

APPROVED MINUTES

**VILLAGE OF ANTIOCH BOARD OF TRUSTEES
COMMITTEE OF THE WHOLE MEETING
Antioch Senior Center: 817 Holbek, Antioch, IL 60002
Call In (312)626-6799 Access Code: 592-598-564
August 11, 2021**

I. CALL TO ORDER

Mayor Gartner called the August 11, 2021 Committee of the Whole meeting of the Board of Trustees to order at 6:30 pm at the Antioch Senior Center located at 817 Holbek, Antioch, IL and via Zoom.

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, Bluthardt, Burman and Dominiak (via Zoom). Also present were Mayor Gartner, Attorney Vasselli, Administrator Keim and Clerk Romine.

IV. Absent Trustees Wishing to Attend Remotely

There were no objections to Trustee Dominiak attending remotely.

V. Approval of the July 28, 2021 Committee of the Whole meeting minutes as presented

Trustee Macek moved, seconded by Trustee Pedersen, to approve the July 28, 2021 Committee of the Whole meeting minutes as presented. Upon roll call, the vote was:

YES: 6: Pierce, Macek, Pedersen, Bluthardt, Burman and Dominiak.

NO: 0.

ABSENT: 0.

THE MOTION CARRIED.

VI. Mayoral Report

Acknowledgements – Mayor Gartner announced the passing of Deputy Fire Chief Leonard Sakalowski, and the arrangements for his services on Friday.

VII. Police Department Promotions:

- a. **Promotion of Sergeant Charles Smith to Commander**
- b. **Promotion of Officer Audra Bonaroti to Sergeant**
- c. **Promotion of Commander Norman Johnson to Deputy Chief**

Chief Guttschow introduced the promoted officers and provided a bio for each. Clerk Romine administered the oath of office to each of the members individually.

Citizens Wishing to Address the Board

There were no citizens wishing to address the board.

VIII. Regular Business

1. Discussion regarding the final Strategic Marketing Plan update – Administrator Keim introduced Rachael Smith and Marisa Schulz from All Together to present their strategic marketing plan for the Village of Antioch.

Ms. Rachael Smith presented the proposed brand guide in order to assist in implementing the brand. Ms. Marisa Schulz read aloud the 'Story of Antioch, and commented that each board member is an important brand ambassador for the Village. She also went into the flexible taglines that could be used with the brand.

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Ms. Smith presented the updated brand, its applications and uses. She further went into the marketing of the brand, and the use of 'explore Antioch' as a central hub for events and important information. She discussed collaboration with the Chamber, economic development task force and new communication specialist staff member. She recommended a collaborative events calendar and the use of the hub to speak to residents and visitors. She reviewed the survey of the community and the business owners, about village events, and presented ideas for winter events, and reimagined or new events. She proposed updated programs and placemaking ideas which could be used moving forward.

Trustee Pierce liked much of what he saw in the plan and asked about incorporating the branding into downtown and where the boundaries may be when implementing the brand. Ms. Smith said ideas for updated signage were included outside of downtown, and said the Lakota Group are talented designers and she feels as though they will find a way to make it all work together with their downtown beautification plan.

Trustee Macek thinks part of the branding is the local churches and asked how those could be included in the brand. Ms. Schulz said the churches were included in the stakeholder meetings, and it's included in the big-hearted aspect of the plan, but not explicitly mentioned so they could explore that further.

Trustee Pedersen commended the study and plan and looks forward to implementing this. Trustee Bluthardt said the plan is well done and includes everything he would like to see and looks forward to putting it into place.

Trustee Burman agrees with Trustee Macek regarding the churches, and agrees with the amendments that have been made and is excited to see it move forward.

Trustee Dominiak agreed that this is phenomenal work and is excited for it to be implemented. She commented on the story and the feedback from the Economic Development Task Force to remove the word bars from the story. She also mentioned the downtown tagline developed by downtown business owners, and proposed that the banners include the language 'more than expected' recommended by that group. She commented on the ghost signs and asked to include the logo on the building adjacent to the Village Hall. Ms. Schulz addressed the comment on the story, and said it was amended it so it didn't lead with the word bars as requested by the task force. She recommended it be kept in the story. Trustees discussed the inclusion of the word 'bars' in the story and made recommendations of other terms for the word bar such as entertainment venue, pub, tavern. This item will be placed on the next agenda for consideration. Ms. Schulz also responded that they are still working with Heather Fenzel on some downtown pieces.

