

**Revised Agenda  
City of St. Charles  
Liquor Control Commission Meeting  
Monday, May 20, 2024, 4:30 PM  
2 E. Main Street**

1. Call to Order.
2. Roll Call.
3. Motion to accept and place on file minutes of the Liquor Control Commission meeting held on April 15, 2024.
4. Recommendation to approve a proposal for a Sound Amplification Permit and a new Class E-1 Temporary Liquor License for the “Hops for Hope 5K” to be held at Mt. Saint Mary’s Park on October 5, 2024.
5. Recommendation to approve a 2:00 a.m. Late Night Permit for El Santo Mexican Grill & Cantina in the City of St. Charles for fiscal year 2024/2025.
6. Recommendation to approve a proposal for a new Class E-1 Temporary Liquor License for St. John Neumann’s Church for Sunday, June 2, 2024.
7. Public Comment.
8. Executive Session (5 ILCS 120/2 (c)(4)).
9. Adjournment.

***ADA Compliance***

Any individual with a disability requesting a reasonable accommodation in order to participate in a public meeting should contact the ADA Coordinator, Jennifer McMahon, at least 48 hours in advance of the scheduled meeting. The ADA Coordinator can be reached in person at 2 East Main Street, St. Charles, IL, via telephone at (630) 377 4446 or 800 526 0844 (TDD), or via e-mail at [jmcmahon@stcharlesil.gov](mailto:jmcmahon@stcharlesil.gov). Every effort will be made to allow for meeting participation. Notices of this meeting were posted consistent with the requirements of 5 ILCS 120/1 et seq. (Open Meetings Act).

**Minutes**  
**City of St. Charles**  
**Liquor Control Commission Meeting**  
**Monday, April 15, 2024, 4:30 p.m.**  
**Council Chambers, 2 E. Main Street, St. Charles, IL**

**1. Call to Order.**

The meeting was called to order by Commissioner Vitek at 4:30 pm.

**2. Roll Call.**

**Present:** Spellman, Pietryla, Gehm

**Absent:** Zollers

**3. Motion by Aldr. Gehm, second by Aldr. Pietryla, to accept and place on file minutes of the Liquor Control Commission meeting held on March 18, 2024.**

**Roll Call Vote:** Ayes: Gehm, Spellman, Pietryla; Nays: None. Absent: Zollers.

Abstain: None. Mayor Vitek did not vote as Commissioner.

**Motion Carried**

**4. Recommendation to approve a proposal for a B-1 liquor license application for Chums Shrimp Shack, located at 2115 W. Main Street.**

Chief Keegan introduced the application and indicated this was a recent asset sale of the business and contents to Mr. Luis Rodriguez. Mr. Rodriguez owns and operates taquerias in Algonquin, Crystal Lake, and Woodstock. There was one sale to a minor at the Algonquin location and two underage sales at the Crystal Lake location during police compliance checks, which resulted in fines. Mr. Rodriguez was not present when the underage sales took place, but he does maintain operational control of his businesses. One of the underage sales was a miscalculation of the age by the server. Aside from the violations, all three businesses are in good standing with the state and the respective municipalities.

Chief Keegan recommended approval of the B-1 liquor license with two stipulations. First, a manager must be on site at all times. Second, they must purchase and use an ID reader for all liquor sales. The ID reader would scan the drivers' licenses, auto-fill the birth dates, and provide the ages of the individuals. This would automate the age calculation and ensure accuracy.

Aldr. Pietryla complimented Chief Keegan for his recommendations. He expressed concern regarding the recent violations and would like to see St. Charles maintain high standards. He asked if Chief Keegan anticipates any administrative or compliance burden.

Chief Keegan noted that the business is not a tavern, it has a small footprint, and he does not expect a high volume of liquor sales or for the establishment to become a place where minors would seek to be served. These details informed his recommendation. He has had some conversations with Mr. Rodriguez and has no concerns about policing this location or added risk of underage sales.

Aldr. Pietryla noted that Mr. Rodriguez stated he is paying the Crystal Lake Police Department to conduct compliance checks and asked about the program.

Mr. Luis Rodriguez stated that Crystal Lake has a program where restaurants can pay the Police Department \$100 to conduct compliance checks once every two months. His staff is aware of the paid compliance checks and is more cognizant of the importance of checking IDs and strict enforcement.

Aldr. Pietryla stated that he appreciates Chief Keegan's recommendation; however, as a policymaker, he does not want to burden police officers with potential compliance issues and will not support the liquor license.

Aldr. Gehm asked if other local establishments use the ID readers.

Chief Keegan said a number of local downtown taverns use them. Some larger establishments like Target and Meijer automate age checks for liquor sales through their point-of-sale system. The ID machines work very well for the establishments that use them and even warn of fake IDs and bans.

Aldr. Gehm asked if a probationary period could be considered as an additional stipulation.

City Attorney Nick Peppers noted that we have not in the past issued new licenses with a probationary period. It is typically used in the case of violations.

Ms. Spellman asked if the ID machine would be used with every transaction and about the degree of confidence in the ID machine's reliability.

Chief Keegan responded that the expectation is that the ID machine would be used on every transaction and therefore remove the element of human error when determining validity of the ID and age. The business must use the ID machine on all transactions as a condition of the license. Should the Police Department conduct a compliance check and the location fails to use the ID machine, the business will be in violation and their liquor license could be taken away.

Mayor Vitek expressed appreciation for the work Chief Keegan and the Police Department staff did conducting the extensive background check and working with business owners.

**Motion by Aldr. Gehm, second by Ms. Spellman, to recommend a proposal for a B-1 liquor license for Chums Shrimp Shack, located at 2115 W. Main Street.**

**Roll Call Vote:** Ayes: Gehm, Spellman; Nays: Pietryla. Absent: Zollers. Abstain: None. Mayor Vitek did not vote as Commissioner.

