



VILLAGE OF PALATINE
VILLAGE HALL - COUNCIL CHAMBERS
200 E. WOOD STREET
PALATINE, IL 60067-5339 – (847) 359-9050
<http://www.palatine.il.us>

PALATINE LIQUOR COMMISSION

AGENDA

DECEMBER 7, 2020

Regular Meeting

7:05 PM

I. ROLL CALL

II. MINUTES APPROVAL

1. Palatine Liquor Commission - Regular Meeting - September 21, 2020

III. AGENDA ITEMS

1. Consider a Motion Approving an Application for a Class D Restaurant Liquor License for Islas Veracruz, Inc. (d/b/a Islas Veracruz) at 1417 N. Rand Road

IV. ADJOURNMENT



VILLAGE OF PALATINE
 VILLAGE HALL - COUNCIL CHAMBERS
 200 E. WOOD STREET
 PALATINE, IL 60067-5339 – (847) 359-9050
<http://www.palatine.il.us>

PALATINE LIQUOR COMMISSION

MINUTES

SEPTEMBER 21, 2020

Regular Meeting

7:05 PM

I. ROLL CALL – Time: 7:27 PM

Attendee Name	Title	Status	Arrived
Jim Schwantz	Commissioner	Present	
Tim Millar	Commissioner	Present	
Scott Lamerand	Commissioner	Present	
Doug Myslinski	Commissioner	Present	
Greg Solberg	Commissioner	Present	
Kollin Kozlowski	Commissioner	Present	
Brad Helms	Commissioner	Absent	

Also Present:

Village Clerk Marg Duer, Village Manager Reid Ottesen, Deputy Village Manager Mike Jacobs, Village Attorney Nicholas Standiford, Director of Planning & Zoning Ben Vyverberg, Director of Community Services Harry Spila, Director of Public Works Matt Barry, Fire Chief Scott Andersen, IT Director Larry Schroth, Director of Finance Paul Mehring, Director of Human Resources Pam Jackson and Police Chief Dave Daigle

II. MINUTES APPROVAL

- Palatine Liquor Commission - Regular Meeting - September 8, 2020 - **Accepted**

RESULT:	ACCEPTED [UNANIMOUS]
MOVER:	Greg Solberg, Commissioner
SECONDER:	Doug Myslinski, Commissioner
AYES:	Schwantz, Millar, Lamerand, Myslinski, Solberg, Kozlowski
ABSENT:	Helms

III. AGENDA ITEMS – Time: 7:27 PM

- Consider an Application for a Class D (Restaurant) Liquor License for One Taco Palatine, Inc. (d/b/a One Taco Dos Tequilas) at 373-375 W. Northwest Highway
- Approved by Voice Vote

Commissioner Schwantz presented the request to increase by one the number of Class D (Restaurant) liquor licenses for One Taco Dos Tequila's located at 373-375 W. Northwest Highway.

Village Manager Reid Ottesen added that the hours of operation for a Class D liquor license are Sunday-Thursday 6 AM to Midnight, and Friday & Saturday 6 AM to 1 AM.

RESULT:	APPROVED BY VOICE VOTE [UNANIMOUS]
MOVER:	Kollin Kozlowski, Commissioner
SECONDER:	Tim Millar, Commissioner
AYES:	Schwantz, Millar, Lamerand, Myslinski, Solberg, Kozlowski
ABSENT:	Helms

IV. ADJOURNMENT – Time: 7:28 PM

1. Motion to Adjourn the Liquor Commission - **Motion Carried by Voice Vote**

RESULT:	MOTION CARRIED BY VOICE VOTE [UNANIMOUS]
MOVER:	Scott Lamerand, Commissioner
SECONDER:	Tim Millar, Commissioner
AYES:	Schwantz, Millar, Lamerand, Myslinski, Solberg, Kozlowski, Helms

SUBMITTED BY:

Margaret R. Duer
Village Clerk

Consider a Motion Approving an Application for a Class D Restaurant Liquor License for Islas Veracruz, Inc. (d/b/a Islas Veracruz) at 1417 N. Rand Road

BACKGROUND: On this evening's agenda is a request for an increase in the number of Class D (Restaurant) liquor licenses for Islas Veracruz located at 1417 N. Rand Road. The permitted hours of operation for a Class D liquor license are Sunday - Thursday 6 AM to Midnight and Friday and Saturday 6 AM to 1 AM.

KEY ISSUES: The Petitioner wishes to apply for a Class D Restaurant Liquor License. A copy of the application and executed lease is on file in the Village Manager's Office. The Petitioner will be present Monday evening to answer any questions of the Commission.

ALTERNATIVES:

1. Approve the license.
2. Do not approve the license.

RECOMMENDATION: Discretion of the Commission.

