with. I mean, people are
14 really looking forward to have a grocery store in
15 this area, so I was just wondering what is that
16 we are missing from a grocery store's point of
17 view because you speak to them -- is it because
18 they have already many other grocery stores in
19 the surrounding areas and they don't want any
20 more?

21 MR. FRADIN: That's one of the main reasons.
22 It's a huge competitive market. There is no one
23 answer, I want to make that clear. If you take
24 an example of, for instance, Whole Foods, right

1 or wrong, whether you agree with them or not,
2 they would judge that the village demographics
3 are not high enough income and education level
4 and income and density to meet their particular
5 requirements. If you go to the opposite end of
6 the spectrum like a Food4Less or Save-a-Lot, both
7 told me that Bartlett's demographics are
8 typically too high for the type of customer that
9 they're targeting.

10 The empty Dominick's is really almost a
11 subject unto itself. I could characterize it
12 instead of telling you what all the 25 different
13 grocers that I spoke to what they said, but I
14 would characterize it as a lack of density or any
15 residential development on the west side of our
16 village, none. They would say that it's all very
17 lovely, but it's forest preserves instead of
18 customers. They would also cite the competition
19 nearby. A great example of that is Caputo's,
20 which is a very popular grocery store, but only
21 a few miles away from our vacant sites and they
22 get --

23 MR. PERRI: Jewel --

24 MR. FRADIN: -- many, many, many Bartlett

1 shoppers already who will drive 10, 15 minutes to
2 go there.

3 MS. SMODILLA: Have they taken traffic counts
4 into consideration?

5 MR. FRADIN: Absolutely. Every single one of
6 them knows what the traffic counts are, so like I
7 said, I can't really characterize it and say here
8 is the reason why a grocer won't come there, but
9 one more thing I do want to add is that Safeway
10 has a valid lease at a very high rate through
11 February of 2019. They pay it automatically on
12 the first of every month. There is a large note,
13 a loan, against that shopping center and anybody
14 who's looked at the vacant Dominick's -- now, I'm
15 just speaking about the Dominick's, rather than
16 other potential sites, they would not want to pay
17 as much as Dominick's pays on their lease; and
18 also you mention Mariano's, they're basically the
19 only one that takes an entire 65,000 square-foot
20 space.

21 I've spoken to maybe four, five different
22 grocers with fresh in the name, Fresh Thyme,
23 Garden Fresh Market, the Fresh Market, I can't
24 recall all of them, but all five of them were

1 considerably smaller than a 65,000 square feet
2 and each one of them estimated a cost of -- on
3 the low end I heard two and a half million and on
4 the high end I heard five million to divide and
5 rebuild the Dominick's the way they wanted to.
6 It's a 65,000 square-foot space, so just doing
7 the math, \$50 a square foot would be \$3 million
8 to divide it, so I can only speak mostly to the
9 Dominick's site because that's the one I called
10 and met with and emailed to all the grocers
11 recently, but I would say it's a combination of
12 lack of high density, neighborhoods in the area,
13 as well as not wanting to compete with nearby
14 grocers, and in many cases themselves.

15 A lot of them that I called didn't have
16 any distribution networks. Some of them didn't
17 have any this far south and some of them didn't
18 have any this far north; and I called a few
19 grocers based out of the Rockford area and west
20 that had no interest in expanding into this
21 market. So it's a long answer, but it was
22 different answers. All these would not give you
23 the same answer that Trader Joe's would. They
24 wouldn't give you the same answer that Ultra

1 Foods would, Caputo's, Tony's. I've spoken with
2 all of them.

3 MS. WEIR: Just curious out of the ten, the
4 ten locations and ten calls, or whatever, that
5 program, how much of them are left?

6 MR. FRADIN: Ten. The interest -- another
7 thing I should probably add is that the parent
8 company of Safeway is Albertsons. Albertsons is
9 the parent company of Jewel, and they will not
10 sublet their lease to another grocer in any of
11 their empty Dominick's and that's a new issue
12 that has come up earlier this year. It wasn't an
13 issue last year.

14 If you Google search the deal, like I did
15 after I heard that, Albertsons closed on Safeway
16 earlier this year. We had one interested party
17 in opening a grocery store in the former
18 Dominick's. It's not a grocer that I could name
19 because it doesn't exist. It was somebody who
20 would want to open two locations and be a new
21 grocer and they were not able -- they were not
22 allowed to enter into a sublet or a sublease of
23 that space and that's an important consideration.

