

# APPROVED MINUTES

**VILLAGE OF ANTIOCH BOARD OF TRUSTEES  
COMMITTEE OF THE WHOLE MEETING  
Antioch Senior Center: 817 Holbek, Antioch, IL 60002  
Virtual Meeting – Call In (312)626-6799 Access Code: 592-598-564  
July 22, 2020**

## **I. CALL TO ORDER**

Mayor Hanson called the July 22, 2020 Committee of the Whole meeting of the Board of Trustees to order at 7:31 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: Pierce, Macek, Yost, Dominiak (via Zoom), Poulos and Johnson. Also present were Mayor Hanson, Attorney Long, Administrator Keim and Clerk Romine.

## **IV. Absent Trustees Wishing to Attend Remotely**

Trustee Dominiak was attending the meeting remotely via Zoom.

## **V. Approval of the June 24, 2020 Committee of the Whole Meeting Minutes as presented.**

Trustee Macek moved, seconded by Trustee Johnson to approve the June 24, 2020 committee of the whole minutes as presented. Upon roll call, the vote was:

**YES: 5:** Macek, Yost, Dominiak, Poulos and Johnson.

**NO: 1:** Pierce.

**ABSENT: 0.**

**THE MOTION CARRIED.**

## **VI. Regular Business**

**1. Area Business Survey regarding the impact of COVID-19** – Director Garrigan discussed the survey recently done regarding the impact of COVID-19 on small business, including impact on Village revenue, and reviewed the survey results. He highlighted the desire for community marketing, the importance of social media, and the top 3 concerns businesses have including confidence/safety, employee safety/retention, and loss of revenue/sales.

Trustee Macek expressed concern that many businesses did not get a copy of the survey and that the survey was not a full representation of the business community. Mary Priller, marketing consultant, addressed those concerns by saying it was a really good first step, and the response rate was amazing. Staff will do a follow up meeting and do follow up surveys. Trustee Dominiak discussed her experience with surveys. She commented that 125 survey requests were sent to the business community, including non-sales tax businesses. She said there were a number of businesses who were emailed the survey, and reminders of the survey, and those emails were never opened. Trustee Dominiak believes there was an overall good response rate. Director Garrigan said specific survey comments and feedback will be distributed to the board.

**2. Marketing Campaign Strategy** – Ms. Mary Priller, marketing consultant, presented an overall snapshot for the Village and the strategy of doing an offline and digital component. She discussed community marketing, and said it should include social media marketing, and the use of videos and storytelling. She discussed the importance of bringing users back to the Village website and use of metrics for the purpose of setting goals. She encouraged the board to use this opportunity as a springboard and starting point to develop marketing for the village and put an approach together.

Trustee Pierce asked if the total expenditures would need to be approved by the board. Director Garrigan replied that there is a line item for marketing, but this would be a variation from that marketing budget.

## APPROVED MINUTES

Trustee Pierce suggested going out for an RFP if the board is asked to spend twice the amount of a line item, and said he would need an RFP process done before he could vote.

Trustee Yost discussed the amount in the proposal and said the board would have to consider other projects that may benefit from marketing as well. such as investing in the beautification of the community. He asked if beautification or marketing would provide a better return on investment in terms of the \$25,000 cost. Ms. Priller responded that those projects should always happen, but this should too.

Trustee Dominiak asked who the target market would be in this campaign. Ms. Priller said this is more of a plan than a campaign and it varies depending on the subject of the marketing. Trustee Dominiak asked if this was about bringing more people into the community from outside, or getting people in town to shop local, or getting people in the community to do recreation in the community. Trustee Dominiak commented that the tactics need to be different for internal vs. external, and asked how the tactics would be prioritized for budgeting. Ms. Priller replied that she would put an emphasis on visual and imagery and recommend video and social media. Trustee Dominiak asked how these tactics bring someone into town and if there is a timeline to put this all together. Ms. Priller discussed the use specific words, and search engine marketing, and said she would have to look further into things for a more detailed timeline. She suggested a follow up meeting to delve deeper and start this right away. Digital marketing is much more on demand and can be rolled out more quickly and efficiently. Trustee Dominiak asked if the budget included research and asked about what was included as a part of the marketing consultancy. She would like to know what the expected hours would be for each project, and doesn't feel it's a complete budget. She would like a better idea of what those costs would be, and to see more definition around the budget, including time, research, and discovery. Trustee Dominiak asked if she has had an opportunity to research Visit Grayslake and asked about the possibility that the businesses have their own website where they can provide their information. Trustee Dominiak said it is important to look at appearance of the town and the board needs to put its best foot forward if bringing people into the community.

Trustee Poulos agreed that the board needs a different perspective and approach such as in an RFP in order to identify competitors. He asked what the strategy is to make ourselves more appealing, and how we attract people from other areas. He commented that this is a considerable dollar amount and said it doesn't hurt to look at other companies. Ms. Priller responded that they shouldn't wait too long to make a plan because timing is crucial.

Trustee Johnson said that it's the board's responsibility to find balance between beautifying Antioch and marketing Antioch. He believes marketing is extremely important, but said they go hand in hand. Once people come into the community and spend the money, they can reinvest in beautification.

Mayor Hanson said that money needs to be spent now on marketing in order to help businesses through these times and help bring people in. He said we are competing against time right now.

**3. Economic Development Task Force Recommendations** – Director Garrigan discussed the weekly meetings of the task force and their recommendations for improving downtown. He added that the recommendations go beyond what is typical maintenance for our public works department who do a great job maintaining downtown. Task force recommendations include painting crosswalks, tree plantings, cleaning awnings and cleaning up some landscaping.

Mr. Tim Downey, task force member and local business/property owner, sees the potential and believes the opportunity is there to reach the potential for downtown Antioch. He doesn't believe downtown is ready to be marketed and said it needs better infrastructure and to know what we are before marketing can be successful. He discussed the need to get building and business owners to see that Antioch is improving and that they could benefit from improvements. He wants to create energy so they will want to make improvements. He discussed sponsorship and fundraising efforts which can help start to make these changes.

## APPROVED MINUTES

Mayor Hanson thinks Mr. Downey is the perfect person to lead this effort, and thinks the board needs to support these efforts.

Trustee Pierce said we have to be ready to market forever and need a plan and need to know who we are. Mr. Downey said within a month this group could come back with a timeline/plan and idea. Director Garrigan added that Mr. Downey has offered to use the theater as a site for a visioning session. Mr. Downey thinks they can come back in a month with key steps moving forward. He added that the task force would like to see improvements before Rivalry Alehouse opens in late November early December.

Ms. Jennifer Drinka, Director of the Library, said they will have resources available through the library. Trustee Pierce commented on the expansion of the garden alley and its imposition on parking, particularly handicapped parking areas.

**4. Social Media Policy** – Trustee Dominiak asked that this item be placed on the agenda due to recent comments and the possibility of disabling comments. She asked if it's possible to push information out but remove comments. Administrator Keim said there is not a way to disable comments on the facebook page.

Attorney Long commented on the right of freedom of speech and the need to keep and allow commenting and the danger involved in removing comments. Trustee Johnson suggested a disclaimer on each post stating that we won't react or respond to comments.

### **VII. OTHER BUSINESS**

None.

### **VIII. Executive Session**

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

### **VIII. ADJOURNMENT**

There being no further discussion, the Village Board of Trustees Special meeting adjourned at 9:39 pm.

Respectfully submitted,

---

Lori K. Romine, RMC/CMC  
Village Clerk