



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 6, 2021

Regular Meeting

7:05 PM

I. ROLL CALL

II. MINUTES APPROVAL

1. Palatine Liquor Commission - Regular Meeting - September 20, 2021

III. AGENDA ITEMS

1. Consider an Application for a Class G (Beer & Wine) Liquor License for SW2 LLC(d/b/a Pink's Shrimp) at 773 N. Quentin Road

IV. ADJOURNMENT



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PALATINE LIQUOR COMMISSION

MINUTES

SEPTEMBER 20, 2021

Regular Meeting

7:05 PM

I. ROLL CALL – Time: 7:21 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	Present	

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 Public Works Matt Barry, Police Chief Dave Daigle, Fire Chief Patrick Gratziana, IT Director Larry Schroth, Director of Finance Paul Mehning and Director of Human Resources Pam Jackson

II. MINUTES APPROVAL

- Palatine Liquor Commission - Regular Meeting - August 2, 2021 - **Accepted**

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

III. AGENDA ITEMS

- Consider an Application for a Class B Liquor License (Package Liquor Store) for Swej Liquors at 1611 N. Rand Road - **Approved by Voice Vote**

Commissioner Schwantz presented Swej Liquors' (1611 N. Rand Road) request for a Class B Packaged Liquor License.

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

IV. ADJOURNMENT – Time: 7:22 PM

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

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

SUBMITTED BY:

Margaret R. Duer
Village Clerk

Minutes Acceptance: Minutes of Sep 20, 2021 7:05 PM (Minutes Approval)

Consider an Application for a Class G (Beer & Wine) Liquor License for SW2 LLC(d/b/a Pink's Shrimp) at 773 N. Quentin Road

BACKGROUND: On this evening's agenda is a request for an increase in the number of Class G (Beer & Wine) liquor licenses for Pink's Shrimp located at 773 N. Quentin Road. The permitted hours of operation for a Class G liquor license are Sunday - Thursday 6 AM to Midnight and Friday & Saturday 6 AM to 1 AM.

KEY ISSUES: A copy of the application is on file in the Village Manager's Office. The Petitioner will be present Monday evening to answer any questions of the Commission.

ALTERNATIVES:

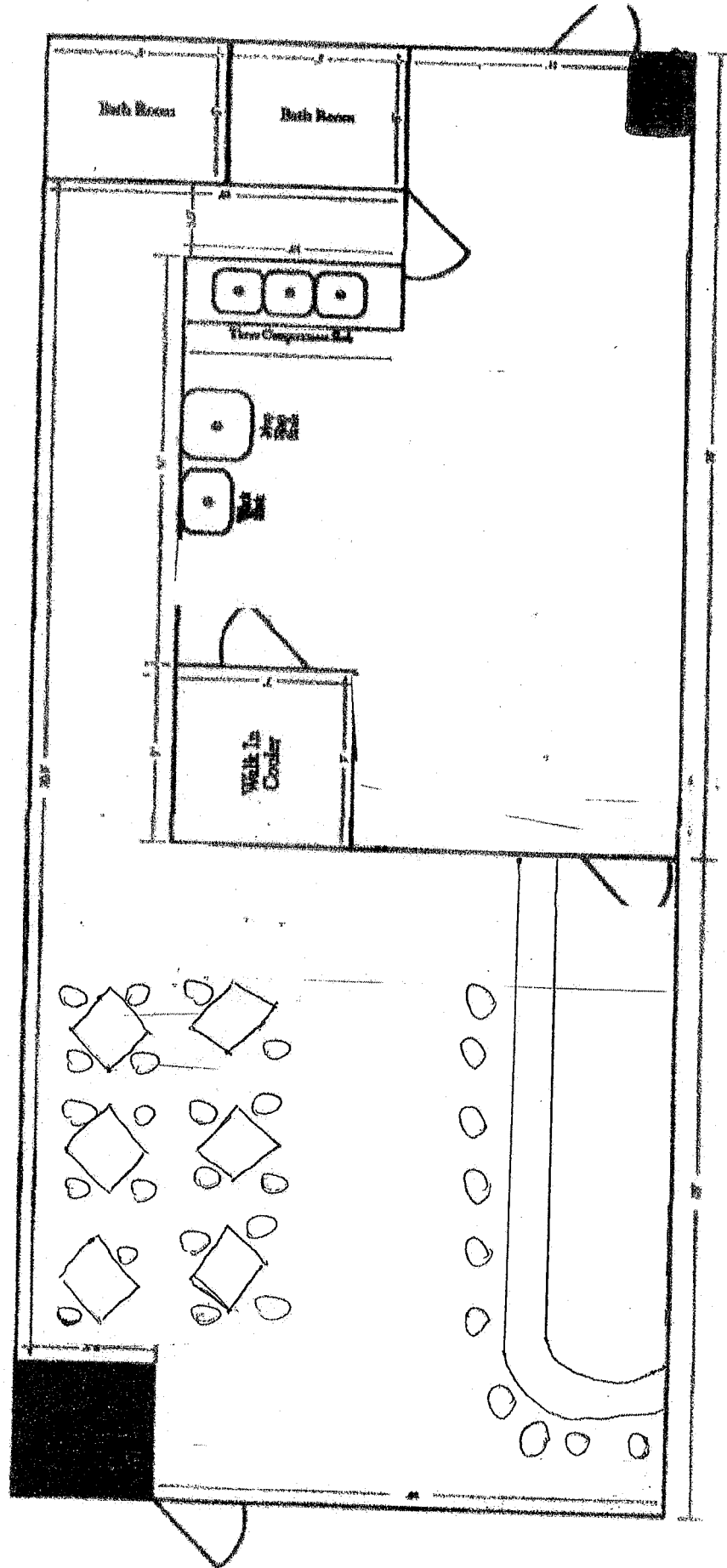
1. Approve the Class G liquor license.
2. Do not approve the Class G liquor license.