ACTION REQUIRED: Discretion of the Commission.

ATTACHMENTS:

- Islas Veracruz Business Plan

SPECIFIC PLAN TO EXECUTE DAY TO DAY OPERATIONS AT ISLAS VERACRUZ

ISLAS VERACRUZ will be a family owned, moderately priced 165 seat full service lunch and dinner Seafood and Mexican restaurant, with take-out and delivery options.

The unique selling points of the restaurant include our delicious home cooking that uses family recipes with fresh ingredients and big enough portions so our customers can get a great value for their money.

Islas Veracruz will be open 7 days a week from 10am to 11pm Sunday through Thursday and 10am to 1am Friday and Saturday. The restaurant should be perceived as a casual-theme, full service food establishment appealing to diners of all ages including business and residential customers.

The décor will be family friendly using soft earthy colors, beach and sea themes, booths on the perimeter and tables and chairs with a matching fabric pattern as the booths. We will install additional security systems as needed.

The first 6 months of operation will require an aggressive marketing campaign to bring customers to this location. We will use radio, internet and community involvement to bring customers to Islas Veracruz.

Business strategies:

- The primary objectives of the business plan for Restaurant are below:
- To be the best casual Seafood Lunch & Dinner restaurant in the Palatine area.
- Create a Family atmosphere so our customers feel the crave for return to their favorite Restaurant, attention to detail on every dish and drink, happy team members and great customer Service will be our way of life at Islas Veracruz.

marketing components:

Due to our small size, we believe we can provide exceptional quality by hand selecting our market specials when compared to our larger corporate competitors The same concept holds true in our staffing requirements, by hand selecting our employees we will strive to offer unsurpassed service when compared to our larger competitors

First create awareness; Multi Media Advertising and prominent Signage on the road to bring Customers' to us. Once inside, we will immediately acknowledge the customer with the warmest and most sincere greeting and begin the service process which will ensure repeat customers.

TACOS-BURRITOS-TORTAS

Dos tacos con arroz y Arífoles, steak o pastor \$8.50

2 taco platter beans & rice, steak or Pastor \$9.00

BURRITO Pastor \$9.00 Steak or shrimp \$10.99

Choice of STEAK, PASTOR OR SHRIMP

Cheese, lettuce, pico de gallo, refried beans, sour cream, rice and meat.

TORTAS Pastor \$8.75 Steak or shrimp \$10.75

Choice of Steak, shrimp or pastor.

Lettuce, sour cream, pico de gallo, avocado, and meat.

FAJITAS

FAJITAS \$15.50 Steak \$16.50 Shrimp \$18.00

combo

STEAK AND/OR SHRIMP

Grilled peppers & onions, rice, lettuce, pico, guacamole, sour cream.

NINOS- KIDS

Quesee sticks \$6.00

5 cheese sticks served with papas

Onlaken fingers \$6.00

3 chicken fingers with papas

Quesadillas \$6.00 With shrimp \$8.00

Cheese Quesadillas with papas

DESSERT-POSTRE

5 LECHERES PASTEL \$6.00

3 LECHES CAKE

OHOOO-FLAV \$6.50

CAJETA OHHUROS CON HELADO \$7.00

CARAMEL CHURROS WITH VANILLA ICE CREAM

NUESTRAS DELICIAS OUR SIGNATURE DISHES

MOLCAJE JAROCHO



CAMARONES ISLAS VERACRUZ



PULPO AL GUSTO

PULPO- Rancho, Islas or matacrudas style

\$15.50 Rancho \$16.50 Islas/Matacrudas \$

OCTOPUS- Ranch, Islas or hangover killer style

MEJILLONES-MUSSELS



CAMARONES AL MOLCAJE

LANGOSTINOS



MATACRUADAS MANJAR



PINA RELLENADA MARISCOS MIXTOS



CAMARONES A LA MEGA DIABLA



CAMARONES A LA VALENTINA

UNDERCOOKED ANIMAL PRODUCTS CARRY AN INCREASED RISK OF FOODBORNE ILLNESS. EVEN DARK STEAK AND SUSHI, WHICH ARE GENERALLY SAFE, CAN CAUSE FOODBORNE ILLNESS MORE OFTEN THAN STEAK AND SEAFOOD THAT IS FULLY COOKED. CUSTOMERS FROM HIGHLY SUSCEPTIBLE POPULATIONS (HSRPS) ARE ESPECIALLY VULNERABLE TO ILLNESS. HSRPS INCLUDE THE ELDERLY, PREGNANT WOMEN, TODDLERS, AND PEOPLE WITH COMPROMISED IMMUNE SYSTEMS AND HEAVIER