



**VILLAGE OF BARTLETT  
COMMUNITY & ECONOMIC AFFAIRS COMMISSION**

**MEETING AGENDA**

**Meeting to be held at:  
BARTLETT VILLAGE HALL  
228 South Main Street, Bartlett, IL  
April 13, 2026 – 6:00 PM**

1. Call to Order
2. Roll Call
3. Approval of March 9, 2026 Meeting Minutes
4. Public Comment
5. Lake Street TIF District Focus Group – 6 PM
6. Lake Street TIF District Focus Group – 7 PM
7. New Business
8. Adjournment

# **Village of Bartlett Community & Economic Affairs Commission**

## **Meeting Minutes March 9, 2026**

### **CALL TO ORDER AND ROLL CALL**

The March 9th, 2026 meeting of the Village of Bartlett Community & Economic Affairs Commission was called to order. Roll call showed Chairperson Gandsey, Commissioners Erickson, Suffern, Densford, O'Hare, Gorski, Wetherton, Szkotak, Toloski, and new commissioner Jeff Peters present. Commissioners Kubaszko and Koch were absent.

Also present: Scott Skrycki, Assistant Village Administrator, and Ricci Lucas, Community Engagement Coordinator

### **APPROVAL OF MINUTES**

The commission approved the February 9th, 2026 meeting minutes with two corrections: adding Commissioner Szkotak's name and correcting language on page 6 of 6 regarding Commissioner Gorski's motion.

### **JEFF PETERS INTRODUCTION**

Jeff Peters was welcomed as the newest commissioner. A Bartlett resident since 2003, he expressed strong interest in the community. Chairperson Gandsey noted she had to leave at 6:30 for a family event but the meeting would continue without her.

### **RESTAURANT WEEK MARKETING**

Ricci presented metrics from the Restaurant Week promotion conducted by branding consultants A5. The campaign aimed to expand social media reach beyond the village's 22,000 Facebook followers to Instagram, targeting Gen Z and millennials to build a new demographic base. A 30-second iHeartRadio spot ad reached approximately 117,000 people.

Two social media influencers were enlisted. "Mapping Our Tracks" has a reach of 8,300 on Facebook and 41,800 on Instagram; one of their posts garnered over 52,000 views on Facebook alone.

The other group, "Couple of Patels," has a larger following of 156,000 on Facebook and 47,000 on Instagram, though their interaction metrics were lower. The Discover Bartlett Instagram page saw less engagement, but the radio spot was also posted on the village website. This marked a change from the previous year when the mayor spoke on WGN Morning News.

### *Feedback from Restaurants*

Only four of the approximately 30 participating restaurants filled out the feedback form. Scott noted that between now and next year, we would personally talk to every restaurant. Feedback received included requests for more social media promotion starting two weeks before the event (rather than just a few days out), and an incentive for people to visit multiple restaurants.

Commissioner Erickson suggested asking the Chamber of Commerce to also distribute the feedback request. Another commissioner recommended doing callbacks to restaurants that did not respond to emails.

### *Marketing Kit and Workshop Ideas*

Chairperson Gandsey suggested a workshop right before Restaurant Week, run by the Chamber, where restaurants could learn scripting and video creation. Many places struggle with creating their own content. Chairperson Erickson agreed that if you give businesses a kit they can reproduce, they will use it, but if they have to create it themselves, they will not. He suggested a Zoom or in-person meeting, noting the Chamber would be open to it because it helps businesses.

Commissioner Erickson added that almost no restaurant Chamber members attend events due to staffing issues, which is typical for every Chamber. A workshop would work because almost anyone from a restaurant could attend. Even if they do not attend, just getting the kit in their hands would help.

Commissioner Erickson suggested being an advocate by popping into restaurants and asking if they saw the kit. The group agreed these were good ideas for a marketing kit for next year.

### *Kickoff Event and Data Tracking*

Commissioners suggested a kickoff event for Restaurant Week, noting that many communities do restaurant weeks. Commissioner Erickson recalled a past event called Dine Around Bartlett, held in November, where restaurants brought samples to the community center. That could be tied to Restaurant Week since it is easy for restaurants to give samples.

Chairperson Gandsey asked if restaurants could pull zip codes from their point-of-sale systems, such as Toast, to see what percentage of customers come from outside Bartlett. If they are not getting many outsiders, radio funds could be reallocated to a local kickoff event.

### *Restaurant Responsibility and Competition*

Commissioner O'Hare noted that Tony discussed timing of Restaurant Week with the Chamber of Commerce, and February was chosen because it is a real dead time for restaurants, between the end of football season and before March Madness. There is sports lull and nothing motivating people to get out.