**Motion Carried**

**5. Recommendation of late-night permit applications for Class B and C liquor licenses in the City of St. Charles for fiscal year 2024/2025.**

Chief Keegan noted that the applications for late-night permits are reviewed by the other City departments to ensure there are no outstanding issues, safety violations, or debts. We have 27 late-night permit applications, 18 of which are Class B restaurant licenses and 9 of which are Class C tavern licenses. Of the 27 late-night permit applications, 13 would like to stay open until 1 a.m. and 14 would like to stay open until 2 a.m. We have approximately 268 City licenses, and he is very happy with the relationships built with those license holders. The City has good rapport, communication, and outreach with all of the license holders, and as a result, there has been a consistent reduction in police activity. There were no violations in front of the Liquor Control Commission in 2023 on any of the 27 late-night permit applicants.

**Motion by Aldr. Gehm, second by Ms. Spellman, to recommend the late-night permit applications for Class B and C liquor licenses in the City of St. Charles for fiscal year 2024/2025.**

**Roll Call Vote:** Ayes: Gehm, Spellman, Pietryla; Nays: None. Absent: Zollers. Abstain: None. Mayor Vitek did not vote as Commissioner.

**Motion Carried**

**6. Public Comment - none**

**7. Executive Session (5 ILCS 120/2 (c)(4)) - none**

**8. Adjournment.**

Motion by Aldr. Gehm, second by Ms. Spellman, to adjourn the meeting at 4:46 p.m.

**Roll Call Vote:** Ayes: Gehm, Spellman, Pietryla; Nays: None; Absent: Zollers; Abstain: None. Mayor Vitek did not vote as Commissioner.

**Motion Carried**

 <p>CITY OF ST. CHARLES ILLINOIS • 1834</p>	<b>AGENDA ITEM EXECUTIVE SUMMARY</b>		<b>Agenda Item number: 4</b>
	<b>Title:</b>	Recommendation to Approve a Proposal for a Sound Amplification Permit and a New Class E-1 Temporary Liquor License for the “Hops for Hope 5K” to be held at Mt. Saint Mary’s Park on October 5, 2024	
	<b>Presenter:</b>	<b>Police Chief Keegan</b>	
<b>Meeting:</b> Liquor Control Commission		<b>Date:</b> May 20, 2024	
<b>Proposed Cost per parade:</b> Proposed Cost: \$1,252.68 (PD) \$410.72 (PW) \$57.00 (EMA) <b>TOTAL \$1,720.40</b>		<b>Budgeted Amount:</b> \$	<b>Not Budgeted:</b> <input type="checkbox"/>
<b>TIF District:</b> Choose an item.			
<b>Executive Summary</b> (if not budgeted, please explain):			
<p>This is an application request for a Class E-1 Temporary Liquor License, authorizing dispensing and consumption of craft beer on Park District property, as indicated on a proposed 5K road race route. This temporary license is requested for a single, one-day event, to be held on Saturday, October 5, 2024.</p> <p>The event, known as “Hops for Hope 5K,” will take place on October 5, 2024, in Mount St. Mary’s Park from 10:00 a.m. to 4:00 p.m. and extend into Wheeler Park in Geneva. The estimated attendance is 1,000 participants (last event had 1,000). Project Mobility is a Non-for-Profit organization in partnership with the Bike Rack of St. Charles, with the goal of raising funds to provide adaptive cycling for subjects with physical disabilities.</p> <p>Two EMA members will be present to cross traffic on Route 31 and two Officers will oversee the patrons at the beer fest. Event volunteers will monitor alcohol consumption (beer only) and credential runners (all pre-paid and registered) inside the designated consumption areas. They are also expected to have two members from a private security company (unarmed) to assist with event control.</p> <p>Runners will be allowed to sample a total of six 3 oz. tastings on the running route. The “beer fest” portion of this event is scheduled to begin at 12:30 and last until 4 pm. Runners and those registered just for this portion will receive tickets for six 2 oz. beer samples with their prepaid purchase for consumption inside a fenced-in area near the award tent at the end of the race route. Food will be served by local vendors. No additional service or beer purchases will be permitted once the attendees use up their tickets.</p> <p>All participants must be 21 or older and each will receive an event-specific wristband confirming their identification and age were verified. Each “beer stop” will be fenced with a single point of ingress and egress. The sample will be issued in a plastic cup which would be disposed of at the stop prior to egress. The event will have a fenced in area in Mt. Saint Mary’s Park that will include a tent, awards stand, and a dispensing area for craft beer.</p> <p>A sound amplification permit has been applied for to accommodate a public address system and a band for event entertainment. This event has been approved by the St. Charles Park District Board.</p>			
<b>Attachments</b> (please list):			
E-1 Liquor License Application; Site Plan			
<b>Recommendation/Suggested Action</b> (briefly explain):			
Recommendation to approve a Sound Amplification Permit and a proposal for a new Class E-1 Temporary Liquor License for the Hops for Hope 5K to be held at Mt. Saint Mary’s Park on October 5, 2024.			

**For Office Use**  
 Received:  
 Fee Paid: \$  
 Receipt #

**NON-REFUNDABLE**  
**CITY OF ST. CHARLES**  
 TWO EAST MAIN STREET  
 ST. CHARLES, ILLINOIS 60174-1984



**CITY LIQUOR DEALER LICENSE APPLICATION**  
**CLASS E1 – NOT-FOR-PROFIT LICENSE**  
**CLASS E3 – KANE COUNTY FAIR**

Pursuant to the provisions of Chapter 5.08, Alcoholic Beverages, of the City of St. Charles Municipal Code regulating the sale of alcoholic liquors in the City of St. Charles, State of Illinois and all amendments thereto now in force and effect.

The undersigned hereby makes application for a Liquor Dealer License, Class E1 – Not-For-Profit License or E3 – Kane County Fair  
 Commencing 10/5/24 and ending 10/5/24  
 Time Starting 10 am and ending 4 pm  
 Location of Event Mount Saint Mary Park

Name of Business Project Mobility  
 Address of Business 2930 Campton Hills Road St. Charles 60175 Business Phone 6307629807  
 Is the Applicant a Not-For-Profit Organization: Yes  
 Authorized Agent Katherine Reda Title Event Director  
 Has Applicant had a Class E1 License in the previous 365 days? Yes If YES, on what date: 10/14/23  
 Does Applicant have Dram Shop Insurance? Yes If YES, attach evidence of insurance. See attached!

