

# 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  
February 24, 2021**

## **I. CALL TO ORDER**

Mayor Hanson called the February 24, 2021 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 Mayor and Board of Trustees led the Pledge of Allegiance.

## **III. ROLL CALL**

Roll call indicated the following Trustees were present: Pierce, Macek, Pedersen (via Zoom), Poulos and Johnson. Also present were Mayor Hanson, Attorney Long, Administrator Keim and Clerk Romine. Absent: Trustee Dominiak.

## **IV. Approval of the January 27, 2020 Special Meeting and Committee of the Whole meeting minutes as presented**

- Trustee Macek moved, seconded by Trustee Poulos, to approve the January 27, 2020 Special Meeting and Committee of the Whole meeting minutes as presented. Upon roll call, the vote was:

**YES: 4:** Macek, Pedersen, Poulos and Johnson.

**NO: 0.**

**ABSTAIN: 1:** Pierce.

**ABSENT: 1:** Dominiak.

**THE MOTION CARRIED.**

**Discussion regarding meeting attendance records for boards and commissions –** Mayor Hanson said he would like to remove item #8 from the agenda after doing extensive research. Trustee Pedersen moved, seconded by Trustee Poulos, to pull this item from the agenda. Upon roll call, the vote was:

**YES: 3:** Pierce, Pedersen and Poulos.

**NO: 2:** Macek and Johnson.

**ABSENT: 1:** Dominiak.

**THE MOTION CARRIED.**

## **V. Regular Business**

**1. BYOB Liquor License Request – Drivetime Golf –** Mayor Hanson invited the applicant, Mr. Gregory Osgood to present his request.

Mr. Osgood presented his request for a BYOB non-restaurant liquor license for his new business Drivetime Golf. He has been working to open a golf facility, and grow the market for new and female golfers. He does not want to become a bar facility, but thought a BYOB license would be appropriate for his business.

Mayor Hanson asked if there were other similar locations that had a similar license. Mr. Osgood responded that there are similar facilities that have BYOB. Trustee Pierce asked if the applicant will be entitled to gaming, and if there would be juveniles in the facility. Mr. Osgood responded that they do plan to have kids, which is why he didn't request a bar license.

Trustee Macek thinks this business is an asset to the town and looks forward to seeing something.

Trustee Poulos expressed concerns with underage drinking and wants to ensure that the business owner would be responsible for monitoring BYOB patrons.

## APPROVED MINUTES

Trustee Johnson is supportive of the idea.

Mayor Hanson asked that any training for school age kids would be scheduled outside of BYOB groups. Mr. Osgood said that his facility will not accommodate too many large groups at the same time.

This item will be placed on the next Village Board Agenda for consideration.

**2. BYOB Liquor License Request – Crystal Nails & Spa –** Mayor Hanson invited the applicant, Ms. Truc Ho to present her request.

Ms. Ho presented her request for a BYOB non-restaurant liquor license for her business Crystal Nails & Spa in order to accommodate groups celebrating a shower or birthday and bring in champagne or other alcohol for special events. The board was generally supportive of the idea.

This item will be placed on the next Village Board agenda for consideration.

**3. Marketing Consultant Presentation and discussion –** Mayor Hanson introduced the All Together and Clue Group to present their proposal to provide a marketing strategy.

Administrator Keim discussed the request for proposals, proposals received and review process in selecting All Together and the CLUE Group.

Ms. Marisa Schulz, All Together, provided a summary of their strategic marketing process for the Village of Antioch. They focus on engaging the community, branding and communication and a consistent image of Antioch. Ms. Schulz will integrate the downtown beautification and stated that both her and Rachael have a history in economic and community development.

Mr. Josh Bloom discussed the market analysis his group will conduct.

Ms. Rachael Smith discussed the approach which consists an analysis, communications analysis and audit, focus groups, and community engagement.

Mr. Bloom discussed market differentiation and provided an example from New Jersey which connected brand to strategy. He discussed the changing market dynamics and recent changes in operations resulting from COVID such as restaurant adaption, convenience, commercial real estate, and new business development.

