

**18-20**

**Secrets VIP Lounge, Inc.**

**d/b/a Secrets VIP Lounge**

**1801-03 SW Adams**

**Requesting: Class A (tavern)**

**Subclass 1A (2:00 a.m. closing hours)**

**Subclass 2 (live entertainment)**

Sam Zabek, Attorney, and Alecia Collins, Owner, presented a Site Application for a Class A (tavern) Liquor License, with a Subclass 1A (2:00 a.m. closing hours) and a Subclass 2 (live entertainment) at 1801-03 SW Adams.

Chairman Miller gave a brief overview of the previous actions in regards to the subject property. He said initially, the Police Dept. had recommended approval of the Site Application, but after further research they changed their recommendation to denial.

In discussion with Chairman Miller in regards to the difference between this request and the previous one, Attorney Zabek reported that although the applicant was denied Site Approval, in good faith she had paved the parking lot to add additional parking for the establishment to accommodate previous concerns. He said this would help alleviate the problem mentioned by the neighboring property owner in regards to patrons of this establishment parking in his adjacent parking lot. He explained the role of the Commission and he said Site Approval was to ensure that the site was appropriate for the retail sale of alcohol. He said it was not based on an operator or even if whether past operators had been appropriate for the site. He said the ordinance does allow for the Commission and the City Council to consider if an establishment would be injurious to the environment. He said he did not feel that there had been any concerns with the current applicant with regard to how she would operate the business. He said all of the information he read pertained to previous owners and incidents that happened at the location from previous operators. He said those things had absolutely no bearings on the subject application. He mentioned comments from the letters from the Peoria Police Dept. and he agreed that the location had been a tavern since 1961. He went on to say that there were six other taverns in the neighborhood. He said there was nothing that would indicate this request would be detrimental to nearby businesses. He also submitted that the petition summary that was submitted by Mr. Serafin outlined a number of business owners, but he said no one else spoke except himself. He said Mr. Serafin had legitimate concerns based on previous owners and operations at this site. He then pointed out that according to the Police Department's letter, none of the neighborhood residents had expressed any concerns and he said they were who would normally be most concerned. He went on to say that he did not see any reasons how this application would cause those same concerns. He suggested that the Commission recommend approval.

In more discussion, Chairman Miller agreed with Attorney Zabek's description of the Commission's role. He said he would like to possibly see an approval with a Plan of Operation, which spelled out what the City and the neighboring community expected of this establishment.

In response to Chairman Miller's comments, Attorney Zabek said he had previously mentioned a Plan of Operation to his client and he said she indicated that she would not be objectionable to having one.

Pierre Serafin, Neighboring Business Owner, spoke in opposition of the Site Application. He said he was not the adversary and he said he was just trying to be proactive. He said it was nice that the applicant added seven more parking spots, but he said based on her previous projections, up to 70 people could



patronize this establishment. He said this would mean more cars would be parked up and down the streets in this area. He said the area was very fragile and he went on to say that there were long time positive business owners in the area south of MacArthur Highway. He commented that he did not have anything against Ms. Collins, but he said he had seen the negative impact of this particular site. He said all of those things impact their neighborhood. He said they could not afford the negative things that keep happening and he further stated that he cared and also had a responsibility to his employees.

First District Council Member Denise Moore said she agreed with all of Mr. Serafin's comments about the positive needs of this area. She went on to say that she felt that was exactly what Ms. Collin's was trying to do. She said she had attended several of her events and she said there had not been one problem at any of those events. She said a Plan of Operation would give Ms. Collins an opportunity to prove herself. She mentioned the minutes of a Site Application that was submitted in the last couple years for a different bar in this area and she said there weren't any concerns expressed. She said the same problems mentioned in relation to this site, could have also been stated for that establishment, but they weren't. She said they needed businesses that would provide another outlet for members of the community and she said she felt this establishment would do that. During more comments, Council Member Moore said UFS was a pillar of the community and she said they had made a huge commitment to the south side of Peoria. She went on to say that she did not want to do anything to harm them.

Commissioner Cassidy added that he also agreed with Attorney Zabek's comments about the Commission's role and he said he wanted to be clear that although there was personal information included in the packet of information that was provided during the previous request for this location, he did not consider it when he made his decision. He said he did not see anything that had changed and would justify him changing his decision.

