



**VILLAGE OF BARTLETT**  
**BOARD MINUTES**  
**MAY 20, 2025**

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1. CALL TO ORDER

President Gunsteen, called the regular meeting of May 20, 2025, of the President and Board of Trustees of the Village of Bartlett to order on the above date at 7:00 p.m.

2. ROLL CALL

PRESENT: Trustees Battermann, Deyne, Gandsey, Hopkins, LaPorte, Suwanski, and President Gunsteen

ABSENT: None

ALSO PRESENT: Village Administrator Paula Schumacher, Assistant Village Administrator Scott Skrycki, Human Resources Director Janelle Terrance, Assistant to the Village Administrator Samuel Hughes, Finance Director Matt Coulter, Director of Public Works Dan Dinges, Assistant Public Works Director Tyler Isham, Civic Engineer Nick Talarico, Planning & Development Director Kristy Stone, Food and Beverage Manager Paul Petersen, Acting Chief Naydenoff, Deputy Chief Rob Sweeney, Village Attorney Kurt Asprooth, and Village Clerk Lorna Giles.

3. INVOCATION – Pastor Jason Princer of Journey of Hope

4. PLEDGE OF ALLEGIANCE

5. TOWN HALL

6. CONSENT AGENDA

President Gunsteen stated that all items marked with an asterisk on the agenda are considered to be routine and will be enacted by one motion. He further stated that there will be no separate discussion of these items unless a board member so requests, in which event, that item will be removed from the Consent Agenda and considered at the appropriate point on the agenda. He asked if there were any items a board member wished to remove from the Consent Agenda, or any items a board member wished to add to the Consent Agenda.

Trustee Suwanski stated that she would like to add item E. 2 to the Consent Agenda – A Resolution Approving an Agreement Between the Village of Bartlett and Flock Group, Inc. for License Plate Reader Cameras. Trustee Suwanski asked that item E. 1 – A Resolution Approving an Independent Contractor Agreement Between the Village of Bartlett and New Tradition Funeral Services, LLC be removed from the Consent Agenda.

Trustee Gandsey stated that she would like to add item B. 2 to the Consent Agenda – Bartlett Area Chamber of Commerce Road Closure.

President Gunsteen then recited each item that was on the Consent Agenda, including the nature of the matters being considered and other information to inform the public of matters



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being voted upon. He then stated that he would entertain a motion to Amend the Consent Agenda, and the items designated to be approved by Consent therein.

Trustee Gandsey moved to Approve the Amended Consent Agenda and that motion was seconded by Trustee Deyne.

**ROLL CALL VOTE TO APPROVE THE CONSENT AGENDA AND CONSENT ITEMS THEREIN**

AYES: Trustees Battermann, Deyne, Gandsey, Hopkins, LaPorte, Suwanski

NAYS: None

ABSENT: None

**MOTION CARRIED**

Trustee Deyne moved to Approve the Amended Consent Agenda and that motion was seconded by Trustee LaPorte.

**ROLL CALL VOTE TO APPROVE THE CONSENT AGENDA AND CONSENT ITEMS THEREIN**

AYES: Trustees Battermann, Deyne, Gandsey, Hopkins, LaPorte, Suwanski

NAYS: None

ABSENT: None

**MOTION CARRIED**

7. MINUTES – Covered and approved under the Consent Agenda.

8. BILL LIST – Covered and approved under the Consent Agenda.

9. TREASURER'S REPORT

Finance Director Matt Coulter stated that the Treasurer's Report is for the month of March, and that the Sales Tax collected in March was for the month of December and totaled \$590,749 which is up \$256,165 or 77% from the prior year. He stated that Motor Fuel Tax allotments for March totaled \$140,929 which is up \$6599 or 5% from the prior year. He went on to say that Bartlett's local share of State Income Tax at the rate of 6.47% for the fiscal year totaled \$6,423,256. Mr. Coulter stated that if we were still receiving our share at 10%, the amount would be \$9,927,752.

10. PRESIDENT'S REPORT

President Gunsteen presented the Sister City with a gift for their 15<sup>th</sup> Anniversary. He went on to say that the Village of Bartlett really appreciates our partnership with our sister city in Taiwan and stated that we look forward to many years of this partnership.



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Mayor Gunsteen asked Trustee Deyne to honor the longest serving Park District Commissioner, Mr. Ted Lewis. Trustee Deyne read the Proclamation recognizing Mr. Lewis upon his retirement from the Bartlett Park District Board of Commissioners.

Mayor Gunsteen then read the Proclamation recognizing Brian Kopulos for 30 years of service to the Village of Bartlett.

Mayor Gunsteen asked Trustee LaPorte to read a Proclamation in honor of Public Works Month.

**11. QUESTION/ANSWER: PRESIDENT & TRUSTEES**

Trustee Deyne recognized a few Commissioners on their anniversaries.

