



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

AUGUST 14, 2023

Regular Meeting

7:05 PM

I. ROLL CALL

II. MINUTES APPROVAL

1. Palatine Liquor Commission - Regular Meeting - July 10, 2023

III. AGENDA ITEMS

1. Consider an Application for a Class D (Restaurant) Liquor License for Aragvi, LLC at 1280 E. Dundee Road
2. Consider an Application for a Class B Liquor License (Package Liquor Store) for Quick Liquor at 2387 N. Hicks Road

IV. ADJOURNMENT

Motion to Adjourn



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PALATINE LIQUOR COMMISSION

MINUTES

JULY 10, 2023

Regular Meeting

7:05 PM

I. ROLL CALL – Time: 7:37 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, Deputy Village Manager Hadley Skeffington-Vos, Village Attorney Richard Veenstra, 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 Mehring, and Director of Human Resources Pam Jackson

II. MINUTES APPROVAL

- Palatine Liquor Commission - Regular Meeting - June 12, 2023 - **Accepted**

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

III. AGENDA ITEMS

- Consider an Application for a Class E (Temporary) Liquor License for the 2nd Annual Parish Picnic on Saturday, August 5, 2023 at St. Thomas of Villanova Parish, 1141 E. Anderson Drive - **Approved by Voice Vote**

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

2. Consider an Application for a Class H (Banquet Hall) Liquor License for Saahar Group, Inc., d/ba/ Cosmopolitan Eventos Located at 1170 E. Dundee Rd. - **Approved by Voice Vote**

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

IV. ADJOURNMENT – Time: 7:39 PM

Motion to Adjourn - **Motion Carried by Voice Vote**

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

Submitted by:

Margaret R. Duer
Village Clerk

Minutes Acceptance: Minutes of Jul 10, 2023 7:05 PM (Minutes Approval)

Consider an Application for a Class D (Restaurant) Liquor License for Aragvi, LLC at 1280 E. Dundee Road

BACKGROUND:

On this evening's agenda is a request for an increase in the number of Class D (Restaurant) licenses for Aragvi, LLC located at 1280 E. Dundee Road. Permitted hours of operation for a Class D License are Sunday - Wednesday 6 AM to 1 AM and Thursday - Saturday 6 AM to 2 AM.

KEY ISSUES:

A copy of the application and 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 D liquor license.
2. Do not approve the Class D liquor license.

RECOMMENDATION:

Action is at the discretion of the Commission.

BUDGET IMPACT:

\$3,970 Annual Fee for a Class D liquor license.

ACTION REQUIRED:

Action is at the discretion of the Commission.

ATTACHMENTS:

- Floor Plan
- ARAGVI Business Plan 8-9-23

ARAGVI, LLC Business Plan

Background & History

ARAGVI, LLC began on November 1st, 2017, in the city of Buffalo Grove, Illinois as a bakery, later it had expended its business to a small restaurant. Focusing on the goals of “Quality, Healthy, and Tradition” the company is family operation making each dish in our own kitchens from scratch. ARAGVI, LLC has three generations of family member working together to fulfill the idea “Honor the Customer, Quality Comes First”. Through hard work and dedication, ARAGVI, LLC began building its brand around the idea of delicious and authentic traditional Georgian food.

Over the years the different type of populations, representing different communities had started to stop by our bakery and restaurant to enjoy hot, freshly Soup, Khachapuri (bread) and Kebabs. We honor the customers by providing them with the freshest, most delicious, and authentic meal experience possible. Traditional Georgian cuisine combines fresh meats, fresh vegetables, herbs, and spices into distinctly flavorful dishes that are considered among the healthiest in the world.

Ownership and Structure

The restaurant has started out as a LLC corporation, owned by its founders Pavel Ivanoff. Mr. Ivanoff will function as the General Manager.

Our Goal

More than just purveyors of authentic traditional Georgian food, we aim to take simple ingredients in its most basic form and transform it into delicious products for our customers. Our restaurant will make every item from scratch; this means we make every item from its most original form whether it be flour, salt, oil, cheese, and meat for our famous oven baked khachapuri or freshly ground pork and lamb.