In response, Attorney Zabek pointed out that his client had taken the initiative to add parking because of a concern mentioned at the previous hearing. He said that was a significant change. He also submitted that since the denial, there had actually been events from caterers at this location without any incidents or complaints.

Council Member Eric Turner said one good thing was that a Plan of Operation would allow those businesses and the community around that business to provide input on things that would be necessary going forward as far as the operation of this establishment. He said if at any time the licensee did not follow the guidelines of the Plan of Operation, a hearing would be held to determine if the applicant would continue to be allowed to hold a liquor license.

Hearing no more comments or questions, Chairman Miller called for the motion.

A lengthy discussion was held in regards to Plans of Operations and the impact on establishments.

After brief comments, Commissioner Cassidy moved to recommend approval of the request for a Class A (tavern) Liquor License, with a Subclass 2 (live entertainment) at 1801-03 SW Adams, contingent upon the approval of an acceptable Plan of Operation; seconded by Commissioner O'Brien.

Approved by roll call vote.

Yeas: Cassidy, Coates, Miller, O'Brien - 4;

Nays: Kouri - 1.

Chairman Miller stated this recommendation would be heard at the City Council Meeting to be held on Tuesday, December 11, 2018, at 6:00 p.m. and a representative of this establishment should be present at that meeting.

## MEMORANDUM

TO: Leah Allison, Community Development  
Scot Wolf, Building Inspections  
Officer Kevin Slavens, Police - TOU  
Lt. Earnest McCall, Police - Traffic Division  
Fire Engineer Charlie Perrin, Fire Prevention Division  
Jodi Maybanks, Accounts Receivable  
Don Leist, Corporation Counsel  
Julie Schmidt, Public Works (Sidewalk Café Requests Only)

FROM: Trina D. Bonds, Deputy Clerk II  
Liquor Commission Secretary

DATE: November 8, 2018

SUBJECT: **SITE APPLICATION:** Case: 18-20  
Secrets VIP Lounge, Inc.  
d/b/a Secrets VIP Lounge  
1801-03 SW Adams  
Requesting: Class A (tavern)  
Subclass 1A (2:00 a.m. closing hours)  
Subclass 2 (live entertainment)

The City Liquor Commission has received the attached application for consideration and would like to go before the Commission for a Public Hearing on Monday, December 3, 2018. **Contact person for this application is Alecia Collins (309-669-6687)** if you have questions or need to make arrangements to inspect the interior of the building.

Your comments are DUE: November 16, 2018 so I can forward them to the Commissioners.

- Zoning classification/comments
- Police inspection/comments
- Traffic inspections/comments
- Code inspections/comments
- Fire Safety inspection/comments
- Accounts-fines/liens, etc. outstanding/comments
- Any comments concerning any aspect of the application. uFS

Thanks!

Trina (ext. 8566)  
City Clerk's Office





CITY CLERK  
PEORIA, IL

**SITE APPROVAL APPLICATION FOR THE SALE OF ALCOHOLIC BEVERAGES**

**IN THE CITY OF PEORIA, ILLINOIS**

NOV - 8 PM 2:33

TO THE MAYOR OF THE CITY OF PEORIA, ILLINOIS, for approval of site location for the purpose of retail sale of alcoholic liquor, pursuant to an ordinance to regulate the sale of alcoholic liquor adopted by the City Council of the City of Peoria on January 2, 1974, and any subsequent amendments thereto:

1. Name(s), address(es) and phone number(s) of Property Owner(s):  
Deret Denson 723-580-5899 7600 S. Ridgeland Ave Chicago, IL 60649

2. Name, address and phone number of Intended Lessee:  
Hlecia Collins 2875 Humboldt (309) 669-6687

3. Street address of Property requested for approval:  
Secrets Lounge Inc. DBA Secrets Lounge  
1801 SW Adams St. Peoria, Illinois 61605

NOTE: All site approvals are 1<sup>st</sup> floor only, unless specifically applied for and authorized.

