

# APPROVED MINUTES

## VILLAGE OF ANTIOCH BOARD OF TRUSTEES COMMITTEE OF THE WHOLE MEETING

Virtual Meeting – Call In (312)626-6799 Access Code: 592-598-564

June 24, 2020

### I. CALL TO ORDER

Mayor Hanson called the June 24, 2020 Committee of the Whole meeting of the Board of Trustees to order at 7:13 pm in the Municipal Building: 874 Main Street, Antioch, IL.

### II. PLEDGE OF ALLEGIANCE

The Mayor and Board of Trustees led the Pledge of Allegiance.

### III. ROLL CALL

Roll call indicated the following Trustees were present online: Pierce, Macek, Yost, Dominiak, Poulos and Johnson. Also present were Mayor Hanson, Attorney Long, Administrator Keim and Clerk Romine.

### IV. Absent Trustees Wishing to Attend Remotely

All attendees were present remotely with the exception of Mayor Hanson and Clerk Romine present in the Municipal Building.

### V. Approval of the May 27, 2020 Committee of the Whole Meeting Minutes as presented.

Trustee Johnson moved, seconded by Trustee Pierce, to approve the May 27, 2020 special meeting minutes as presented. Upon roll call, the vote was:

**YES: 6:** Pierce, Macek, Yost, Dominiak, Poulos and Johnson.

**NO: 0.**

**ABSENT: 0.**

**THE MOTION CARRIED.**

### VI. Regular Business

**1. Marketing Campaign Presentation** – Director Garrigan discussed the small business plan, including marketing. He presented a brief staff report which touched on long-term goals, vision for the Village, and short-term marketing goals. He discussed the number of videos posted to the Village facebook page, and introduced consultant Mary Priller who presented her vision for the future marketing for the Village.

Ms. Mary Priller presented her marketing plan including her experience, the recent pandemic, and an uptick of travel plans according to recent surveys. She discussed the importance of videos with marketing, as well as tactics and toolkits she would like to use moving forward.

Trustees discussed the reach of the content, and getting the message out beyond Antioch. Administrator Keim discussed his participation at Visit Lake County and the strategic actions taken by the Village to be involved and get a presence in social, print, and advertising media.

Trustee Macek discussed the businesses which were highlighted, and said if we do one, we should do them all.

Trustee Yost asked how other communities deal with similar issues where certain businesses are highlighted. Ms. Priller responded that they need to continue to inspire and get the word out. She said she would roll it out as any campaign, and in the long run, businesses will be happy regardless of their spotlight. Trustee Yost commented on the benefit of advertising to all communities while it brings people into the area. Trustee Yost asked for the overall budget, and how the return on investment will be measured. Director Garrigan discussed the recent marketing in response to COVID and the current economic crisis, and noted that this item was not included as a line item in the budget. Administrator Keim said we look at analytics on the page and posts in order to gauge the investment and its success. Trustee Dominiak commented that the

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videos made by the Antioch Township were initially done to enhance visibility of the businesses, but she understands the concerns raised by Trustee Macek. She asked for the goal for the marketing strategy and recommended that everyone look at Grayslake's website and their program using strong imagery for the shops. She suggested Antioch consider highlighting different streets or types of shots at once. Trustee Poulos said this pandemic was not something that could have been planned for ahead of time, and sometimes things need to happen in a quicker fashion. He added that waiting two more months for a video might have been too late in this specific circumstance, but he agreed that there is a need to figure out a way to include everyone. Trustee Johnson thanked Ms. Priller for her presentation, and said a proactive approach needs to be taken. He commented that we are promoting Antioch as a whole, and cannot hit every business.

Mayor Hanson said that this started a few months back when the initial video was created, and was very well received. Because of its success, the Township decided to spend some of their budget in promoting local business to aid them during COVID-19. He does not believe there was a strategic plan before these were done, and it grew to an unmanageable medium. Mayor Hanson said it was intended to promote Antioch, to say "We're Open", but not to target specific businesses. He added that the Village did not have any involvement as far as structure of videos, and he would like to focus and put the marketing back on track and put the Village in charge of their own marketing.