2. Discussion regarding a façade grant request from Antioch Cyclery located at 890 Main Street – Director Garrigan presented the request for a façade grant which is consistent with the Village façade guidelines to bring the building back to its historical appearance. The project involves the replacement of a substantial amount of brick.

Mr. Emory Patterson, contractor for the project, spoke about the building and historic restorations and his experience with those modifications. He reviewed the renovation process and proposed storefront.

Trustee Pierce asked what impact this would have on the downtown appearance. Director Garrigan responded that it's a significant impact. He commented that the ultimate goal is to bring back the original brick when possible, and this would improve the overall side of Main Street. This has been discussed with the applicant over the past several years.

Trustee Pedersen said it's the intention to improve the downtown, and loves the idea of the wooden doors and is in favor of this facade improvement.

Trustee Bluthardt asked if the entire south side would be redone. Mr. Emory replied that they would take a section of the bottom, but keep the paint on the south side.

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Mayor Gartner asked if there was a rendering of the final product. Mr. Patterson responded that he doesn't have an architectural rendering, but could work with staff on a general elevation draft to bring back to the board. This item will be placed on the next village board agenda for consideration.

3. General Discussion regarding traffic concerns – Administrator Keim discussed the resolution and policy adopted related to traffic calming. He reviewed the traffic calming committee processing of traffic complaints. Over the past 5 years, there have been approximately 45 complaints in total, including requests for stop signs and speeding. He discussed the specific request from Trustee Pierce to install speed tables on Oakwood and Maplewood in the Oakwood Knolls subdivision. There was speed collection data, which was presented by Chief Guttschow.

Trustee Pierce said if the board doesn't move forward with some kind of traffic calming techniques, he asked that the radar signs be considered as a permanent solution.

Trustee Macek commented on the speeding concerns on state routes and asked for a resolution or letter be presented to the state to request lower speed limits.

Trustee Pedersen expressed concern for speeding cars and endangering children. She said she doesn't know the answer, but asked it be looked into.

Trustee Bluthardt discussed directed enforcement with police presence and the loss of efficacy over time with speeding mitigation techniques.

Trustee Burman expressed concern with speeding in areas without sidewalks.

Trustee Dominiak asked that the record to show her concern for life safety and the fact that there is speeding, but does not know a solution to correct people's wrong behavior. She discussed a previous speed study done on Route 59, which did not reflect much speeding at the time. She said the board could reach out to the State regarding the speeding issue and request a reduction of speed limits, but is not sure that will fix the issue.

Trustee Pierce asked the board to start thinking about steps to reduce the perception of speeding in subdivisions.

Trustee Pedersen asked if staff could reach out to the homeowners associations and talk to them about communicating with the residents to slow down in the neighborhoods.

Administrator Keim said if the board feels there are still traffic concerns after reviewing all of the data, there could be physical solutions installed. He asked if the board was interested in moving forward with engineering studies and engaging engineers to begin physical measures in Oakwood knolls.

Mayor Gartner commented that most complaints in subdivisions are with newer drivers and asked that parents talk with kids about speeding. He asked staff to come back with options for cost-effective and effective ways to help reduce speeding. He also asked the attorney to draft a letter to the state for speeding on state highways. Mayor Gartner asked that options are provided to the board before a decision is made to go to engineering.

Trustee Pedersen said the Village should start with talking to associations about sending the message out to their residents. Chief Guttschow discussed some upcoming traffic enforcement techniques which will be implemented by the department in the coming weeks.

Trustee Burman agrees with communicating with the associations, but said there are neighborhoods that don't have associations, and we need to look into figuring out what that first step would be for them as well.

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Administrator Keim confirmed that the next steps will include sending a letter to State Representatives, design an outreach to homeowners associations for a messaging initiative, and to identify some measures to be presented by an engineering consultant at a future meeting for traffic calming techniques.

IX. OTHER BUSINESS

None.

X. ADJOURNMENT

There being no further discussion, the Village Board of Trustees Committee of the Whole meeting adjourned at 8:05 pm.

Respectfully submitted,

Lori K. Romine, RMC/CMC
Village Clerk