RECOMMENDATION: Action is at the discretion of the Commission.

ACTION REQUIRED: Action is at the discretion of the Commission.

ATTACHMENTS:

- Floor Plan, Menu, Business Plan



[Type here]

Pink's Shrimp

Half or Full Pound:

Coconut Shrimp
Beer Battered Shrimp
Fried Clam Strips
Fried Smelts
Fried Calamari
Fried Oysters
Chicken Tenders
Rotating Specials

Fish: Grilled/Fried

Walleye
Icelandic Cod
Catfish
Rotating Specials

Sandwiches:

Shrimp Po'Boy
Oyster Po'Boy
Clam Po'Boy
Andouille Sausage Po'Boy
Surf & Turf Cheesesteak
Various Fish (Grilled/Fried)
Rotating Specials

Sides:

French Fries
Fried Cheese Curds
Fried Pickles
Hush Puppies
Coleslaw
Garlic Bread
Lobster Mac
Rotating Specials

Desserts:

Key Lime Pie
Lemon Cheesecake
Rotating Specials

Beverages:

Water
Soft Drinks
Beer
Wine

SW2 LLC PINK'S SHRIMP BUSINESS PLAN

Prepared by:

Kristina Gaardbo and Greg Gaardbo

773 N Quentin Rd
Palatine, Illinois 60067
847-305-0055
kristina@shockwavesapparel.com

Attachment: Floor Plan, Menu, Business Plan (773 N. Quentin Road - Class G Liquor Application)

I. EXECUTIVE SUMMARY

SW2 LLC Kitchen was established as a Limited Liability Company using the dba *Rockin Rodizio*, a churrasco catering company, and the dba *Chicago Culinary Kitchen*, a Texas BBQ and Craft beer restaurant at 773 N Quentin Rd, Palatine, Illinois 60067 with the expectation of rapid expansion in the food, education, entertainment industry in 2016. In July 2021, due to success and much needed expansion, Chicago Culinary Kitchen was relocated to 2391 N. Hicks Rd. in Palatine, Illinois 60074.

Business Description

Pink's Shrimp. Serving seafood specialties alongside supporting inspired sides in a unique and fun environment. Counter service.

Hours of operation: Monday through Sunday 10am – 10pm dine in and carry out.

Liquor Licensing: Maintain the previous Class G Liquor License for beer and wine.