24 When I questioned that and I asked well,

1 how did all these jewels buy them, how did all
2 the Mariano's buy them, what they did is they
3 bought out the lease, so in many of those
4 instances, they paid \$3 million. You could term
5 it even just good will because it was buying out
6 the lease, so it's a long story, but there is a
7 lot of issues that our vacant Dominick's is
8 facing at this time.

9 MR. PERRI: But they will sublet to another
10 type business?

11 MR. FRADIN: Yes. I can generally characterize
12 the ones that have looked of late, meaning maybe
13 the last three to four months, as health related,
14 health/medical related.

15 MR. PERRI: That's a big thing nowadays.

16 MR. FRADIN: Indeed it is.

17 CHAIRMAN KUBASZKO: Tony, what's our primary
18 purpose tonight in reviewing this marketing plan?

19 MR. FRADIN: Well, I would turn it over to
20 Paula, but I think we would agree to get more of
21 your ideas, some bullet points, see what you like
22 and what you don't like about it.

23 MS. SCHUMACHER: We did have no expectation of
24 getting through it tonight.

1 CHAIRMAN KUBASZKO: Are we looking at it just
2 as an overview or are we supposed to be getting
3 this deep into details on every parcel of land
4 available --

5 MS. SCHUMACHER: It is helpful to get -- since
6 you want specifics in the plan, it's really
7 helpful to hear some of those specifics from you.

8 CHAIRMAN KUBASZKO: Are we here to accept it,
9 revise it, or what's our primary purpose tonight
10 in reviewing this plan?

11 MS. SCHUMACHER: Revising. You know --

12 CHAIRMAN KUBASZKO: The discussion is starting
13 to go off in multiple directions--

14 MS. SCHUMACHER: This is really to get -- you
15 know, here was our jumping off point.

16 MR. PLONCZYNSKI: I think the feedback that
17 we're getting is good for us to go back, revise
18 it, and we'll bring it back to you; and as Paula
19 said earlier, we want to get some feedback from
20 the residents and get ideas to flush this out a
21 little more and, you know, if there is
22 something -- I mean, we even want you to comment
23 do you like the demographics in it, do you like
24 the maps in it, those kind of things.

1 CHAIRMAN KUBASZKO: The way I'm looking at it,
2 we've got multiple locations here, and I don't
3 think we can cover them all in one night. I
4 mean, if we can continue to go through these
5 locations and spend as much time as we just spent
6 on the downtown area, we'll be ordering pizzas at
7 midnight.

8 MR. PLONCZYNSKI: If you want to stop at any
9 particular time --

10 CHAIRMAN KUBASZKO: Perhaps we should do like
11 one a meeting.

12 MR. PLONCZYNSKI: No. We don't have to do it
13 all tonight, no. Wherever you want a stopping
14 off point, from my way of thinking, I got two
15 more night meetings this week, I could stop right
16 now.

17 CHAIRMAN KUBASZKO: I think we covered
18 downtown. Maybe the next meeting we should cover
19 Stearns Road.

20 MR. PLONCZYNSKI: We're kind of on the 59 area.
21 Do you want to continue or stop now?

22 MS. WEIR: I think we should cover more than
23 one per meeting, otherwise we won't finish until
24 sometime next year.

1 MR. PLONCZYNSKI: That's the other thing is
2 that you don't want to -- there is two more Route
3 59 sections that are --

4 CHAIRMAN KUBASZKO: I think just saying we're
5 going to cover location X, Y, or Z, we need more
6 specific guidelines on exactly what we're going
7 to be discussing and not just launch into a
8 general conversation about -- about everything.

9 MR. PLONCZYNSKI: What we've been hearing has
10 been helpful to us, you know. Do you want to --
11 do you want us to come back and say here's the
12 area --

13 CHAIRMAN KUBASZKO: I don't know. We started
14 talking about the downtown location and it
15 started going in every which direction.

16 MS. WEIR: We're on 59.

17 CHAIRMAN KUBASZKO: You want to do 59 corridor?

18 MS. WEIR: That's what we're on.

19 MR. PLONCZYNSKI: I thought we moved down to
20 the first 59 corridor and we got into talking
21 about the Dominick's. We can move on to the
22 second 59 corridor.