Trustee Pierce asked if an RFP needs to be done since the amount looks like it may exceed \$10,000. Attorney Long said there probably should be at some point, but the current statute says \$20,000, and there are exceptions for professional services which may include filmmaking.

**2. Rivalry Alehouse Liquor License Request** – Mayor Hanson asked the board if they had any questions of the applicant on his request for a liquor license. Trustee Dominiak asked if a Class "E" bar and tavern license should be requested as stated on the application, or if it should be a Class "A" and "A-1" Restaurant license. They would qualify for a restaurant license if the food sales would comprise 40% of the sales. Trustee Johnson said it would be more food than liquor. The updated license will be included in the ordinance approval at the next meeting.

**3. 14 Lakes Proposal** – Director Garrigan has been working with the potential owner of a new restaurant at the former Ellie's Deli location. The proposal includes a bistro-style restaurant along with a butcher shop, and would utilize 2 stories at the location.

Mr. Duane Boslet discussed his proposal for the restaurant, which would be split into two focuses; a butcher shop with retail meats, and a bistro dining experience. He wanted to gauge the board's input on a liquor license at the location for beer and wine. He would like to put in garage doors for an open-air café, and discussed the menu and integration with the café and butcher shop.

Mayor Hanson said it was a unique concept, and said his walkthrough with the applicant made him excited to see this come into town. Trustee Macek asked about food to liquor sales. Mr. Boslet said the liquor would sustain the restaurant, and sales would be more food. Mr. Boslet said he would sell the business before he put in video gaming. He said those are not the people he wants to attract. Mr. Boslet discussed his experience in the restaurant business, and knowledge of the industry. Trustee Johnson discussed the difference between this proposal and the previous proposal from Ellie's Deli for a liquor license. This request would be for a full bar restaurant license. The board agreed with the proposed concept and allowing the applicant to move forward with a liquor license request.

**4. Budget Discussion** – Administrator Keim presented the amended budget based on previous comments made by the board and recent trends affected by the Coronavirus. He asked the board if they had any comments or questions on the modifications that were made. He added that the budget can be amended at a future date dependent on the evolving situation.

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Trustee Pierce asked how much was cut out of the budget. Director McCarthy said she cut revenues by \$1.1 million and expenses by \$684,000. She added that the sales taxes came in higher than expected, and added that the employee pay increase of 2% for a cost of living adjustment is just over \$60,000.

Trustee Dominiak asked what roads would be cut from the road program. Administrator Kiem identified some local roads, and Director Heimbrodt discussed the costs of the various roads. They are currently trying to figure out which ones should be taken care of first. Trustee Dominiak asked that the adaptive playground equipment be moved up when funds become available. She thanked Director McCarthy for all of her tremendous work during this unprecedented time.

Trustee Poulos said it's a pleasure to work with Administrator Keim and Director McCarthy, and they have done a great job of responding to the board's requests. Trustee Johnson agreed and said we have to trust the staff and they do a great job.

### **VII. OTHER BUSINESS**

Trustee Dominiak discussed an email about the village hanging the LGBTQ flag in honor of pride month. She said we may have similar requests from other organizations, and asked staff to come up with a policy if someone comes to us in the future with a similar request. She also discussed using facebook to communicate messages and the risk of people responding to FB messages. She discussed the option to remove commenting from Village posts.

Trustee Dominiak mentioned upcoming Chamber of Commerce events. She asked about the required to limit to 50 people, and the planned street fair, which was not on list of things approved by village. She requested more information from The Chamber and add that or not to the list of approved events.

Trustee Pierce added that the village could consider having a spot where people could celebrate and put a flag and promote their cause. He thinks the Village should be blocking comments and limit facebook posts to what we're promoting.

Trustee Macek agreed that it seems appropriate to block comments.

Mayor Hanson said the goal of The Chamber is to get businesses back. He suggested we let businesses do more and address these concerns next year. He also added that the Village Board passed a welcoming and inclusive community pledge in 2017.

### **VIII. Executive Session**

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

### **IX. ADJOURNMENT**

There being no further discussion, the Village Board of Trustees Special meeting adjourned at 9:26 pm.

Respectfully submitted,

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Lori K. Romine, RMC/CMC  
Village Clerk