

APPROVED MINUTES

**VILLAGE OF ANTIOCH
BOARD OF TRUSTEES
COMMITTEE OF THE WHOLE
Municipal Building: 874 Main Street, Antioch, IL
November 16, 2011**

I. CALL TO ORDER

Mayor Hanson called the November 16, 2011 Committee of the Whole meeting of the Board of Trustees to order at 7:00 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 and Dominiak. Also present were Mayor Hanson, Administrator Keim, Attorney Long and Deputy Clerk Folbrick. Absent: Trustees Pierce and Jozwiak.

IV. APPROVAL OF MINUTES

Trustee Crosby moved, seconded by Trustee Dominiak to approve the September 14, 2011 and October 12, 2011 Committee of the Whole meeting minutes as presented. Upon roll call, the vote was:

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

NO: 0.

ABSENT: 2: Pierce and Jozwiak.

THE MOTION CARRIED.

V. REGULAR BUSINESS

Robin Malpass – Holiday Marketing and Media Preview – Ms. Malpass reviewed the goals, advantages, and brand communication tools including a video and photo library, website, social media and holiday campaign. She presented the video and photo libraries, and presented the new Authentic Antioch website. Trustees commended Ms. Malpass and staff on their work towards branding the Village. Ms. Malpass discussed the 2011 holiday campaign, including inserts in the Chicago Tribune, digital billboards, social media and ads. The next steps include the launch of authenticantioch.com, and building a winter library. She requested additional funding of approximately \$4,000-\$5,000 for a winter video and photo library. Mayor Hanson said they will discuss the funding with the finance department.

Trustee Poulos suggested including large village events in the photo and video libraries in order to show that part of the community. Mayor Hanson recommended placing the ads in a movie trailer at local theaters. Trustee Crosby asked for a merchant survey after the marketing is active, and presenting to the Chamber of Commerce. He further discussed the need to find the downtown area when going through town, and suggested placing east and westbound signs on Route 173. Trustee Poulos suggested including more families in the ads. Mayor Hanson recommended including the industrial and workforce areas of town.

It was the consensus of those present to fund the additional winter video and photo libraries.

Michael Scott, Braeside Displays – Administrator Keim discussed the need to help industrial and manufacturing businesses in town. Mayor Hanson explained that Mr. Michael Scott, operations manager of Braeside Displays, was approached by a Wisconsin town to move his business into their area. He suggested that the Village set up a policy or program for local business incentives.

Mr. Scott stated that the industrial park is a blighted area, and wants to know how the Village can help make Antioch a good place to work. Incentives he suggested include a rebate on real estate taxes, waivers on

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building permits, assistance with the tax assessments, drainage and infrastructure repairs, and improve the neglected appearance of abandoned buildings. He acknowledged the difficulty in setting precedents, and suggested making exceptions for industrial renovations.

Administrator Keim believes that a strategic planning meeting would be a good setting to discuss what can help to attract and promote these types of businesses in Antioch.

Mr. Lee Sachnoss, owner of Braeside Plastics, presented calculations based on employees, marketing analysis, and believes that concessions should be made for a loyal business in town. He discussed his loyalty to Antioch, and asked the Village to do the same in his case.

Mayor Hanson explained that the other communities which approached the business may get more state assistance, and may already have a policy in place. He said we need to exercise caution while looking at the benefits of creating a policy.

Trustee Sakas believes it's time to start strategically spending the Utility Tax Funds on the industrial areas in town and their infrastructure. Trustee Poulos suggested research into another TIF District, and available grant funding to help rebuild business areas. Trustee Crosby stated our limits due to being a non-home rule community, but agreed with the need for a TIF district, and suggested that the village retroactively abate any incentives that may be made in the future. Trustee Dominiak discussed the need to help the businesses in town, and how a strategic planning session would be a good venue for such a discussion.

Lake Michigan Water Presentation - Administrator Keim introduced Larry Thomas of Baxter & Woodman, and the report presented to the Board. He said that the Village will have to make a decision on Lake Michigan water in the near future, and wants board members to be as educated as possible when that decision must be made. He said that we have allocation to Lake Michigan water, which he believes is a great opportunity.

Mr. Thomas discussed groundwater supplies, and their future in Antioch. He provided an outline of the general water supply issues in the region, and evaluated existing groundwater supplies. Mr. Thomas provided an introduction to groundwater basics, showing the 4 aquifers in the area. He explained groundwater issues, including the sustainability of water quantity and quality, and discussed the history of groundwater pumping. He depicted the future of sand and gravel pumpage, and explained the water quality concerns, including agriculture, industrial and commercial activities, landfills, abandoned wells, road salt and naturally occurring contaminates. Mr. Thomas reviewed water sources in the area, including water from Boone County and Wisconsin, which will diminish in future years. He stated that the Village of Antioch's groundwater supply is not sustainable in the long term because the sand and gravel aquifers, silurian dolomite aquifers, and deep sandstone aquifers have contamination potential, production limitations, and over pumpage.

Administrator Keim explained that the study was commissioned in order to show why the Village is considering Lake Michigan Water.

Trustees discussed the benefits of Lake Michigan water and the procedures that its acquisition will entail, including educating the public on the need for Lake Michigan water. They further discussed potential costs for Lake Michigan water to the Village and the residents.

Administrator Keim discussed the need to answer how, as well as why, Lake Michigan water is needed. He suggested looking at alternatives separately from the JAWA group, including alternative water sources, CLC JAWA, and being able to show that the all options were researched when educating the public on Lake Michigan water.

Administrator Keim will look at qualifications on firms that can assist with a cost analysis, and present those results to the board at a future date.

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Draft Ordinance regulating remote attendance at meetings – Attorney Long reviewed the proposed ordinance amendment and policy for remote meeting attendance. Trustees discussed minor adjustments to procedural items. Those present agreed to place this item on a future Village Board Agenda for consideration.

EXECUTIVE SESSION

Trustee Sakas moved, seconded by Trustee Dominiak for the Mayor and Board of Trustees to go into executive session at 8:54 p.m. to discuss personnel. Upon roll call, the vote was:

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

NO: 0.

ABSENT: 2: Pierce and Jozwiak.

THE MOTION CARRIED.

Trustee Sakas moved, seconded by Trustee Crosby for the Mayor and Board of Trustees to return from executive session to the open meeting at 9:30 p.m. with **no action taken**. Upon roll call, the vote was:

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

NO: 0.

ABSENT: 2: Pierce and Jozwiak.

THE MOTION CARRIED.

VI. OTHER BUSINESS

No Report.

VII. ADJOURNMENT

There being no further discussion, the Village Board of Trustees Committee of the Whole meeting adjourned at 9:30 p.m.

Respectfully submitted,

Lori K. Folbrick, RMC/CMC
Deputy Clerk