Trustee Suwanski wanted to thank the Park District for a great Mother's Day Brunch at Villa Olivia.

**12. STANDING COMMITTEE REPORTS**

**A. BUILDING & ZONING COMMITTEE, CHAIRMAN HOPKINS**

Trustee Hopkins stated that there was no report.

**B. COMMUNITY & ECONOMIC DEVELOPMENT COMMITTEE, CHAIRMAN GANDSEY**

Trustee Gandsey stated that the Bartlett Area Chamber of Commerce Road Closure was covered and approved under the Consent Agenda.

Trustee Gandsey presented Resolution 2025-47-R, A Resolution Approving an Agreement Between the Village of Bartlett and A5 Group, Inc. She stated that The Village staff has expressed satisfaction with A5's performance in implementing the "Belong in Bartlett" branding initiative and is recommending a continued partnership with the agency. A new contract has been proposed with a more focused and targeted scope, while still incorporating general guidance, bi-weekly consultations, and coordination of media buys. The extended agreement will build on the foundation established during the first phase of the branding campaign and begin shifting attention toward more strategic objectives.

The new agreement will be divided into three key components: economic development, campaign continuation, and the creation of a branding guide. Economic development will be the primary focus, specifically targeting the Lake Street TIF district. A5's previous success in similar projects across Illinois, Ohio, and Michigan, including positive feedback has provided staff confidence in their ability to execute this next phase effectively. Staff efforts to develop a Lake Street story map will complement A5's work, enhancing the impact of this initiative.



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The continuation of the "Belong in Bartlett" campaign will emphasize content creation for social media, and performance reporting. A5 will manage scriptwriting, scheduling, and vendor coordination to ensure consistent messaging. Additionally, a new branding guide will be developed to help staff maintain cohesive communication strategies and appropriate use of brand elements, including the Village logo itself.

The proposed \$25,000 media budget will fund a more targeted campaign focusing on economic development and the Route 20 TIF district, with a continued broader messaging of the initial phase. Trustee Gandsey moved to approve Resolution 2025-47-R, A Resolution Approving an Agreement between the Village of Bartlett and A5 Group, Inc. That motion was seconded by Trustee Deyne.

Trustee Gandsey asked if there was any plan to have influencer mentions and reviews looking for places to target the types of businesses that they want for Lake Street. She stated she was asking more along the lines of paid, earned, and owned category, and wanted to know what A5 could help with under that category. A representative from A5 was present to answer questions. He stated that from a TIF perspective, Route 59, would include the paid media that was talked about as well as earned media. He went on to say that it would include interviews on the radio and TV that are free, along with articles that are placed in real estate and trade publications and area publications. He stated in regard to influencers; it's a great opportunity but some of them are paid a small amount. He went on to say that there's a broad range of tactics that's targeted around the development of the TIF, the continuation of the Belong in Bartlett campaign, and economic development, and to Trustee Gandsey's point, consistency is key. Trustee Gandsey said that was great to hear. She then asked about Google search ads and stated it seemed very low. She asked if there was something different in place for municipalities. The A5 representative stated that the parameters that we set in place will help build our ad sets, which we would then deploy. He went on to say that the good news is that we work with a budget and once that number is set, it won't exceed that amount. He stated that if we chose to increase it to effectively reach our target audience, we could do that as well if the budget allows for it. He went on to say that generally the google ad campaigns that A5 runs, are in a higher monthly range than what they have in the budget. He stated that they can create the ad sets that target specific industries, businesses, and locations and then work from there.

Trustee Gandsey asked who would be monitoring that and where those leads would be funneled. Assistant Village Administrator Scott Skrycki stated that the TIF is 27 years long, and as they continue to build momentum and increment, adding money to that marketing TIF budget will be an option. He went on to say that at year one, they wanted to start with a low budget but as they start seeing momentum build, they can certainly add to the marketing of it.

**ROLL CALL VOTE TO APPROVE THE RESOLUTION APPROVING AN AGREEMENT BETWEEN THE VILLAGE OF BARTLETT AND A5 GROUP, INC.**



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NAYS: None  
ABSENT: None  
MOTION CARRIED

C. FINANCE COMMITTEE, CHAIRMAN LAPORTE

Trustee LaPorte stated that there was nothing to report.

D. LICENSE & ORDINANCE COMMITTEE, CHAIRMAN BATTERMANN

Trustee Battermann presented the 4<sup>th</sup> of July Fireworks Display Request. He stated that the Committee is planning a fireworks display as part of the 4<sup>th</sup> of July on Friday, July 4, 2025. He went on to say that the contractor is Melrose Pyrotechnic. They've received the appropriate permit from the Fire Protection District for fireworks, which is in the packet, and their license is active. They also have their certificate of insurance. Trustee Batterman moved to approve the fireworks display request. That motion was seconded by Trustee Deyne

ROLL CALL VOTE TO APPROVE THE 4<sup>TH</sup> OF JULY FIREWORKS DISPLAY REQUEST

AYES: Trustees Battermann, Deyne, Gandsey, Hopkins, LaPorte, Suwanski  
NAYS: None  
ABSENT: None  
MOTION CARRIES

Trustee Battermann stated that the second item on the agenda is the Appointment of the Liquor Commissioner, which he would like to postpone until a future meeting.