23 CHAIRMAN KUBASZKO: Okay. Let's do the 59
24 corridor next then.

1 MR. PLONCZYNSKI: I don't know if there is any
2 more to say about the Dominick's area, but --

3 MS. WEIR: I think you have to include, you
4 know, that we're going to market the Dominick's
5 site. Knowing the obstacles that we have --

6 MR. PLONCZYNSKI: We're going to continue to
7 do that, you know, and --

8 CHAIRMAN KUBASZKO: Have there been any
9 inquiries at all about the Dominick's site?

10 MR. FRADIN: I'm sorry?

11 MR. PLONCZYNSKI: Tony has gotten some, the
12 health industry, but he's explained all the
13 hurdles that Dominick's has put in, but there are
14 still -- there's still interest in that location,
15 but when they get to the point where it's going
16 to be -- if you go out there now, you see a sign
17 up on there from, I think, it's Jones Lang LaSalle
18 and there's a person's name and number; and we
19 talked about this, that if you look at that big
20 sign out there, it looks like their ability to
21 subdivide that is probably the direction they're
22 going to go, but until they get enough to
23 subdivide that in three tenants that are going
24 to -- if it's going to be subdivided in three --

1 we were guessing it could be two or three --
2 they're not going to relinquish the lease that
3 they have.

4 CHAIRMAN KUBASZKO: I was just curious if we
5 were getting any calls at all about it.

6 MR. PLONCZYNSKI: From those non-grocery store
7 businesses that are interested in it. Tony talks
8 to the broker and the owner of the property all
9 the time, you know, so they don't want it to sit
10 that way, but at the same time they're unwilling
11 to do anything because they're getting money
12 every month from 65,000 square feet. I wouldn't
13 want to do it either. Somebody is paying you to
14 rent their space, even though they're not in it,
15 until you get a better deal, you're not going to
16 do it. I mean, that's the reality of it. That
17 would go for a grocery store or industrial
18 building or anything.

19 MR. PERRI: It seems to me there is not going
20 to be another grocery store in that area. Might
21 be a good idea to try and market a tech center.

22 MR. PLONCZYNSKI: That would be a good location
23 for it if you had --

24 MR. PERRI: Great location, plus the space is

1 there.

2 MR. PLONCZYNSKI: There is other Route 59
3 locations that you could maybe attract another
4 grocery store to that haven't even developed yet
5 that are sitting vacant today. You know, we've
6 got potential up and down 59, so that's why it's
7 segmented in different locations.

8 MR. PERRI: That might be an idea. I mean, up
9 and down 59 you could market that as a tech
10 center possibility.

11 MR. PLONCZYNSKI: One of the things that's
12 going to help Route 59 is the state is going to
13 do improvements at three of the four
14 intersections that are in our town. Starting
15 with 20 and 59, that's going to be first. 59 and
16 Stearns, the final plans are being -- we've
17 reviewed them and they're going to move into the
18 next, you know, the -- where they let the
19 project, which is next spring, and construction
20 starting on that one in 2016, hopefully, and
21 they're analyzing, reanalyzing West Bartlett Road
22 and 59 at our Mayor's request.

23 The Mayor didn't like what IDOT was
24 proposing for what I call the short fix to that

1 intersection; and he, you know, kind of went to
2 bat for that intersection as the potential it has
3 on the northwest corner; and with his influence
4 and discussing it with some of the IDOT officials,
5 they're reevaluating that whole intersection to
6 upgrade the improvement. It's going to take a
7 little longer, but it's going to be more of a
8 full improvement as we see on 59 and Stearns and
9 then they're asking for our input on 59 and
10 Army Trail Road, so you're going to have a lot of
11 improvements to the 59 corridor that can help the
12 vacant sites that we have in the community for
13 commercial users and even residential and office
14 uses.

15 MS. WEIR: So maybe we -- as we look at our
16 goals and deciding when those changes are going
17 to be made, those types of changes have a serious
18 impact on those businesses while those changes
19 are in place, so maybe in those goals we need to
20 address how we're going to help those businesses
21 during that time of construction.

22 MR. PLONCZYNSKI: That's a good point.

23 MS. WEIR: Particularly I hope we're not doing
24 all three intersections at the same time, but,

1 you know, include --

2 MR. PLONCZYNSKI: Hopefully not.

3 MS. WEIR: -- how we're going to help them
4 during construction because, you know, you see so
5 many different roads, North Avenue, the
6 businesses are gone because the construction went
7 on for so long, so maybe identify how long the
8 construction is going to take. If we're talking
9 being six months, come up with a plan for that,
10 but if it's going to take them two years, we're
11 definitely going to need to step in and help in
12 some way.