**Requirements of a Class E1 / E3 – Not-For-Profit License**

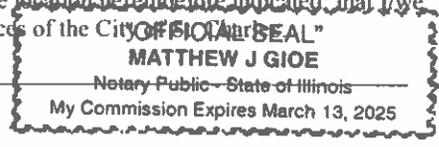
1. The Class E1 license fee is \$50.00 per day.
2. A minimum of three (3) liquor supervisors shall monitor liquor service during all times of operation. **Please provide a list of all supervisors with this application.**
3. Liquor supervisors shall be members of the organization holding the license.
4. Beer and/or Wine are the only alcoholic beverages to be sold.
5. Hours are restricted to 12 noon to 11:00 p.m.
6. Licensee must rope/fence off the licensed premises.
7. Are children/minors permitted in the licensed premises? Y/N
8. Each patron **must wear a wristband** after having identification checked for legal alcohol consumption age.
9. A sign limited beer and/or wine consumption to the roped off area must be conspicuously displayed at all times.
10. **Each server of alcohol must be BASSET certified – need copy of BASSET certification.**
11. A copy of site plan diagram to include roped area shall accompany this application.
12. All security/police resources needed shall be attached to this application with approval of the Chief of Police before final issuance by Liquor Commissioner.

**Affidavit**

State of Illinois )  
 County of Kane )

I/We, the undersigned, being first duly sworn, say that I/we have read the foregoing application and that the statements therein are true, complete, and correct and are upon my/our personal knowledge and information and are made for the purpose of inducing the City of St. Charles to issue the Liquor Dealer License, Class E1 to me/us for the location hereinbefore indicated; that I/we will not violate any of the laws of the United States, the State of Illinois or the City Ordinances of the City of St. Charles.

Signed: [Signature] Signed: \_\_\_\_\_  
 Sworn to before me this 17 day of April, 2024  
 Notary Public [Signature]



**ENDORSEMENT OF THE LIQUOR CONTROL COMMISSIONER**

Approved: [Signature] Date: 4.22.24 Chief of Police: [Signature]  
 Approved: \_\_\_\_\_ Date: \_\_\_\_\_ Liquor Commissioner: \_\_\_\_\_

### Site Plan and/or Route Map

Please use the space provided to accurately outline the event's site plan. If requesting or using any of the resources shown, please indicate as such with the corresponding symbol below.

See attached

▲ Tent / Covered Structure	— Event Perimeter	R Restrooms	----- Race / Walk Route
E Electric / Power Generation	T Tables	B Barricade	FV Food Vendor
⊕ Paramedics/Aid Station	xxx Liquor Sales/Consumption Area	→ FL Fire Lane	→ Directional
V Volunteer	★ Security Checkpoint	G Garbage Can	D Dumpster
S Stage	WS Water Station	C Carnival / Midway Rides	



Road Running Technical Council & USA Track and Field Certification Code: IL17026NM



Map from 2023  
Map will be the same for 2024, breweries and their order may change





Map from 2023  
 Map will be the same for 2024, breweries and their order may change

FOOD TENT 4



FOOD TENT 3



BUY RAFFLE TICKETS & PRETZEL NECKLACES

SEATING AREA

MUSIC STAGE  
 Adaptive Bike GIVEAWAY  
 project mobility

BREWERY & SPONSOR ENTRANCE

SECURITY ★ ENTER/EXIT

FIRST AID STATION

BEER STOP #6

5K ID CHECK  
 10am-11:45am



5K START/ FINISH

ANNOUNCER

WOODBEACH FINISH LINE WATER

BÂTIR FINISHER MEDAL PICK-UP

HOPS FOR HOPE 5K AND ST. CHARLES BREW FEST  
 Ticket Sales  
 Check-In  
 Gear Check  
 Shirts for Purchase

BREW FEST ID CHECK  
 Opens 12:30pm

BEER GLASS PICK-UP  
 LIQUOR & WINE TASTING CARD PICK-UP



PARKING LOT

- SPONSOR CHECK-IN
- BREWERY CHECK-IN

DUMPSTER



 <p>CITY OF ST. CHARLES ILLINOIS • 1834</p>	<b>AGENDA ITEM EXECUTIVE SUMMARY</b>		<b>Agenda Item number:</b>
	<b>Title:</b>	Recommendation to approve a 2:00 a.m. Late Night Permit for El Santo Mexican Grill & Cantina in the City of St. Charles for FY 2024/2025	
	<b>Presenter:</b>	<b>Police Chief Keegan</b>	
<b>Meeting:</b> Liquor Control Commission		<b>Date:</b> May 20, 2024	
<b>Proposed Cost:</b>		<b>Budgeted Amount:</b> \$	<b>Not Budgeted:</b> <input type="checkbox"/>
<b>TIF District:</b> Choose an item.			
<b>Executive Summary</b> (if not budgeted, please explain):			
<p>Spotted Fox, located at 3615 E. Main Street, is reopening their business as El Santo Mexican Grill &amp; Cantina. They currently hold a 1:00 a.m. late night permit and are requesting it be extended to a 2:00 a.m. permit.</p>			
<b>Attachments</b> (please list):			
Memo, Late Night Permit Renewal Application, Business Plan for El Santo Cantina, Floor Plan			
<b>Recommendation/Suggested Action</b> (briefly explain):			
Recommendation to approve a 2:00 a.m. Late Night Permit for El Santo Mexican Grill & Cantina in the City of St. Charles for FY 2024/2025.			