Ms. Schulz discussed how to leverage the market brand, designing brand collateral and identifying target audience profiles. They expect to build on the current tagline and expand in order to evolve and capture the process.

Ms. Smith discussed collateral materials available for Village use beyond the strategy and to implement the brand.

Mr. Bloom presented an example from another community in New Jersey that has similar characteristics to Antioch.

Ms. Schulz provided examples of experiential branding and marketing, which is extremely important right now. Ideas could be to bring in art and pop-ups which brings people into the community. She discussed the experiential marketing done in Downtown Evanston and its success.

Ms. Smith reviewed the brand toolkit and implementation which will help ensure a successful marketing strategy as well as key performance indicators.

## APPROVED MINUTES

Trustee Pierce thanked staff for their hard work in finding a high-quality national firm that can help us achieve a long-term goal. Trustee Pierce asked about additional costs for implementation. Administrator Keim said this firm will help develop a strategy, and the implementation will require staff or consultant time. There will be ongoing costs to market. Administrator Keim will attempt to estimate what the ongoing costs may be.

Trustee Macek asked where they were located. Ms. Schulz responded that they are located in Chicago. He asked where they will gather information and get photography. Ms. Smith responded that they will hire a local photographer and they have worked in many other small towns that are not Chicago. Trustee Macek said some stories are missed and expressed concern with the ongoing costs. Trustee Macek asked who has control over social media and website and asked if the board would have input on the strategy. Administrator Keim said the board will have input and authority throughout the process.

Trustee Pedersen is very excited about this opportunity and looking forward to seeing what will transpire.

Trustee Poulos asked if the initial research would include committees and stakeholders. Administrator Keim said it is important to have other groups and civic organizations involved in the process.

Mayor Hanson discussed branding and asked how they feel working with staff and the Lakota group in marketing the vision for downtown. Mayor Hanson thanked the economic development commission for their input and wants to include their ideas as well. He thinks positioning the village in this way is exciting but has concerns over branding and imaging at the same time.

Ms. Schulz discussed their work with Lakota on other projects and said they will work closely with them to make sure the brands and ideas are intertwined. She discussed approaches with the other Village groups such as the task force, downtown tagline development, and gathering input from those groups to have their buy-in and integrate their designs and ideas.

This item will be placed on the next Village Board agenda for consideration.

**4. Small Business Grant Update** – Director Garrigan provided a summary of applications received for the small business grant program. The criteria and evaluation was previously approved by the Village Board. After the deadline, approximately 23 applications were received. Notices were sent out individually, and information was placed on the website and Facebook. The applications were reviewed, and only 2 qualified for the grant based on existing criteria. Sixteen additional submitted applications were incomplete and require more information. There were 3 members of the task force reviewing applications. Staff wanted to take this opportunity to provide an update and gather input on how to proceed.

Trustee Pierce asked how many applications were sent out. Director Garrigan can send out the spreadsheet on who was sent applications. Trustee Pierce would like to get more information from the sixteen remaining applicants that may qualify. Director Garrigan said there was a month from the time the program was posted on the website and letters went out until the deadline.

Trustee Macek discussed the gross sales requirement. Administrator Keim said that staff is asking the board if they would like to revisit the criteria before awarding additional grants. Director Garrigan can discuss new criteria with the task force on Monday. Trustee Macek asked for a refresher for the board on the criteria so they can respond with what they think should be tweaked.

Trustee Pedersen would like that information as well and would like to be able to help the businesses.

Trustee Johnson said the parameters should be increased and reconsidered. He also discussed the idea of rewards for shopping local. Director Garrigan will discuss that idea with the task force.

## APPROVED MINUTES

Mayor Hanson discussed the task force and the potential programs that could be discussed. Staff will follow up with the task force and hopefully bring it back to the next board meeting.

**5. Discussion regarding EMB Signs in the Downtown** – Director Garrigan summarized the previous discussion regarding EMB signs from the last meeting and asked the board if they had any input before proceeding to the Planning and Zoning Board with the text amendment.

Trustee Pierce said as long as civic signs are properly designed and placed it should be okay. He is not okay with expanding it further to commercial signage.