13 MR. PLONCZYNSKI: That's a very good point,
14 and the intersection improvements will be,
15 depending on the size and the severity of them,
16 will be at various degrees, but those are things
17 that we can certainly incorporate into this.

18 MS. WEIR: And then also market the
19 improvements for prospects, you know, quoting the
20 improved intersection and the improved access to
21 their location so for future businesses that
22 would be a plus.

23 MR. PLONCZYNSKI: Yeah. There are some
24 business owners that we've had disagreements on

1 that, believe it or not, but I think in the long
2 run, 59 and Stearns, that intersection, will be
3 improved to the benefit of all the businesses
4 there, even though they don't see it quite yet.

5 MR. PERRI: I seen that they stopped taking
6 the topsoil from West Bartlett Road and 59. Have
7 there been any inquiries on that property?

8 MR. PLONCZYNSKI: Yes, there is -- Tony has
9 many contacts in the commercial real estate world
10 and developers and he has put them in touch with
11 the property owners; and at this stage, it's just
12 discussions, but there are at least two different
13 development groups that are interested in that
14 corner and that will develop because it's a
15 really big piece of property. It will be a
16 mixed-use development with primarily commercial
17 on the corner and different types of housing as
18 you go further west, and they also own north
19 along Naperville Road, so I think when it's all
20 said and done, they own over 125, 126 acres, so
21 it won't -- and it won't all be developed at once
22 obviously either, but they're kind of hoping for
23 this intersection improvement too. That will
24 spur a lot of interest in that corner.

1 MR. PERRI: That's good to hear.

2 MR. PLONCZYNSKI: So that takes care of 59.

3 MR. PERRI: It does. You want to stop now and
4 then come back with the industrial stuff later.
5 I'm all in favor of that.

6 CHAIRMAN KUBASZKO: Okay. With that said,
7 then we can move on to the next agenda item.

8 MR. KRALL: Actually, I do have two quick
9 things to say about so far.

10 MR. PLONCZYNSKI: I was being facetious,
11 Barry.

12 MR. KRALL: Okay. I do like the five-minute
13 demographics when you look at the retailing
14 because that is a new concept for redevelopment.

15 MR. FRADIN: You mean the drive time radius
16 rather than the mileage?

17 MR. KRALL: Yes. As we continue to go through
18 this, if we could spell out all the acronyms for
19 us who are not used to seeing those things, that
20 would be great.

21 MR. FRADIN: Thank you. Our lives are -- we
22 have so many acronyms with everything we do.
23 You're right. Thank you.

24 CHAIRMAN KUBASZKO: Do we want to discuss any

1 new business, Tony?

2 MR. FRADIN: I do quickly, and Jim had
3 mentioned one, and I'm sure all six of you know
4 already that Platform 18 opened recently. They
5 had their ribbon cutting this past Saturday
6 during Heritage Days. They've opened with a
7 boom, so to speak. Lot of marketing, social
8 media. They've been swamped and I only mentioned
9 that because we sat here at our last two or three
10 meetings telling you something was coming soon
11 and they had a lot of -- put a lot of work into
12 it. They have a new team in place, although Gary
13 Danno is still one of the principal owners and
14 he's been involved with the previous entities of
15 the restaurants that have been there previously,
16 but they have new chefs, new menu, new concept,
17 and we hope that it's there and does very well
18 for many years; and, of course, that goes back to
19 something we were talking about earlier, you know,
20 what types of businesses have been attracted to
21 the downtown in the past few years. There have
22 been quite a few eating and drinking
23 establishments that have opened in the past two
24 years or so.

1 The other one I wanted to mention, a new
2 business, is called Westgate Smiles. It's over
3 there, as the name suggests, in Westgate Commons,
4 836 West Bartlett Road. It's in the upstairs
5 portion of the building that faces right there on
6 West Bartlett Road and just opened up recently.
7 Those are the two newest businesses in the town.

