

CITY OF
WEST CHICAGO

WHERE HISTORY & PROGRESS MEET

**CITY OF WEST CHICAGO
LIQUOR/TOBACCO CONTROL COMMISSION MEETING**

**MARCH 19, 2018
CITY COUNCIL CHAMBERS
475 MAIN STREET, WEST CHICAGO, ILLINOIS
6:30 P.M.**

AGENDA

1. Call to Order and Establishment of a Quorum
2. Public Participation
3. Minutes of January 15, 2018
4. New Business:
 - A. Request by Mario Spina, Owner and CEO of The Pride, for a Class C-4 Liquor License
5. Unfinished Business
6. Adjournment

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West Chicago, Illinois
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Ruben Pineda
MAYOR
Nancy M. Smith
CITY CLERK

Michael L. Guttman
CITY ADMINISTRATOR

APPROVED: _____

**WEST CHICAGO LIQUOR/TOBACCO CONTROL COMMISSION
MEETING MINUTES**

January 15, 2018

1. **Call to Order and Establishment of a Quorum:** Mayor Pineda called the meeting to order at 6:30 p.m. A quorum was established.

2. **Members Present:** Mayor Ruben Pineda
Alderman Becky Stout
Alderman Sandy Dimas

3. **Staff Present:** Michael Guttman, City Administrator

4. **Approval of Minutes:**

Alderman Stout moved and Alderman Dimas seconded a motion to approve the minutes from the February 10, 2016 meeting. Motion unanimously passed by voice vote.

5. **New Business: Request by Emma Villa to Eliminate the Distance Requirement for a Class C-1 Liquor License** – Emma Villa discussed her request. Mayor Pineda explained why the distance requirement is in effect and why the City cannot just make an exception for Ms. Villa; it would return to the rules pre-2008 where multiple liquor stores may open near each other. Aldermen Stout and Dimas concurred with not eliminating the distance requirement for C-1 Liquor License holders. Ms. Villa asked the Liquor Control Commission about being able to locate a restaurant in the space. Mr. Guttman indicated that she could apply for and E Liquor License (beer and wine) and that depending on the square footage, full alcohol sales may be permitted too.

6. **Adjournment:** Alderman Stout moved to adjourn. Second, Alderman Dimas. Voice vote showed all in favor. The meeting was adjourned at 6:45 a.m.

Valeria Lopez

From: Mario Spina <mspina@parentpetroleum.com>
Sent: Wednesday, January 24, 2018 9:26 AM
To: Ruben Pineda
Cc: rstout@westchicago.org; jsmith@westchicago.org; Valeria Lopez; Daniel Soltis
Subject: The PRIDE of West Chicago / Liquor License
Attachments: City of West Chicago - Liquor License 1-24-18.pdf

Honorable Mayor Ruben Pineda,

I am the CEO and Owner of The PRIDE Stores, Inc and we recently purchased the BP Station in West Chicago at 1905 Franciscan Way. I am writing this email regarding a Liquor License for the sale of Beer, Wine, and Spirits at this location. Attached is a letter describing our request in more detail and a link to our Web Site is below:

www.thepridestores.com

Over the past few years many municipalities have changed their position regarding Liquor sales at our Stores including Geneva, Kildeer, Elgin, Batavia, Aurora, St. Charles and Carol Stream. What some of these municipalities have done to address hesitations towards issuing a Liquor License to a Convenience Store that sells Gasoline is set "specific parameters" that a site must meet along with still issuing a license on a Case by Case Basis.

We have also had a Liquor License granted to one of our Stores through the PUD Process, The PRIDE of Elgin, which allowed the City to only issue a License to a specific location they deem fit and therefore not change their current Liquor Laws.

Hopefully this will help get a conversation going. We would appreciate an opportunity to sit down and discuss further and are very excited to join the Community of West Chicago.

Thank you again for your help.

Mario Spina | Owner & CEO
30W180 Butterfield Rd | Warrenville, IL | 60155
O: 630.791.8282 F: 630.791.8283
mspina@parentpetroleum.com





The **PRIDE** Stores, Inc.

30W180 Butterfield Road
Warrenville, IL 60555
(630) 791-8280

January 24, 2018

The Honorable Ruben Pineda
Mayor of West Chicago

City of West Chicago
475 Main Street
West Chicago, IL 60185

RE: Liquor License for BP Station with Convenience Store

Dear Mayor Pineda,

This letter is regarding the issuance of a liquor license for the sale of Beer, Wine, and Spirits at the BP Station in West Chicago located at 1905 Franciscan Way. The PRIDE Stores, Inc. is a family owned business that has been operating Gasoline Stations for over 30 years. We currently own and operate 12 gasoline stations with convenience stores and of those 10 have licenses to sell Liquor.

With the high cost of running stations in today's market, accompanied with low margins and high credit card fees, a station owner needs as many forms of revenue as possible to maintain profitability. Allowing the sale of beer, wine, and spirits helps facilitate another stream of revenue that is badly needed.

Gasoline Stations do not only compete against other Gasoline Stations, but against free standing Convenience Stores and Grocery Stores. Therefore if a customer needs to purchase multiple items inside the store including Beer or Wine, they will not visit multiple locations to obtain their items. They will go to the location that has all the items they need, which means we will lose those sales as well.

The issuance of a license will also help generate more Sales Tax Revenue for the City of West Chicago. Typically, when a convenience store adds the sale of Liquor the Inside Sales increases **30%** on average, which will mean an increase in Sales Tax Revenue. This increase in sales does not only come from the sale of Beer, Wine, or Spirits but from the sale of additional store items. There is also a bump in fuel sales, which will then generate more Sales Tax Revenue as well. Instead of a customer **driving past** our Store down **Route 64** to Stations in **Carol Stream or St. Charles** to fill their tank and purchase a bottle of wine, they will stop at our Store and keep the Sales Tax Revenue in West Chicago.

We are aware of the full Liquor License that was issued by the City of West Chicago to the **True North Shell Station** kitty corner to our Store off Route 59 and North Ave. To allow our site to compete on the same level with this location, the issuance of a License to sell Beer, Wine, and Spirits is imperative. We hope to fully remodel this location, both on the Interior and Exterior, including new Fuel Dispensers, to showcase the same High End Image we have at all of our PRIDE Stores. We will also be installing our Urban Counter Restaurant which makes all menu items fresh to order including Half Pound Hamburgers, Salads, Hand Churned Milkshakes, plus Breakfast Sandwiches

Not Your Typical Convenience Store

and Espresso Drinks. Adding a Liquor License would not only allow us to compete with a Competitor directly across the intersection but also allow another form of revenue to help pay back the exorbitant funds we will be outlaying to fully redevelop this business.

At our current PRIDE locations we offer higher end Wines, up to \$50.00 per bottle, along with Micro Brews for Beer and a vast selection of Craft Spirits. This is to provide a more sophisticated selection to attract customers of all levels, which we would offer at this site as well.

We would appreciate an opportunity to meet with Yourself or someone from the Your Staff to discuss the matter whenever is convenient. We are looking forward to working with the City to see this project to fruition and provide more Employment Opportunities and Sales Tax Revenue to the City of West Chicago.

Thank you for your time.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mario Spina', enclosed within a large, loopy oval shape.

Mario Spina
Owner & CEO

CC: Liquor Commission Board Members