

APPROVED MINUTES

**VILLAGE OF ANTIOCH
BOARD OF TRUSTEES
COMMITTEE OF THE WHOLE
Municipal Building: 874 Main Street, Antioch, IL
July 13, 2011**

I. CALL TO ORDER

Deputy Clerk Folbrick called the July 13, 2011 Committee of the Whole meeting of the Board of Trustees to order at 7:02 pm in the Municipal Building: 874 Main Street, Antioch, IL.

II. PLEDGE OF ALLEGIANCE

The Board of Trustees led the Pledge of Allegiance.

III. ROLL call

Roll call indicated the following Trustees were present: Sakas, Poulos, Crosby, Dominiak and Jozwiak. Also present were Administrator Keim, Attorney Long and Deputy Clerk Folbrick. Absent: Trustee Pierce and Mayor Hanson.

Trustee Jozwiak moved, seconded by Trustee Sakas to appoint Trustee Crosby as acting chair. Upon roll call, the vote was:

YES: 4: Sakas, Poulos, Dominiak and Jozwiak.

NO: 0.

ABSTAIN: 1: Crosby.

ABSENT: 1: Pierce.

THE MOTION CARRIED.

IV. APPROVAL OF MINUTES

Trustee Dominiak moved, seconded by Trustee Jozwiak to approve the June 15, 2011 Committee of the Whole meeting minutes as presented. Upon roll call, the vote was:

YES: 4: Poulos, Crosby, Dominiak and Jozwiak.

NO: 0.

PASS: 1: Sakas.

ABSENT: 1: Pierce.

THE MOTION CARRIED.

V. REGULAR BUSINESS

Club Energy liquor license request – Director Nilsen summarized the request by Club Energy LLC for a special use request for a liquor license. Trustees discussed the hours of operation, and the restrictions of the proposed class M liquor license. They further discussed the process for revocation and future business possibilities if a liquor license is granted. Attorney Long explained the level of discretion allowed by the board in the issuance of a liquor license.

Mr. John Heden, Lakeview Terrace resident discussed the position of the residents in the neighboring Antioch Hills subdivision, and their concerns with the granting of a liquor license. He spoke of the potential for the business to have success without a liquor license in their possession. They are concerned with the establishment evolving into a full bar, and not the purpose of a family oriented teen club that has been proposed.

Mr. Peter Georgaides, petitioner, explained that he has shown that the liquor will be locked up on nights when teens will be present. He also explained the challenges facing his business if it is restricted to 20 years and under, and believes that adults should be able to entertain on family nights.

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Trustees discussed the request being made before the business opens and the terms of the license, including the possibility of restricting service to beer and wine. They further discussed future owners of the business and the possibility of them changing the nature of the business. Mr. Georgiades responded that they are willing to put into writing their intent to sell the business without the liquor license. Attorney Long discussed the Illinois Liquor Code and Liquor Control Commission and their control over the license.

Trustees discussed the possibility of applications for a special event liquor license in the short term in order to see how the business runs first. Trustee Dominiak expressed concern with location, size of potential events, and public safety. Mr. Georgiades stated that his initial intent was to apply for special event liquor licenses before he discovered that there was a limit to the number allowed.

It was the consensus of those present not to place this request on a future agenda.

Discount Tobacco liquor license request – Attorney Ressler presented the request from the petitioner to expand their discount tobacco store to include liquor sales. The petitioner has been at the same location for 2 years, and feel that they could attract Wisconsin residents for their sales. The petitioner currently holds 3 other liquor licenses in Illinois, all without violations.

Trustees expressed concern with extending any more licenses, security, and the lack of benefit to the Village at this time.

Chief Somerville expressed concern with products currently sold at the store, including tobacco and drug accessory products, and has concerns with the escalation of incidents associated with liquor sales.

It was the consensus of those present not to place this on a future agenda.

Strategic Marketing 2012 summer campaign & rebranding – Ms. Robin Malpass discussed the summer marketing campaign, the incorporation of public relations, and the identity of the community before future investments are made. She discussed recent articles about Antioch, and events and amenities throughout town. She addressed goals for the themeline, logo, brand characteristics, and the unique character of downtown. Ms. Malpass indicated the demographic for the area being women aged 34-55, with an emphasis on shopping in the area. She presented strengths in Antioch, and potential themelines including “Authentic by Nature”, “Authentic Naturally”, and “Naturally Authentic” and presented various brands/logos for the future of Antioch.

Trustee Poulos asked why the logo didn’t incorporate shopping and small business that is included in the demographic. Ms. Malpass explained that the logo shows more of the experience of the town. Trustee Poulos said that the demographic did not include nature and outdoor patrons, but rather shoppers and downtown business.

Trustee Dominiak asked how the logo could attract future businesses and bring more sustainable business into town, saying that Antioch needs to be a place of interest for businesses. Ms. Malpass said that businesses typically look for a location that has a commitment, and quality of life. There is a current push for ‘green’ in legislation and business, and the ‘nature’ themeline gives quality with contemporary feel, which could attract potential businesses.

Trustee Crosby asked what business Antioch would attract, and which should the board choose if they could pick.

Director Nilsen asked for a consensus on which direction to move towards, stating that a big investment decision in marketing materials should not be made until they board input is recieved. Examples were provided to board members for marketing and logo.

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Trustee Dominiak suggested that a meeting workshop be held to discuss the future direction of the Village, and gather input on a brand logo and message.

PZB 11-05 – Zoning Code Text Amendments – Director Nilsen discussed the petition on behalf of the Village, and the positive recommendation from the Planning and Zoning Board regarding 5 proposed amendments involving (1) the redefinition of pawn shops, placing it in a special use category, (2) redefinition of tavern/bar/nightclub/lounge, (3) omission of special use of liquor licenses from the zoning code, (4) permitted uses for bowling alleys, billiard and pool rooms, dance halls, etc. on floor locations, and (5) special use approval criteria. Proposals include a different set of criteria for special uses that are more concrete and justifiable when considering a request. Additional recommendations made by the Planning and Zoning Board are the acknowledgement for places of entertainment and assembly, and a requirement for special uses to terminate after a 2 year lapse.

Trustees agreed to the proposed text amendments and suggested reducing the lapse for special use from 2 years to 1 year.

Ordinances will be drafted and placed on a future board agenda.

VI. OTHER BUSINESS

Administrator Keim provided an update on the storm damage, including number of customers without power, affected areas, and restoration efforts. He stated that he is pleased with the Village and ComEd staff efforts to work on the situation. He reported that there were no fatalities or serious injuries that he is aware of, and announced upcoming clean-up efforts.

Trustee Crosby congratulated Attorney Long on his new grandson.

VII. ADJOURNMENT

There being no further discussion, the Village Board of Trustees Committee of the Whole meeting adjourned at 8:55 p.m.

Respectfully submitted,

Lori K. Folbrick, RMC/CMC
Deputy Clerk