City of St. Charles, Illinois Liquor Control  
 Commissioner  
 CITY RETAIL LIQUOR DEALER LICENSE RENEWAL  
 APPLICATION



Incomplete applications will not be accepted.  
 Applications may be submitted to: 2 E. Main Street, St. Charles, IL 60174-1984

43178

Business Name Saint Charles Sportcll Date Application Received: 3-29-24

LICENSE TYPE: Spotted Fox Ale House *Legal Name*

- A Package  A1  A2  A4  A5  A6
- B Restaurant  B1  B2  B3
- C Tavern  C1  C2  C1
- D Hotel/Banquet/Arcada/Q-Center/Entertainment/Club - D-Type \_\_\_\_\_
- G Brewery/Restaurant or Site License  G1  G2
- H Catering License  H1  H2

*5-15-24  
ZWW*

- Late Night Permit 1:00am \$800 (B/C only)
- Late Night Permit 2:00am \$2300 (B/C only)

Refer to St. Charles City Code for exact fees  
 Licenses are valid May 1 - April 30 and a renewal application is required for each year after the license is issued(5.08.040)

Check items to confirm all questions are answered	Applicant	Office Use
Is License Fee included? (5.08.070C) <small>Application fee/License fee is non-refundable</small>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>
Is Application Complete? (for all questions applicable to your business)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>
Has your Lease or Building Ownership changed in the last year? <small>If yes, attach new lease/proof of ownership.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Has your Liquor Liability Insurance changed in the last year? <small>If yes, attach new certificate of insurance.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Have your Articles of Corporation changed in the last year? (if applicable) <small>If yes, attach new articles of incorporation.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Do you have new servers or a new manager in the last year? <small>B.A.S.S.E.T. (Beverage Alcohol Sellers &amp; Servers Training) information must be submitted for all employees (attach a separate sheet) and the B.A.S.S.E.T certificate must be submitted each manager. It is the business establishment's responsibility to keep copies of all B.A.S.S.E.T. certificates on file for all employees.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Has the Business Site Plan changed in the last year? <small>If yes, attach new Site Plan (Drawn to scale including the parking lot, patio and/or deck, outdoor seating).</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Has the Business Floor Plan changed in the last year? <small>If yes, attach new Site Plan (Drawn to scale and must include the layout of the establishment with tables, chairs, aisles, displays, cash register, bar, and lounge area with dimensions, percentage, and square footage noted for each space). Be sure to also include all fixed objects, such as pool tables, bar stools, vending/amusement machines; as well as all exits.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Has the Business Plan changed in the last year? <small>If yes, attach new Business Plan, including Hours of Operation, Copy of Menu, Whether or not live music will be played at this establishment, Outdoor seating and/or outdoor designated smoking area.</small>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No	<input type="checkbox"/>
Have all managers been fingerprinted? <small>Must be completed before application is submitted.</small>	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	<input type="checkbox"/>

OFFICIAL USE ONLY

J. IG  
 Signature of Chief of Police

4.1.24  
 Date

LICENSE RENEWAL IS CONTINGENT ON CONTINUING TO MEET ALL REQUIRED BUILDING AND FIRE DEPARTMENT REQUIREMENTS.

**APPLICANT INFORMATION**

1. Type of Business: <input type="checkbox"/> Individual <input type="checkbox"/> Partnership <input type="checkbox"/> Corporation <input type="checkbox"/> Other (explain):			
2. Business Name: SPOTTED FOX ALE HOUSE			
3. Business Address: 3615 E MAIN			
4. Type of Business (5.08.070-3): RESTAURANT	5. Length of Time in this Business (5.08.070-4): 12 YEARS	6. Value of merchandise that normally will be in inventory when in operation (5.08.070-5): \$ 300	
7. Business Phone: 630 584-2239	8. Business E-mail: MTAIB@GMAIL.COM	9. Business Website: SPOTTEDFOXALEHOUSE.COM	10. Illinois Tax ID Number:
11. Applicant/Contact Person Name: MARWAN TAIB		12. Title: MANAGER	13. Contact Person Phone No.:
14. Email Address: INFO@SPOTTEDFOXALEHOUSE.COM			
15. If Corporation, Corporation Name:			
16. Corporation Address (city, state, zip code):			

**ADDITIONAL OWNERS, INVESTORS (greater than 5% interest), and MANAGER INFORMATION**

NA – No additional Owners/Investors/Managers

Full Name, include middle initial:		Title:	
Birthdate:	Birthplace:	Driver's License#:	Home Phone:
Home Address:		Email Address:	

Full Name, include middle initial:		Title:	
Birthdate:	Birthplace:	Driver's License#:	Home Phone:
Home Address:		Email Address:	

Full Name, include middle initial:		Title:	
Birthdate:	Birthplace:	Driver's License#:	Home Phone:
Home Address:		Email Address:	

**CORPORATION / PREMISES QUESTIONS**

1.	Is the premises owned or leased (5.08.070-6A)? <input type="checkbox"/> Owned <input checked="" type="checkbox"/> Leased
2.	If the premises are leased, list the names and addresses of all direct owners or owners of beneficial interests in any trusts, if premises are held in trust (5.08.070-6B):  Name of Building Owner: GORDON REALTY. Phone Number: 561-667-0008 Address of Building Owner: 10760 PISA RD. WEST PALM BEACH FL E-mail Address: TODD@GORDONREALTYFL.COM Mailing Address of Building Owner (if different): 33414

Name of Building Owner:

Phone Number:

Address of Building Owner:

E-mail Address:

Mailing Address of Building Owner (if different):

Name of Building Owner:

Phone Number:

Address of Building Owner:

E-mail Address:

Mailing Address of Building Owner (if different):

3. Has the applicant and all designated managers read and do they all understand and agree not to violate any laws of the United States, the State of Illinois, and any of the ordinances of the City of St. Charles in conducting business (5.08.070-11)?  
 Yes  No
- Have you, or in the case of a corporation, the local manager, or in the case of a partnership any of the partners, ever been convicted of any violation of any law pertaining to alcoholic liquor?  Yes  No
- Have you, or in the case of a corporation the local manager, or in the case of a partnership any of the partners, ever been convicted of a felony?  Yes  No
- Have you ever been convicted of a gambling offense?  Yes  No (If a partnership or corporation, include all partners and the local manager(s).)
- Will you and all your employees refuse to serve or sell alcoholic liquor to an intoxicated person or to a minor?  
 Yes  No

COMMENTS/ADDITIONAL INFORMATION

Business Name:

SIGNATURES

[Signature]  
Applicant's Signature

Subscribed and sworn before me this 29 day of March, 2024



[Signature]  
Notary Public

# Business Plan for El Santo Cantina

## 1. Executive Summary

**Business Name:** El Santo Cantina

**Location:** 3615 E Main St, St. Charles, IL 60174

**Founders:** **Date:**

### **Mission Statement:**

El Santo Cantina aims to provide a vibrant and dynamic dining experience, offering modern and specialized Mexican cuisine in a fun, family-friendly environment. We strive to create a place where young people and families can come together to enjoy delicious tacos and create lasting memories.

