

# APPROVED MINUTES

**VILLAGE OF ANTIOCH  
BOARD OF TRUSTEES  
COMMITTEE OF THE WHOLE  
Municipal Building: 874 Main Street, Antioch, IL  
March 14, 2012**

## **I. CALL TO ORDER**

Mayor Hanson called the March 14, 2012 Committee of the Whole meeting of the Board of Trustees to order at 7:18 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: Pierce, Crosby and Jozwiak. Also present were Administrator Keim, Attorney Long and Deputy Clerk Folbrick. Absent: Trustees Sakas, Poulos and Dominiak.

## **IV. APPROVAL OF MINUTES**

Trustee Crosby moved, seconded by Trustee Jozwiak to approve the January 11, 2012 Committee of the Whole meeting minutes as amended. Upon roll call, the vote was:

**YES: 3:** Pierce, Crosby and Jozwiak.

**NO: 0.**

**ABSENT: 3:** Sakas, Poulos and Dominiak.

**THE MOTION CARRIED.**

## **V. REGULAR BUSINESS**

**Robin Malpass – FY 2012 update and FY marketing proposal –** Ms. Malpass reviewed the marketing from the previous year, and the accomplishments resulting from the marketing campaign. She discussed campaign goals, targets, strategy and reviewed the social media outlets that are being utilized. Ms. Malpass showed board members different advertising that had been done, including blogs, billboards, and local advertising. She said that they will provide a full recap at the end of the fiscal year.

Ms. Malpass explained the steps that must be taken moving forward, including taking advantage of the new aqua center being constructed, and using the Raymond Chevrolet donation of a car in the marketing campaign. Recommendations also include adding to the photo and video libraries in order to capture events and provide a full annual look at Antioch. The requested budget is \$75,000 for the 2012-2013 fiscal year. The 2012-13 marketing campaign would include public relations, tv, radio, print, online, social media, and website donations. Trustee Crosby commended Ms. Malpass on her work so far, and said that he will support her request. He discussed a previous survey of the merchants, and asked for a follow-up survey to see what types of marketing the merchants would support. Trustees discussed the need to keep up with technology, and potential items that may be included, including smart phone apps. Trustee Pierce asked if local organizations would be included when Ms. Malpass engages the community. Mayor Hanson asked if merchants would be provided assistance in order to participate in the marketing program. Ms. Malpass explained that they attempt to meet one-on-one with different merchants, and work with them to develop blogs, and ask how they can help promote those businesses. Trustee Crosby asked if the Chamber is engaged in the marketing campaign. Ms. Malpass said that they have had meetings, and have been present for certain marketing presentations.

**Trombino Vineyards Annexation Request –** Director Nilsen introduced Deb Trombino, and reviewed the location of the property that they are requesting be annexed into the Village. There are approximately 30 acres of undeveloped property, and a liquor license would need to be made available upon the annexation of the property. They would request an agricultural zoning designation. Ms. Trombino explained that they would like a license for wine tastings, and are in the process of obtaining necessary state and federal permits. Tours

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will be made available at the winery that will be located on the vineyard. Ms. Trombino indicated the expected opening would be the Spring of 2013. It was the consensus of those present to have the petitioner proceed with the annexation process.

**Colony Investments – Water & Sewer** – Director Nilsen introduced Bob Mueller from Colony Investments. They own a property located on Route 173 commonly known as the commerce center, and reviewed their request. Mr. Mueller said in order to bring the property to its full potential, they would have to eliminate the septic field and hookup to Village Sewer. The area could then be transformed into a parking lot in order to better serve their tenants. He believes that they would have a better chance of bringing in revenue if the property could be upgraded. He explained that the costs associated with annexation are high, and this would be a small step towards annexation. Administrator Keim reminded those present that sewer and water rates for unincorporated areas are double the rate than Village accounts. Trustees discussed the timelines that would work, and the need for annexation if they are extended the offer of Village water and sewer. Administrator Keim said that staff will work with the property owner on the steps toward annexation.

**Urban Design Standards – PZB 08-14** – Director Nilsen explained that the approval of the Planning and Zoning Board urban design standards sets the standard for architecture and appearance, and was approved by the Planning and Zoning Board in 2009. Design standards include parking lots, lighting, and rooftop screening. Trustee Pierce indicated that he is not interested in pursuing it in any detail. Trustee Crosby suggested that Director Nilsen provide an executive summary, and has no problem with it conceptually. Trustee Pierce has no objections to standards, but sees how certain regulations may exclude certain businesses from building downtown. It was the consensus of those present to pursue urban design standards. Staff will return to a Committee of the Whole with a more refined document and executive summary.

### **VI. OTHER BUSINESS**

Chief Somerville announced that Officer Brusally's mother had passed away after a long battle with cancer. He announced the visitation schedule for those who would like to attend.

Trustee Crosby asked staff to look at the Christmas tree lighting for the tree in front of Village Hall, and either add more lights, or eliminate them all together.

### **VII. EXECUTIVE SESSION – Personnel and Pending Litigation, Lease of Village Property**

The Mayor and Board of Trustees did not go into executive session.

### **VIII. ADJOURNMENT**

There being no further discussion, the Village Board of Trustees Committee of the Whole meeting adjourned at 8:26 p.m.

Respectfully submitted,

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Lori K. Folbrick, RMC/CMC  
Deputy Clerk