Chairperson Densford observed that while awareness of Restaurant Week was high, the common question was, "What are they doing different?" Restaurants need to come up with their own unique offerings, and a workshop could help spark ideas.

Commissioner Wetheron suggested using data to show restaurants how specials targeting incremental customers could help. Your base customer will come anyway, but highlighting incremental spending and margin could encourage creativity. A competition between businesses for the best featured dish was also proposed, noting that restaurateurs have egos and want to have the best meal or idea.

Commissioner Erickson noted that the village did not tell restaurants what to do, whether a packaged meal or percent off, because you cannot tell a business what to do. However, one missed opportunity was encouraging restaurants to offer discounted gift cards, giving customers a reason to come back.

Chairperson Gandsey thanked everyone for their input and said the commission would revisit Restaurant Week in seven to eight months.

### **BEAUTY AND WELLNESS WEEK**

Ricci introduced a proposed Beauty and Wellness Week, taking feedback from Restaurant Week to shape the format. The suggested date was the week of May 10th (Mother's Day week), running Sunday to Sunday, though the commission could choose other dates.

A sample daily theme structure was presented: Mindful Monday for meditation, stress relief, spas, and massage; Transformation Tuesday for hair and makeup; Wellness Wednesday for chiropractic and medical services; Treat Yourself Thursday for massage and spa specials; Fitness Friday for fitness studios; Self-Care Saturday for facials, skin care, and beauty; and Sunday as a general wellness day.

Participating businesses could include hair salons, nail salons, spas, med spas, chiropractors, fitness studios, and later suggestions added florists, nurseries, smoothie shops, massage-only studios, acupuncture, and dental offices offering cosmetic services like whitening. Restaurants would be excluded to avoid overlap with Restaurant Week.

### *Incentive Structure and Promotion*

Businesses could offer special services, dollars off, free services with purchase, BOGO deals, free consultations, tutorials, guided classes, or demos. The key incentive would be a giveaway: businesses donate a small service to a prize pool, and the village offers a random prize drawing to incentivize participation.

Ricci suggested flipping the passport model: instead of customers tracking their visits, businesses would collect customer information and submit it to the village. This gives businesses customer data for their own promotions. A QR code system was suggested to simplify tracking. The village would help with organization, a digital map, registration list, promotion on the website, social media, newsletter, and work with the Chamber.

### *Timing Discussion*

Commissioner Erickson suggested producing a flier to distribute at the upcoming annual Chamber of Commerce breakfast.

Commissioner Szkotak owns a business in the beauty industry and noted that January and February are the slowest months for beauty, same as restaurants. However, since this is a new event, doing it before or during Mother's Day is acceptable, though May is the start of the busy season with prom.

The commission discussed whether to hold the week before Mother's Day or ending on Mother's Day. Ending on Mother's Day was seen as clever because it reminds last-minute gift buyers.

The commission agreed to May 3rd through 10th, ending on Mother's Day. While January would be better for future years, they did not want to wait. The date was approved unanimously.

## **NEW BUSINESS**

### *Chamber Fundraiser*

Commissioner Erickson announced the Chamber of Commerce is launching its golf ball drop fundraiser, which last year funded a \$2,000 scholarship. The event takes place during the Chamber golf outing. The village helps by providing a truck from public works, and the village golf course donated numbered range balls. Golf balls are \$20 each, and information is available on the Chamber website.

### *Digital Sign Discussion*

Commissioner Suffern raised a project for future discussion: events that are "way off the road" need better visibility, specifically mentioning the corner of Route 59. Banners had been discussed before.

Chairperson Gandsey noted that the phrase "unused funds" should be avoided because those funds are earmarked, but the commission could talk about it as a separate project. That could be a future brainstorming session.

Scott noted the village is launching a new website in the fall, which will help with calendar concerns. If an agency, church, or civic group wants the village to amplify their event, the village has not said no yet. A conversation about communication across all areas, including the police department, was suggested (inaudible).

The idea of a digital sign in a high-visibility location, such as towards Route 59 where there is more traffic, was discussed. Managing messages and who gets space would need to be addressed, as the sign would likely be village focused.

The commission agreed to add signage to a future agenda for a full hour of discussion.

## **ADJOURNMENT**

Chairperson Gandsey stated she had to leave and wanted to give future conversations a full hour. A motion to adjourn was made by Commissioner Densford, seconded by Commissioner Suffern. The meeting was adjourned.