## 2. Business Description

### 2.1. Business Concept:

El Santo Cantina will be a Mexican restaurant that combines the rich traditions of Mexican cuisine with a modern twist. The restaurant will feature a lively and colorful atmosphere, making it an ideal spot for young individuals seeking a fun night out and families looking for a comfortable and enjoyable dining experience.

### 2.2. Vision Statement:

To become the go-to destination for those seeking a unique and lively Mexican dining experience in [City], known for our delicious, modern tacos and warm, welcoming atmosphere.

### **3. Market Research**

#### **3.1. Target Audience:**

- Young professionals seeking a vibrant dining experience.
- Families looking for a family-friendly restaurant.
- Mexican cuisine enthusiasts.
- Tourists interested in experiencing authentic Mexican flavors.

#### **3.2. Industry Analysis:**

The restaurant industry in [City] is thriving, with a steady demand for diverse dining experiences. Mexican cuisine is a popular choice, and there is a need for a modern, family-friendly Mexican restaurant in the area.

#### **3.3. Competitor Analysis:**

- Competitor 1: la Mesa
  - Strengths:
  - Weaknesses:
- Competitor 2: El Puente
  - Strengths:
  - Weaknesses:

### **4. Menu and Services**

#### **4.1. Menu:**

- A diverse selection of modern tacos with unique fillings and toppings.
- Specialty dishes like enchiladas, chiles rellenos, and carne asada.
- Appetizers, sides, desserts, and a variety of beverages including Mexican sodas, aguas frescas, and a curated selection of tequilas and margaritas.

## **4.2. Services:**

- Dine-in with vibrant decor and lively ambiance.
- Takeout and delivery services for convenience.
- Catering for events and parties.

## **5. Marketing and Sales Strategy**

### **5.1. Marketing Approach:**

- **Social Media:** Engage with potential customers through platforms like Instagram, Facebook, and TikTok to showcase our vibrant atmosphere and mouthwatering dishes.
- **Local Partnerships:** Collaborate with local influencers, bloggers, and businesses for promotions and events.
- **Loyalty Program:** Implement a rewards system to encourage repeat business.

### **5.2. Sales Strategy:**

- Offer special promotions during off-peak hours to attract customers during slower times.
- Implement dynamic pricing strategies for special events and holidays.
- Utilize online ordering platforms to expand our reach.

## **6. Operations Plan**

### **6.1. Location and Facilities:**

- Secure a spacious location with a vibrant and welcoming interior design.
- Equip the kitchen with modern appliances and high-quality cooking equipment.

### **6.2. Supply Chain Management:**

- Establish relationships with reliable food suppliers to ensure fresh and high-quality ingredients.

### **6.3. Staffing:**

- Hire skilled chefs and kitchen staff with experience in modern Mexican cuisine.
- Employ friendly and attentive waitstaff to provide excellent customer service.

## **7. Financial Plan**

### **7.1. Startup Costs:**

- Location leasehold improvements
- Kitchen equipment and supplies
- Initial inventory and ingredients
- Marketing and promotional expenses

### **7.2. Revenue Streams:**

- Dine-in sales
- Takeout and delivery
- Catering services
- Merchandise sales (e.g., branded apparel, sauces)

### **7.3. Financial Projections:**

- Monthly and yearly revenue projections, including anticipated growth.

## **8. Risk Analysis**

### **8.1. Risks:**

- Market saturation or competition.
- Fluctuations in food costs and availability.
- Economic downturn affecting consumer spending.

### **8.2. Mitigation:**

- Conduct thorough market research to identify potential threats.
- Establish contingency plans for supply chain disruptions.
- Implement cost-effective strategies to mitigate economic risks.