E. POLICE & HEALTH COMMITTEE, CHAIRMAN SUWANSKI

Trustee Suwanski presented item E. 1, A Resolution Approving an Independent Contractor Agreement Between the Village of Bartlett and New Tradition Funeral Services, LLC. She stated that the Police Department is requesting approval of an Independent Contractor Agreement between the Village and New Tradition Funeral Services, LLC that would establish terms of service regarding the removal and transportation of deceased individuals to the Cook County Medical Examiner's Office. Trustee Suwanski moved to approve Resolution 2025-48-R, A Resolution Approving an Independent Contractor Agreement Between the Village of Bartlett and New Tradition Funeral Services, LLC. That motion was seconded by Trustee Deyne.

Trustee Suwanski wanted to confirm that this was just for Cook County. Acting Chief Will Naydenoff stated that when the medical examiner's office requests a decedent to be moved to their facility, they generally call Countryside Funeral Home who then reaches out to a third party that does not transport to Cook County. He stated that under the third party, they don't have an



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agreement with them as far as confidentiality or cost of service, and that this is an agency that the DuPage County Coroner's office uses and came highly recommended. Trustee Suwanski asked if we needed a separate agreement for DuPage County. Acting Chief Naydenoff stated that we do not as DuPage County handles the transports themselves. Trustee Suwanski asked if these decedents were unclaimed. Acting Chief Naydenoff stated that this would be for any type of death investigation where further medical review or an autopsy would be conducted, which is fairly minimal.

ROLL CALL VOTE TO APPROVE THE RESOLUTION APPROVING AN INDEPENDENT CONTRACTOR AGREEMENT BETWEEN THE VILLAGE OF BARTLETT AND NEW TRADITION FUNERAL SERVICES, LLC

AYES: Trustees Battermann, Deyne, Gandsey, Hopkins, LaPorte, Suwanski

NAYS: None

ABSENT: None

MOTION CARRIES

Trustee Suwanski stated that Resolution 2025-49-R, A Resolution Approving the Agreement Between the Village of Bartlett and Flock Group, Inc. for License Plate Reader Cameras, and Resolution 2025-50-R, A Resolution Approving an Agreement Between the Village of Bartlett and DACRA Adjudication Systems, LLC for Software Services were covered and approved under the Consent Agenda.

F. PUBLIC WORKS AND GOLF COMMITTEE, CHAIRMAN DEYNE

Trustee Deyne stated that the Purchase of (1) 2025 Ford Escape, Purchase of (1) 2025 LeeBoy Paving Unit, Resolution 2025-51-R, A Resolution Approving of the Fire Hydrant Painting Project Agreement between the Village of Bartlett and GO Painters Inc. Ordinance 2025-52, An Ordinance Accepting the Public Improvements at 475 Miles Parkway, Purchase of (1) Chevy Silverado 2500 Truck, and the Purchase of SL-RAT from InfoSense, Inc. were covered and approved under the Consent Agenda.

13. NEW BUSINESS - None

14. QUESTION/ANSWER PRESIDENT & TRUSTEES

Trustee Hopkins asked how the downtown Streetscape was going. Public Works Director Dan Dinges stated that they've installed the sidewalk along the AT&T building, the Depot Museum concrete was completed this week. He stated that if the rain holds off, they will start doing the removal of sidewalk on the North side of Railroad between Oak and the Metra Station. He stated that next week the plan is to move on the portion over by Moore Brewing, so the project is moving along. President Gunsteen asked what the completion date of that project was, Mr. Dinges stated end of November.



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Trustee LaPorte asked about Devon and Berto and how that was coming along. Mr. Dinges stated that there's a lot in the ground at that intersection that they've found. He stated it's moving slower than they anticipated but they are just about connected up to the manhole which is the end point. He went on to say that they have the lift station scheduled for the start of next week, so they are close to wrapping up that project.

**15. ADJOURNMENT**

President Gunsteen stated the meeting will adjourn. There being no further business to discuss, Trustee Deyne moved to adjourn the meeting, that motion was seconded by Trustee LaPorte.

**ROLL CALL VOTE TO ADJOURN**

AYES: Trustees Battermann, Deyne, Gandsey, Hopkins, LaPorte, Suwanski

NAYS: None

ABSENT: None

**MOTION CARRIED**

The meeting was adjourned at 7:39 p.m.

Jackie Cardoza  
Executive Assistant

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