Expectations

The most important assumption in the Projected Profit and Loss statement is the gross margin, higher than industry averages. We do see moderate growth over the first five years, because restaurants depend on word of mouth, and we’ll be able to meet capacity requirements to

grow. Our gross revenue increased more than three times for the last two year and surpassed one million dollars.

Location

Our business has been opened at 136 Mchenry Rd, Buffalo Grove, IL but due to plaza remodeling, it was terminated by the city in June 2022. We are happy to reopen it at 1280 E Dundee Rd, Palatine, IL.

Premises will be used in accordance with proposed hours of operation (Monday – close, Tuesday to Thursday from 12:00PM to 10:00PM, Friday and Saturday from 12:00PM to 2:00AM, Sunday from 12:00PM to 8:00PM) with the following restrictions:

1. The rear door, accessible through the back party room, will not be utilized as an entrance or exit, except in emergency situations.
2. The staff will be instructed that in the rear of the tenant space to be mindful of the adjacent residential neighbors.
3. The cutoff time for the live entertainment will be in accordance with the license, village's permit, and policy.

Target Market

Our primary customer base is from north-west suburbs of Chicago (immigrants from former Soviet Union countries). Between they have combined population of 1,000,000.00 people with median income of \$70K. These people looking for good food and a fascinating atmosphere. We want the businessman, happy couples, high-end singles, families, tourists with money, wealthy image seekers and compulsive spenders. We focus on these specific groups because these are the types of people who frequent other restaurants and bars in the area. They are the ones that are willing to spend their money on good dining and service at a value price. We generally know the characteristics of our clientele with the available demographics. As the city of Palatine is re-developing, we can see that a fine dining establishment like Aragvi's is needed here. The city will have much to offer and the people that it draws expect a place where they will get the best of everything. Aragvi's Restaurant will offer a new fine dining concept to the area. The elegant atmosphere, our excellent food and our friendly staff will stand out and make a name in

Palatine. We will succeed by giving people a combination of excellent and interesting food in an environment that attracts successful people that want to get a little bit more out of life than just the ordinary!

Competition

Everyone that sells prepared meals is our competition though because we all compete for the same home meal replacement dollar. But no one in the area is offering the same menu, based on the traditional Georgian recipes. However, there are two segments of the restaurant industry that are our main competition: the casual dining restaurant concept and the fine dining value restaurant. The key is to deliver the best food at the best price with the highest level of service. This is the very definition of value. This concept is at the heart of Aragvi's Restaurant.

Marketing Plan

We will employ three different marketing tactics to increase customer awareness of Aragvi's Restaurant. Our most important tactic will be social media word-of-mouth/in-store marketing. This will be by far the cheapest and most effective of our marketing programs.

1. Word-of-mouth/In-store Marketing
2. Local Store Marketing
3. Local Media

Sales Plan

Our sales plan is to establish and maintain our position with our local customers. The strategy is to build more customers in order to increase revenue. Sales in our business is client service. It

is repeat business. We will focus on making all our customers happy with our food, service, and entertainment options. Our strategy in the restaurant is to have an experienced staff that know the food, wine and liquor. We will train every new employee so they will fit in with Aragvi's concept, which is "Wonderful food, reasonably priced wine and knowledgeable service in an outstanding atmosphere."

Our Advantages

- Location – most of our target customers live 20 miles around this place.
- Hours – we will be open 6 days a week.
- Special Evenings – on Friday's and Saturday's it will be operating until 2:00AM of the morning for special occasions (alcohol will be served until 2:00AM).
- Time-by-time we will be offering the banquet service for special occasions, such as weddings, birthdays etc.
- On Fridays, Saturdays and during special occasions we will be providing live and/or DJ music to our customers (Sound Regulation will be in place in accordance with Illinois Statutes and Regulations).