## **9. Conclusion**

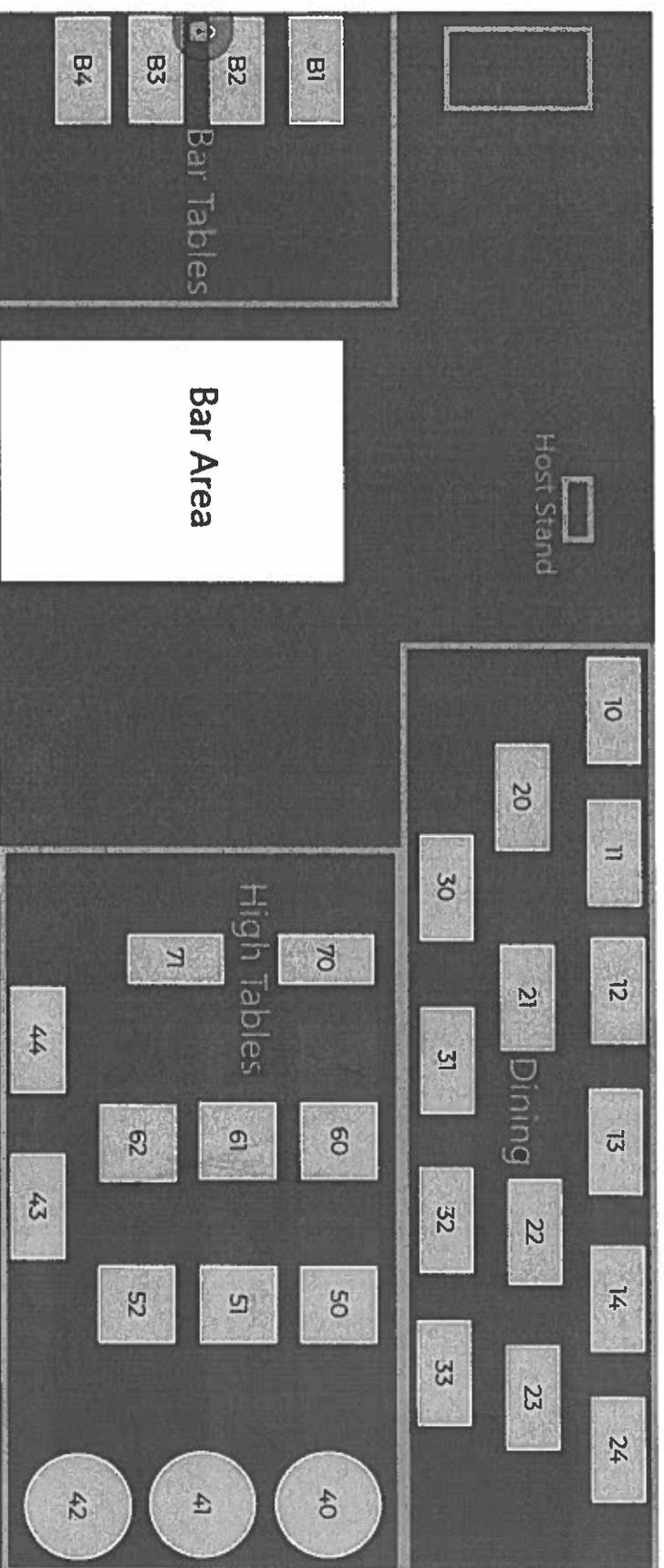
El Santo Cantina is poised to fill a unique niche in the [City] restaurant scene, offering a modern, family-friendly Mexican dining experience. With a strategic marketing plan, a diverse menu, and a vibrant atmosphere, we are confident in our ability to succeed in this venture. We look forward to becoming a beloved establishment in the community.

This business plan is subject to revision as needed to adapt to changing market conditions and opportunities.

# El Santo Cantina

Formerly Spotted Fox Ale House

3615 East Main Street, Saint Charles, IL 60174



 <p>CITY OF ST. CHARLES ILLINOIS • 1834</p>	<b>AGENDA ITEM EXECUTIVE SUMMARY</b>		Agenda Item number: 6
	Title:	Recommendation to Approve a Proposal for a New Class E-1 Temporary Liquor License for St. John Neumann’s Church for June 2, 2024	
	Presenter:	Police Chief Keegan	
<b>Meeting:</b> Liquor Control Commission		<b>Date:</b> May 20, 2024	
<b>Proposed Cost:</b>		<b>Budgeted Amount:</b> \$	<b>Not Budgeted:</b> <input type="checkbox"/>
<b>TIF District:</b> Choose an item.			
<b>Executive Summary</b> (if not budgeted, please explain):			
<p>Due to the timing of this event, this item is going directly to City Council for approval.</p> <p>This is an application request for a Class E-1 Temporary Liquor License, authorizing dispensing beer on St. John Neumann’s Church property located at 2900 E. Main St., as indicated on the proposed site plan. This temporary license is requested for a single, one-day event, to be held on Sunday, June 2 from 12:30 to 3 p.m.</p>			
<b>Attachments</b> (please list):			
E-1 Liquor License Application; Site Plan			
<b>Recommendation/Suggested Action</b> (briefly explain):			
Recommendation to approve a proposal for a new Class E-1 Temporary Liquor License for St. John Neumann’s Church on Sunday, June 2, 2024.			

For Office Use  
 Received:  
 Fee Paid:  
 Receipt #

NON-REFUNDABLE  
 CITY OF ST. CHARLES  
 TWO EAST MAIN STREET  
 ST. CHARLES, ILLINOIS 60174-1984



CITY LIQUOR DEALER LICENSE APPLICATION  
 CLASS E1 - NOT-FOR-PROFIT LICENSE  
 CLASS E3 - KANE COUNTY FAIR

Pursuant to the provisions of Chapter 5.08, Alcoholic Beverages, of the City of St. Charles Municipal Code regulating the sale of alcoholic liquors in the City of St. Charles, State of Illinois and all amendments thereto now in force and effect.

The undersigned hereby makes application for a Liquor Dealer License, Class E1 - Not-For-Profit License or E3 - Kane County Fair  
 Commencing June 2, 2024 and ending June 2, 2024  
 Time Starting 12:30pm and ending 3:00pm  
 Location of Event St. John Neumann Church

Name of Business St. John Neumann Church  
 Address of Business 2900 E Main St St Charles 60174 Business Phone 630 371-2797  
 Is the Applicant a Not-For-Profit Organization? Yes  
 Authorized Agent Becky Kowalski Title Business Manager  
 Has Applicant had a Class E1 License in the previous 365 days? yes If YES, on what date: 5-20-23  
 Does Applicant have Dram Shop Insurance? yes If YES, attach evidence of insurance.

Requirements of a Class E1 / E3 - Not-For-Profit License

- The Class E1 license fee is \$50.00 per day.
- A minimum of three (3) liquor supervisors shall monitor liquor service during all times of operation. Please provide a list of all supervisors with this application.
- Liquor supervisors shall be members of the organization holding the license.
- Beer and/or Wine are the only alcoholic beverages to be sold.
- Hours are restricted to 12 noon to 11:00 p.m.
- Licensee must rope/fence off the licensed premises.
- Are children/minors permitted in the licensed premises?  N
- Each patron must wear a wristband after having identification checked for legal alcohol consumption age.
- A sign limited beer and/or wine consumption to the roped off area must be conspicuously displayed at all times.
- Each server of alcohol must be BASSET certified - need copy of BASSET certification.
- A copy of site plan diagram to include roped area shall accompany this application.
- All security/police resources needed shall be attached to this application with approval of the Chief of Police before final issuance by Liquor Commissioner.