SW2 LLC - Management Team

Chicago Culinary Kitchen has an experienced management team who have together propelled its growth and success.

Owner and Personal Chef – Kristina Gaardbo, 7+ years as personal chef, Certified Cicerone (as of May 2019) and 9 years of experience as business manager at Shockwaves Promotional Apparel, RN, Long-time Palatine Resident.

Personal Chef - Greg Gaardbo, 7+ years as personal chef and 29+ years of experience as business owner of Shockwaves Promotional Apparel, Combat Marine Corp/Veteran.

Kitchen Manager – Sal Fasano, Le Cordon Bleu graduate (2002), 19+ years of experience in restaurants and catering, including Marriott hotel supervisor and Executive Chef of Biaggis Ristorante Italiano and Kona Grill, and 6+ years as a Sales Representative for Supreme Lobster & Seafood

Operations Manager – Jay Goldberg, 20+ years in the restaurant industry (fast, casual, & fine dining) with 10+ years in restaurant management, involved in 4 new restaurant openings and expansions. Proficient in operations & marketing, holds a BS in Consumer & Family Sciences from Purdue University

II. BUSINESS SUMMARY

Business History

The founding company, SW2 LLC, was formed on 02/12/2014 as Limited Liability Company under Illinois state laws and headed by Kristina Gaardbo and Greg Gaardbo.

Kristina and Greg Gaardbo are both personal chefs and Kristina is a Certified Cicerone.

SW2 LLC started out in 2014 with a churrasco style catering company, dba Rockin Rodizio, utilizing 773 N. Quentin Rd. as a commissary to cater both private and corporate events, festivals, and weddings. In 2016, Kristina and Greg Gaardbo opened Chicago Culinary Kitchen as an event space, doing BBQ classes paired with beer and wine.

In March 2017, Kristina and Greg Gaardbo expanded Chicago Culinary Kitchen as a restaurant, limited to weekends only with a small standard BBQ menu as well as rotating specials of various cuisines.

In July 2021, Chicago Culinary Kitchen expanded once again to a larger location at 2391 N. Hicks Rd. in Palatine, IL 60074 to offer more space and seating to their customers. The hours of operation were also expanded to lunch and dinner five days a week, as well as ongoing culinary classes and events weekly.

In October 2021, plans for a commissary and bakery at 2383 N. Hicks Rd. were submitted in order to expand and keep up with demand at the new location as well as enable the addition of assorted bakery items, flatbreads, and pizzas.

Business Goals and Objectives

To continue to substantially increase our customers and sales through the restaurant, catering, and events. Keep food cost under 35% revenue. Keep employee labor cost between 24-29% revenue. Maintain friendly and efficient employees. Always serve excellent food by starting with quality ingredients. Maintain exceptional service in a unique and intriguing atmosphere. Market creatively and successfully to the entire Chicago land area and its suburbs.

III. MARKETING SUMMARY

Target Markets

Over the last seven years, we have found our target market to be “everyone.” Everyone loves amazing food. Food is what brings people together, no matter what the occasion. We will continue to market to everyone using social media, signage, delicious food and word of mouth.

Pricing Strategy

SW2 LLC has completed a thorough analysis of its competitors' pricing. We will keep in mind our competition's pricing and the costs of customer acquisition.

Promotional Strategy

We plan to market through online services, social media: Facebook & Instagram, public publications and our own website.

Situation Analysis

Strengths

Kristina and Greg Gaardbo have proven their culinary and business abilities in making a small start-up catering company a successful event space and restaurant. They have a strong following of both old and new customers who have been asking for a secondary concept and as they have done before, they are focusing the growth of the restaurants to fulfill the demand as seen fit. Pinks will reap the benefits of Chicago Culinary Kitchen as a sister-restaurant both by notoriety and quality, as well as draw upon the amazing team they have built to support it.

Weaknesses

Kristina and Greg Gaardbo will need to manage multiple restaurant locations, but they have a strong team to help support them.

Opportunities

To be able to offer a different cuisine at a new location and fill a culinary need that is lacking in the area.

V. FINANCIAL PLAN

No outside funding will be necessary. Any and all monies needed will be personally provided for by Kristina and Greg Gaardbo.