8 There is two things that I left up for you
9 at your seats and Commissioner Smodilla mentioned
10 one of them. I had gone to a Choose DuPage
11 quarterly meeting of economic development
12 professionals recently at a tech center in
13 Naperville. It's called REV3. It's open to
14 people throughout DuPage County. It's not for
15 Naperville people only. It's another one of
16 those things to have to be able to refer
17 potential entrepreneurs and startups to if
18 they're not able to find low cost space here in
19 town, but it's something that some of our
20 residents may be interested in and we can share
21 information as we get it. It was an interesting
22 place to tour, but I do want to point out that
23 they do get free rent and they've had -- it's in
24 a portion of a building that's owned by Northern

1 Illinois University, so that's their incentive
2 for going to that location, besides being a good
3 location on its own on Diehl Road in Naperville,
4 they also do not pay rent.

5 The other thing that I left up there at
6 your seats was a flyer that I received at a
7 tourism event. You may have heard how the newest
8 director of tourism for the State of Illinois
9 went on a road show about a month ago. They did
10 a presentation at an art space in downtown Elgin
11 and I attended that. They handed out some
12 details and some statistics on what tourism means
13 for the state of Illinois. We don't get into
14 tourism a lot when we talk about it at the EDC,
15 but this past weekend was one of the biggest
16 tourism weekends of the year for Bartlett. I saw
17 Paula and we both attended Heritage Days on
18 Saturday and the downtown was swamped, and I
19 would hope that it wasn't all, of course, mostly
20 Bartlett residents, but there were quite a few
21 people coming to visit from out of town. We did
22 cable TV ads.

23 MR. MEHTA: He did visit the BAPS too.

24 MR. FRADIN: I spoke with your colleagues at

1 BAPS. They had --

2 MR. MEHTA: He had about one and-a-half hour
3 visit to BAPS.

4 MR. FRADIN: And there was a lot of people
5 there.

6 MR. METHA: Again, focusing on how we can help
7 to increase the tourism in DuPage County and that
8 was his whole idea of visiting the place, yeah,
9 so he was there.

10 MR. FRADIN: Yeah. We've known -- our staff
11 has known Aneil Baroque (phonetic) there for many
12 years, and he's always told us that BAPS is one
13 of the largest, if not the largest, tourism
14 attractions for the village. He once told me
15 over 200,000 visitors per year, and I did pay a
16 visit to the BAPS booth on Bartlett Avenue.
17 There were a lot of people there. They had a
18 model.

19 MR. METHA: They had a booth for one day.
20 Bartlett Heritage and probably over 120 people
21 did visit the booth, yeah.

22 MR. FRADIN: I spoke with a lot of businesses
23 on Saturday. They were very pleased with the
24 turnout. Cecilia is not present tonight, but I'm

1 sure she can give us a report and some of the
2 details. They do their best to track how many
3 visitors they get. There were more events, I
4 think, this year than in the previous five years.
5 I witnessed cannons being shot in Bartlett Park,
6 so there was a Civil War reenactment.

7 I could go on and on, but it was a big
8 weekend for downtown Bartlett, and I attended a
9 tourism event and you can see -- you can go to
10 their website, but they will give you details of
11 what tourism means in economic development. We
12 don't have the hotels and this isn't the type of
13 thing somebody might stay overnight to go to
14 Heritage Days, but it means more customers at the
15 local businesses, people eating meals in downtown
16 Bartlett, people shopping. The owner of
17 D'Licious told me that he met many new customers
18 over the weekend who didn't realize he was there
19 for whatever reason.

20 So the tourism is a major component of
21 economic development and I just wanted to share
22 the details with you because Illinois's numbers
23 for tourism are huge and a lot more than I thought
24 they would be. I don't have the statistics in

1 front of me, but it's billions of dollars worth
2 of revenues and it's something to keep in mind.
3 That's all the new business I have.

4 MS. SMODILLA: It was wonderful to see Heritage
5 Days being advertised on cable television.

6 Who managed the media placement this year?

7 MR. FRADIN: I worked on that. I'm glad you
8 saw it. What we did was we purchased two weeks
9 worth of ads. I can tell you what the cost of it
10 was. It was \$2502 for that -- to have the ads on
11 cable TV. It was about 850 times they were going
12 to show it. The production of the ad was \$300,
13 so it was \$2802 to show the 30-second Heritage
14 Days ad approximately 850 times; and the exciting
15 part of it for us as a staff was it was on all
16 the major channels, ESPN, Fox News, CNN, Food
17 Network, Golf Channel, pretty much all the
18 channels; and so this was, Cecilia said it a few
19 weeks ago about our marketing, kind of a new big
20 idea; and we haven't really ventured into cable
21 TV advertising because it's kind of a short
22 duration promotion, but I should mention that
23 we're contemplating, and I believe we're going to
24 work on, an ad specifically promoting eating and

1 drinking establishments in the village, a similar
2 ad in terms of scope and duration of it. Like I
3 said, it's fairly expensive, so it was \$2500 just
4 to do it for two weeks.