Trustee Macek believes civic signs are important for public to be aware of the services the groups provide.

Trustee Pedersen said Antioch is unique, but thinks they should be allowed as long as its done property and not intrusive to neighboring homes.

Trustee Poulos agrees as long as it's a black and white and stationary message, and thinks often they will look better than the current signs being utilized by those organizations.

Trustee Johnson agrees that message boards work. He said as long as it's done tastefully we can move forward into a new era.

Mayor Hanson would also like to gather input from the consultants on these types of signs in the downtown area. He discussed the need to use technology, but keep it consistent with our historic downtown.

**6. Township Park Coop Discussion** – Administrator Keim discussed the previously formed Township Park Co-Op and Intergovernmental Agreement for facility use and maintenance at the Tim Osmond Sports Complex. He discussed meetings with the township regarding the improvements and use of the park and said there is currently an IGA with the Township. The IGA contains a provision for a Co-Op committee comprised of the Township and Village who are tasked with meeting and discussing the topics within the agreement. The committee has not met in years, but was very active throughout the development of the sports park. Administrator Keim discussed the joint maintenance of the park and said it may be time to resurrect the committee.

Mayor Hanson thanked Supervisor Shaughnessy for taking the initiative and meeting with himself and Administrator Keim to address those issues. He then asked for the board's feedback on how to move forward.

Supervisor Shaughnessy agreed that the Village and Township are working better together than they ever have, and thinks this is a really good step in the right direction.

Trustee Pierce appreciates the effort of working together and thanked Supervisor Shaughnessy for bringing this forward.

Trustee Macek thinks it's a great plan.

Trustee Pedersen is very excited about working with the Township as liaison to the Parks.

Trustee Poulos thinks it's a great thing and said we need to include it in some of the marketing initiatives to highlight things such as the frisbee golf area.

Trustee Johnson discussed previous Village and Township relationships around 2010, and has been impressed with the improved relationship since the involvement of Supervisor Shaughnessy.

## APPROVED MINUTES

**7. Draft Budget Presentation** – Administrator Keim said this will be a very high-level overview of the first draft budget. He does not expect to go line by line reviewing expenses, but instead asked for input from the Village Board on what they would like to see in the upcoming fiscal year. He discussed the use of fund balance and reserves to balance the budget and fund capital projects.

Administrator Keim explained that this is the Village Board's budget for their approval, and asked the board to provide input on projects or initiatives they believe are important.

Director McCarthy reviewed projected revenues and expenditures in the 3 major funds; general, capital and water and sewer (enterprise) fund. She explained that the major concern is the capital fund which doesn't necessarily have a funding source. She said cash can be transferred from the general fund to the capital fund to eliminate any deficit, cut capital projects, or use available fund balance in the general fund.

Administrator Keim said there is currently nothing to cut from general funds. Departments are very frugal and don't have any unnecessary expenses. Any recommended cuts would be unpalatable. He discussed the police pension expense, business incentives and other contractual services. Trustee Pierce asked about police pension obligations and contributions. Director McCarthy said this year the cost for police pension is \$2.1 million and is ever increasing; the target goal keeps moving out. Each year it is funded based on the recommendation by the actuary.

Major capital requests include the road program, debt services, repair/replacement of the roof at village hall, police department parking lot, fence at Mary's park, and the police department roof, for an approximate total of \$2.1 million. Administrator Keim added that they have made major improvements with the road program since it began. He would like to approve the budget in April and move on projects.

WS projects and expenses include debt service payments, crest sanitary sewer (dependent on grant) and structure lining identified in the Infiltration and Inflow (INI) study.

Administrator Keim discussed next steps including board input, recommendations, meeting with departments and liaisons and finalizing the budget for Village Board approval.

### **VI. OTHER BUSINESS**

No report.

### **VII. ADJOURNMENT**

There being no further discussion, the Village Board of Trustees Committee of the Whole meeting adjourned at 9:11 pm.

Respectfully submitted,

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Lori K. Romine, RMC/CMC  
Village Clerk