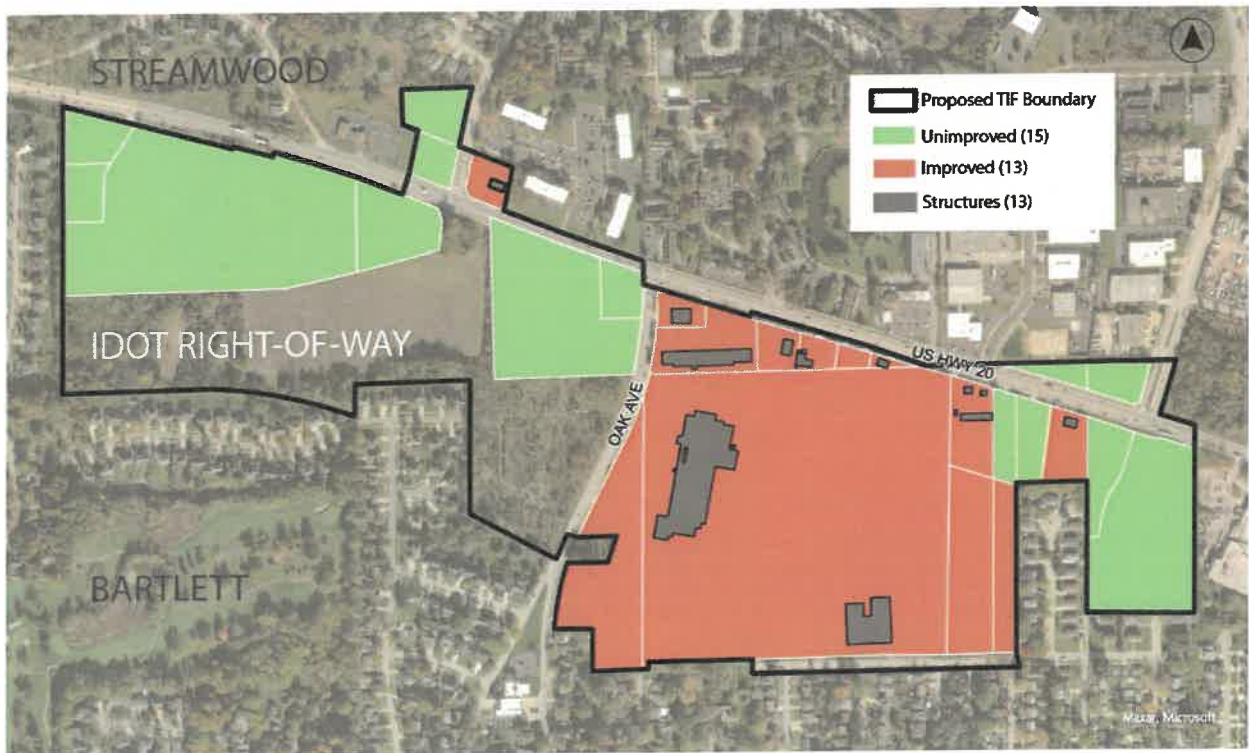
# ECONOMIC DEVELOPMENT MEMORANDUM

**DATE:** April 7, 2026  
**TO:** Chairperson and Members of the Community & Economic Affairs Commission  
**FROM:** Tony Fradin, Economic Development Coordinator *TF*  
**RE:** Lake Street TIF District Focus Groups

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## BACKGROUND:

The Village adopted the Lake Street Corridor Tax Increment Financing (TIF) district in fall 2024. The Redevelopment Area consists of approximately 150 acres along Lake Street from Lela Lane to Park Avenue.



Last month, the Village Board hired Houseal Lavigne, a community planning and urban design firm. They are facilitating a plan for development that will include a financial feasibility analysis and 3D visualizations of a potential build-out scenario, offering a clear and achievable roadmap for the Lake Street Corridor TIF District.

## **CEAC FOCUS GROUPS:**

An element of Houseal Lavigne's process is to engage with a variety of key stakeholders including individuals highly familiar with the village and its overall development and business climate.

Members of the Community & Economic Affairs Commission have been divided into two groups to participate in focus groups with the consultants on the commission's normal meeting night in April.

Group One will participate at 6 PM and Group Two at 7 PM.

Please come prepared to engage in a 45-minute discussion to add your thoughts and ideas on the future development of the next corridor for future economic development on the northern border of our village.

For a refresher on the TIF, please go to <https://www.bartlett.il.gov/government/planning-development-services/planning-zoning-division/lake-street-corridor-tif-redevelopment-plan-program-copy>

I will send the link along with the meeting packet.