5 MS. SMODILLA: I think there was a pretty big
6 bang for the buck for that particularly since
7 your placement was on some pretty popular cable
8 stations.

9 Now, did the Village fund that in its
10 entirety or was there a shared costing by the
11 businesses?

12 MR. FRADIN: No, that was completely funded by
13 the Village. We didn't go to any -- that was a
14 Heritage Days ad, so we didn't ask the Heritage
15 Days group to contribute to that, that was just
16 from the Village.

17 MS. SMODILLA: Was that exclusively on Comcast?

18 MR. FRADIN: It was actually also on AT&T
19 U-verse, and it was also on -- in addition to
20 being on cable television, it was on people's
21 landing pages for their AT&T and their Comcast
22 accounts. Bartlett is considered within the
23 greater Schaumburg cable area, so the ad showed
24 in my home in Hoffman Estates, it showed in

1 Schaumburg, it showed throughout Streamwood,
2 parts of Hanover Park, and Bartlett. I can't
3 recall if -- Elgin has its own cable area.

4 MS. SMODILLA: Well, that's huge because,
5 again, that gives us greater propensity for
6 including people from outside of our community to
7 come to that, so I think that \$2500 for the 800
8 views or 800 airs is pretty reasonable.

9 MR. FRADIN: We agree, and Paula and I sat in
10 the breakroom several times when they told us it
11 would air and a few times it didn't air exactly
12 when they said. I had contacted my advertising
13 rep and something I learned was the ads will show
14 up to a half hour before or after the scheduled
15 time. So if they tell you the ad is going to
16 show up at 4:10 p.m. on the Golf Channel, if they
17 don't break for an advertisement for ten minutes
18 after that, they might not even show at that
19 time. It's not an exact science, so we're glad
20 because I heard from a few people that they saw
21 it, so we're very glad that you saw it. We like
22 to hear positive feedback on -- this is something
23 we would like to continue.

24 MS. SMODILLA: Well, I think we can also think

1 about the franchise fees that the Village collects
2 from both Comcast and AT&T and, hopefully, the
3 Village would consider using more of those
4 franchisees specifically for economic development
5 and advertising.

6 MR. FRADIN: That's a good thought. It came
7 out of our overall --

8 MS. SCHUMACHER: It comes out of the general
9 fund.

10 MR. FRADIN: Right, general fund. \$35,000 for
11 marketing area the entire village without
12 considering the Brewster Creek area that has its
13 own budget, so like I said, without getting into
14 the specifics, there is some restaurants that
15 have asked us to do more to promote them. I
16 think as a staff we feel like we do a lot to
17 promote the local restaurants, but that's
18 something that we're planning on doing, a dining
19 Bartlett ad campaign.

20 That's all I have.

21 CHAIRMAN KUBASZKO: Okay. It appears we've
22 covered everything on the agenda tonight except
23 for the last one, adjournment.

24 Do we have a motion to adjourn?

1 MR. PERRI: I motion to adjourn.

2 CHAIRMAN KUBASZKO: Do we have a second?

3 MS. SMODILLA: Second.

4 THE WITNESS: Okay. Meeting is adjourned.

5 MR. FRADIN: Thank you.

6 (Proceedings concluded at
7 8:20 p.m.)

8

9

10

11

12

13

14

15

16

17

18

19

20

21

22

23

24

1 STATE OF ILLINOIS)
) SS.
2 COUNTY OF DU PAGE)

3

4 LYNN M. EVANS, CSR, being first duly
5 sworn on oath says that she is a court reporter
6 doing business in the state of Illinois; that she
7 reported in shorthand the proceedings given at
8 the taking of said public hearing and that the
9 foregoing is a true and correct transcript of her
10 shorthand notes so taken as aforesaid, and
11 contains all the proceedings given at said public
12 hearing.

13

14

15

LYNN M. EVANS, CSR
CSR No. 084-003473

16

17

18

19

20

21

22

23

24