Affidavit

State of Illinois )  
 County of Kane )

I/We, the undersigned, being first duly sworn, say that I/we have read the foregoing application and that the statements therein are true, complete, and correct and are upon my/our personal knowledge and information and are made for the purpose of inducing the City of St. Charles to issue the Liquor Dealer License, Class E1 to me/us for the location hereinbefore indicated; that I/we will not violate any of the laws of the United States, the State of Illinois or the City Ordinances of the City of St. Charles.

Signed: [Signature] Signed: [Signature]  
 OFFICIAL SEAL  
 SUSAN MARIE KEMPH day of May, 2024  
 NOTARY PUBLIC, STATE OF ILLINOIS  
 COMMISSION NO. 07933  
 MY COMMISSION EXPIRES 07/01/2027 Marie Kempf

ENDORSEMENT OF THE LIQUOR CONTROL COMMISSIONER

Approved:  Date: 5.16.24 Chief of Police: [Signature]  
 Approved: \_\_\_\_\_ Date: \_\_\_\_\_ Liquor Commissioner: \_\_\_\_\_

**ILLINOIS LIQUOR CONTROL COMMISSION**  
50 W. Washington Street, Suite 209 - Chicago, IL 60601  
**BEVERAGE ALCOHOL SELLERS AND SERVERS**  
**EDUCATION AND TRAINING [BASSET] CARD**

Date of Certification: 4/13/2023 Expires: 4/13/2026  
Trainer's IL Liquor License Number: 5A-1141597

**ANNETTE GARRISON**  
642 AZTEC DR  
CAROL STREAM IL 60188



**\*\*Card is not transferrable - OFF-PREMISE ONLY\*\***

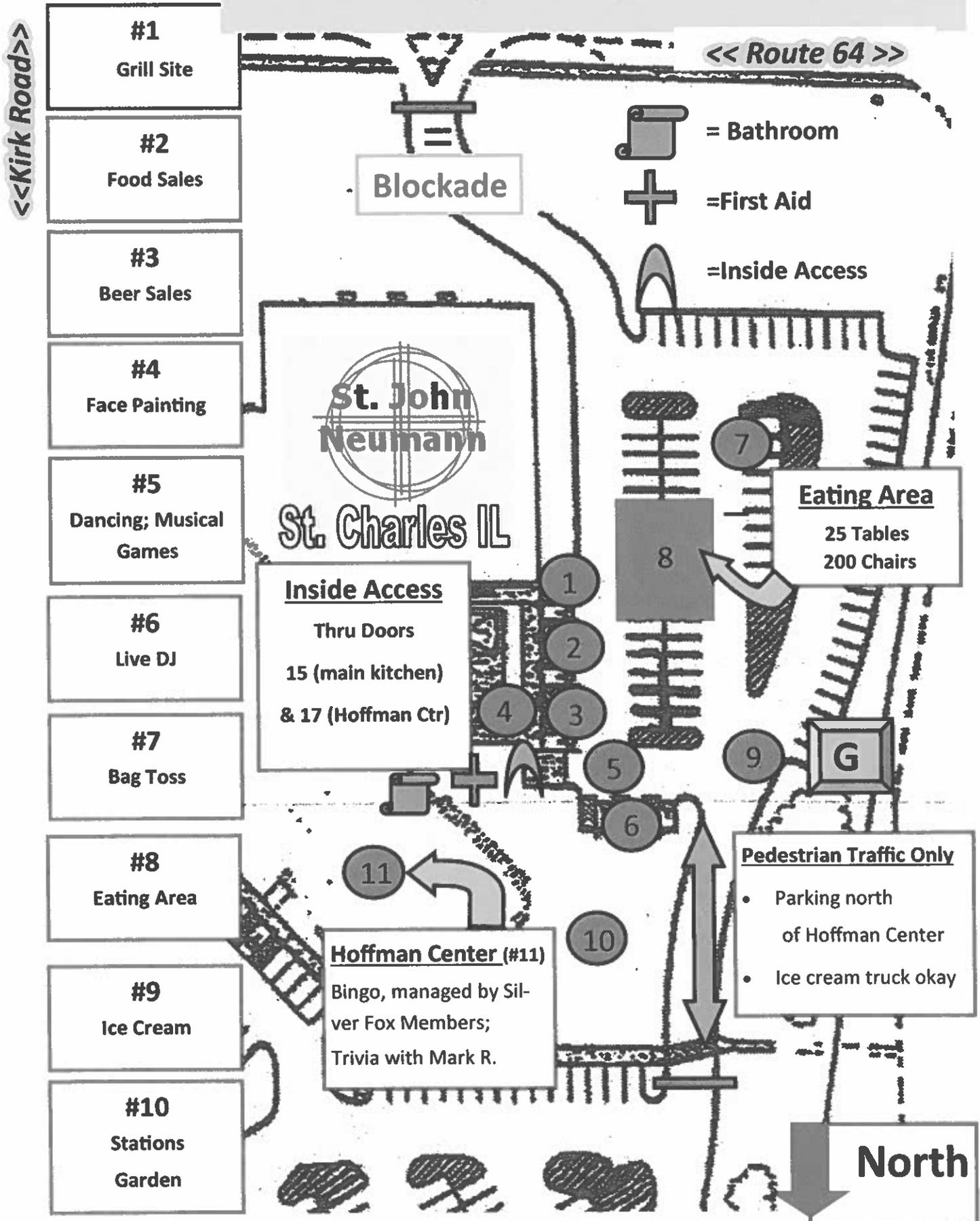
Supervisors

Becky Kowalski

Heidi Lauber

Mark Restaino

# Parish Fest | Sunday, June 2nd, 2024





# CERTIFICATE OF LIABILITY INSURANCE

DATE (MM/DD/YYYY)

04/25/2024

THIS CERTIFICATE IS ISSUED AS A MATTER OF INFORMATION ONLY AND CONFERS NO RIGHTS UPON THE CERTIFICATE HOLDER. THIS CERTIFICATE DOES NOT AFFIRMATIVELY OR NEGATIVELY AMEND, EXTEND OR ALTER THE COVERAGE AFFORDED BY THE POLICIES BELOW. THIS CERTIFICATE OF INSURANCE DOES NOT CONSTITUTE A CONTRACT BETWEEN THE ISSUING INSURER(S), AUTHORIZED REPRESENTATIVE OR PRODUCER, AND THE CERTIFICATE HOLDER.