Keys to Success

Restaurateurs must look for ways to differentiate their place of business in order to achieve and maintain a competitive advantage. The founder of Aragvi, LLC realizes this. With the small re-development, it needs a place that will fit into the 'new look' of the community that is sophisticated and entertaining. The fact that no other restaurants in the area has this concept and atmosphere presents us with a window of opportunity and an entrance into a profitable niche in the market.

Aragvi's Restaurant's objectives for the first three years of operation includes:

- Keeping food cost under 35% revenue.
- Keeping employee labor cost between 24-29% of revenue.
- Stay as a small restaurant with excellent food and service.

- Providing a full security to our customers, by installing the security cameras, randomly checking ID and hiring the security guys for days, when expecting unusual capacity.
- Averaging sales between \$1,000,000-1,500,000 per year.
- Achieve 12% return on investment to investors for the first two years and 15% for the next three years.

Menu



KHACHAPURI



A bread in a category all its own, khachapuri inspires near-addiction in visitors who try it. Piping hot, oozing with cheese and butter, and made with love, khachapuri is an indulgence that isn't soon forgotten.

KHINKALI



These traditional dumplings are made of dough wrapped around a savory meat filling. The most common filling is a juicy mixture of beef and pork.

Consider an Application for a Class B Liquor License (Package Liquor Store) for Quick Liquor at 2387 N. Hicks Road

BACKGROUND:

On this evening's Council agenda is a request for a Special Use Transfer for Quick Liquor, located at 2387 N. Hicks Road. Previous owner, Ghayas Khan closed the business and surrendered the Class B liquor license effective August 1, 2023. New owner, Himansu Patel is applying for the available Class B License to operate the liquor store at 2387 N. Hicks Road. Permitted hours for a Class B liquor sales are Sunday - Saturday 6 AM - Midnight.

KEY ISSUES:

The submitted liquor license application is on file in the Village Manager's office.

ALTERNATIVES:

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

RECOMMENDATION:

Staff recommends action at the discretion of the Commission.

BUDGET IMPACT:

\$3,995 Annual Fee for a Class B liquor license.

ACTION REQUIRED:

Action is at the discretion of the Commission.

ATTACHMENTS:

- Bus. Plan - Floor Plan

BUSINESS PLAN FOR QUICK LIQUORS, 2387 N. HICKS ROAD, PALATINE, IL.

- 1.) WE AT QUICK LIQUORS ARE PLANNING TO OPEN A LIQUOR STORE AT THE GIVEN ADDRESS ABOVE.
- 2.) WORKING HOURS WOULD BE FROM MORNING 10 AM TO 11 PM ON MONDAY TO THURSDAY AND 10 AM TO 12 AM MIDNIGHT ON FRIDAY AND SATURDAY AND SUNDAY 10 AM TO 11 PM.
- 3.) WE ARE PLANNING TO HAVE 1 EMPLOYEE AT ALL TIMES DURING THE WORK OF OPERATION.
- 4.) ALL MANAGERS AND EMPLOYEES WILL BE BASSET CERTIFIED AND OBTAIN AN ALCOHOLIC BEVERAGE SELLER PERMIT FROM THE VILLAGE PRIOR TO ACQUIRING THE LIQUOR LICENSE.
- 5.) ALL DELIVERIES WILL BE MADE DURING PERMITTED HOURS 10 AM- 3 PM.
- 6.) LOADING AREA WOULD BE FROM THE FRONT DOOR TO THE STOCK ROOM IN THE BACK.
- 7.) WE WOULD BE HAVING ONE STOCK ROOM.
- 8.) THE STORE WILL BE EQUIPPED WITH A VIDEO SURVEILLANCE CAMERA STREAMING TO A MONITOR INSTALLED AT THE CASH COUNTER TO ENSURE THAT STAFF ON DUTY CAN MONITOR ACTIVITIES IN THE STORE THE CAMERA SYSTEM SHALL PROVIDE AN UNOBSTRUCTED VIEW OF THE ENTIRE STORE AND WILL SAVE RECORDINGS OF ANY MOTION FOR 15 DAYS WHICH WILL BE AVAILABLE IF NEEDED BY LAW ENFORCEMENT IN COMPLIANCE WITH APPLICABLE LAWS.