**IMPORTANT:** If the certificate holder is an ADDITIONAL INSURED, the policy(ies) must have ADDITIONAL INSURED provisions or be endorsed. If SUBROGATION IS WAIVED, subject to the terms and conditions of the policy, certain policies may require an endorsement. A statement on this certificate does not confer rights to the certificate holder in lieu of such endorsement(s).

<b>PRODUCER</b> K&K Insurance Group, Inc. 1712 Magnavox Way Fort Wayne IN 46804	<b>CONTACT NAME:</b> E&A Diocese	
	<b>PHONE (A/C, No, Ext):</b> 1-800-553-8368	<b>FAX (A/C, No):</b> 1-260-459-5624
<b>E-MAIL ADDRESS:</b> diocese@kandkinsurance.com		
<b>PRODUCER CUSTOMER ID:</b>		
<b>INSURED</b> 2001692154 CP# 2372 St John Neumann Church 2900 E Main St Saint Charles, IL 60174 A Member of the Sports, Leisure & Entertainment RPG		<b>INSURER(S) AFFORDING COVERAGE</b>
<b>INSURER A:</b> Markel Insurance Company		<b>NAIC #</b> 38970
<b>INSURER B:</b>		
<b>INSURER C:</b>		
<b>INSURER D:</b>		
<b>INSURER E:</b>		
<b>INSURER F:</b>		

**COVERAGES** **CERTIFICATE NUMBER:** 2000615929 **REVISION NUMBER:**

THIS IS TO CERTIFY THAT THE POLICIES OF INSURANCE LISTED BELOW HAVE BEEN ISSUED TO THE INSURED NAMED ABOVE FOR THE POLICY PERIOD INDICATED. NOTWITHSTANDING ANY REQUIREMENT, TERM OR CONDITION OF ANY CONTRACT OR OTHER DOCUMENT WITH RESPECT TO WHICH THIS CERTIFICATE MAY BE ISSUED OR MAY PERTAIN, THE INSURANCE AFFORDED BY THE POLICIES DESCRIBED HEREIN IS SUBJECT TO ALL THE TERMS, EXCLUSIONS AND CONDITIONS OF SUCH POLICIES. LIMITS SHOWN MAY HAVE BEEN REDUCED BY PAID CLAIMS.

INSR LTR	TYPE OF INSURANCE	ADDL INSD	SUBR WVD	POLICY NUMBER	POLICY EFF (MM/DD/YYYY)	POLICY EXP (MM/DD/YYYY)	LIMITS
A	<input checked="" type="checkbox"/> COMMERCIAL GENERAL LIABILITY <input type="checkbox"/> CLAIMS-MADE <input checked="" type="checkbox"/> OCCUR <input checked="" type="checkbox"/> Liquor Liability \$1mil/\$1mil GEN'L AGGREGATE LIMIT APPLIES PER: <input type="checkbox"/> POLICY <input type="checkbox"/> PROJECT <input type="checkbox"/> LOC <input type="checkbox"/> OTHER:	Y		M1RPG0000000199900	06/02/24 12:01 AM	06/03/24 12:01 AM	EACH OCCURRENCE \$1,000,000 DAMAGE TO RENTED PREMISES (Ea Occurrence) \$300,000 MED EXP (Any one person) \$5,000 PERSONAL & ADV INJURY \$1,000,000 GENERAL AGGREGATE \$1,000,000 PRODUCTS - COM/POP AGG \$1,000,000 LEGAL LIAB TO PARTICIPANTS
	<b>AUTOMOBILE LIABILITY</b> <input type="checkbox"/> ANY AUTO <input type="checkbox"/> OWNED AUTOS ONLY <input type="checkbox"/> SCHEDULED AUTOS <input type="checkbox"/> HIRED AUTOS ONLY <input type="checkbox"/> NON-OWNED AUTOS ONLY						COMBINED SINGLE LIMIT (Ea accident) BODILY INJURY (Per person) BODILY INJURY (Per accident) PROPERTY DAMAGE (Per accident)
	<input type="checkbox"/> UMBRELLA LIAB <input type="checkbox"/> OCCUR <input type="checkbox"/> EXCESS LIAB <input type="checkbox"/> CLAIMS-MADE <input type="checkbox"/> DED <input type="checkbox"/> RETENTION						EACH OCCURRENCE AGGREGATE
	<b>WORKERS COMPENSATION AND EMPLOYERS' LIABILITY</b> ANY PROPRIETOR/PARTNER/ EXECUTIVE OFFICER/MEMBER EXCLUDED? (Mandatory in NH) <input type="checkbox"/> If yes, describe under DESCRIPTION OF OPERATIONS below	N/A					<input type="checkbox"/> PER STATUTE <input type="checkbox"/> OTHER E.L. EACH ACCIDENT E.L. DISEASE - EA EMPLOYEE E.L. DISEASE - POLICY LIMIT

DESCRIPTION OF OPERATIONS / LOCATIONS / VEHICLES (ACORD 101, Additional Remarks Schedule, may be attached if more space is required)

Event: Corpus Christi Festival Event Date: 6/2/24 Event Location: St John Neumann Church  
 Certificate holder is added as an additional insured, but only for liability caused, in whole or in part by the acts or omissions of the named insured

<b>CERTIFICATE HOLDER</b> City of St Charles 2 E Main St St Charles, IL 60119	<b>CANCELLATION</b> SHOULD ANY OF THE ABOVE DESCRIBED POLICIES BE CANCELLED BEFORE THE EXPIRATION DATE THEREOF, NOTICE WILL BE DELIVERED IN ACCORDANCE WITH THE POLICY PROVISIONS. AUTHORIZED REPRESENTATIVE 
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Coverage is only extended to U.S. events and activities.

\*\* NOTICE TO TEXAS INSURED: The Insurer for the purchasing group may not be subject to all the insurance laws and regulations of the State of Texas.

ACORD 25 (2016/03)

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