4. Legal description of Property listed in #3:  
McCall's Sub NE 114 Sec 17 8N-8E Lots 9-11 BLK 2

5. Are there any improvements (buildings, accessories, etc.) presently on the property?  
Yes  No  If Yes, please give description of same:  
Painting / Carpet

6. Are you planning to build any improvements upon the property? No If Yes, please indicate such improvements: \_\_\_\_\_

7. What type of sale of alcoholic beverages is the property to be used for (i.e., tavern, restaurant, package liquor, etc.)? Lounge

8. Is this property located in a residential section? Yes  No

9. What classification of license are you applying for? (Section 3-52 of the Code of the City of Peoria)

Class: A, B, B1, C, C1, CG, D, E, E-1, G-A, G-B, G-C, I, J, K, K-1, L, M, N

Subclass: 1, 1A, 2, 2A, 3, 3A, 4, 6, 7, 8, 10, 11, 12 1A2

10. Do you plan to add video gaming? Yes  No   
(Must wait 2 years & show 80% revenue from food & drinks)

11. A site plan MUST BE SUBMITTED with this application, see Attachment A.

**AFFIDAVIT**

I (we) swear that I (we) am (are) the owner(s) of the property described in this application and that the statements contained herein are true and correct.

Deret Denson

Subscribed and sworn to before me this 8 day of November, 2018

Andrea Anderson  
Notary Public

Signature of Property Owner(s)  
"OFFICIAL SEAL"  
ANDREA ANDERSON  
Notary Public, State of Illinois  
My Commission Expires Oct. 17, 2021  
(NOTE: Non-refundable \$250 Filing Fee)

**LIVE ENTERTAINMENT**

**APPLICATION FOR SUBCLASS 2 OR 2A LIQUOR LICENSE**

Present License Class A Present License No. \_\_\_\_\_

Establishment Name: Secrets Lounge Inc.

Address: 1801 - 03 SW Adams St.

Type of entertainment: Band / Poetry / Comedy / Karaoke

*Pursuant to Sec. 3-53(a)(c), the application for this subclass shall include a site plan for the area in the licensed premises for the proposed live entertainment and shall state the type of the proposed live entertainment. If granted, the live entertainment shall be limited to the approved area and type of entertainment.*

1. AS REQUIRED BY ORDINANCE, attach a list of the names and addresses of the last person to whom taxes were assessed for any property within 300 feet of the proposed site.
2. As required, attach a sworn Affidavit that you, as applicant, have caused Notices to be sent to all such property owners.

**AFFIDAVIT**

I swear that I am fully informed as to the provisions of the Illinois Liquor Control Laws and the liquor ordinances of the City of Peoria and will not violate any of the laws of the State of Illinois or of the City of Peoria in the conduct of the function described herein; and that the statements contained in this application and any attachments thereto are true and correct.

*Alicia Collins*  
Signature of Licensee or Agent

*Alicia Collins 309-669-6687*

Subscribed and sworn to before me this 8<sup>th</sup> day of November, 2018.

*Joseph D. Bonds*  
Notary Public



**FOR OFFICE USE ONLY:**

Application for Subclass 2 is Approved \_\_\_\_\_ Not Approved \_\_\_\_\_

\_\_\_\_\_  
Liquor Commissioner / Date



2:00 A.M.

**APPLICATION FOR SUBCLASS 1A LIQUOR LICENSE**  
(Pursuant to Ordinance No. 13,402)

Present License Class A Present License No. \_\_\_\_\_

Establishment Name Secrets Lounge Inc.

Address 1801 - 03 SW Adams St.

Has there been a lapse in this license? NO  
Zoning classification of licensed premises I-2  
Distance to nearest residential structure 238 Ft.

List liquor code violations in the past 3 years:  
N/A

1. AS REQUIRED BY ORDINANCE, attach a list of names and addresses of the last person to whom taxes were assessed for any property within 300 feet of the proposed site.
2. As required, attach a sworn Affidavit that you, as applicant, have caused Notices to be sent to all such property owners.
3. It is highly recommended that you contact the District Council Member for the District in which the proposed site is located to discuss your proposed site application.

**AFFIDAVIT**

I swear that I am fully informed as to the provisions of the Illinois Liquor Control Laws and the liquor ordinances of the City of Peoria and will not violate any of the laws of the State of Illinois or of the City of Peoria in the conduct of the function described herein; and that the statements contained in this application and any attachments thereto are true and correct.

[Signature]  
Signature of Licensee or Agent

Subscribed and sworn to before me this 8th  
day of November, 2018.  
[Signature]  
Notary Public



**FOR OFFICE USE ONLY**

Application for Subclass 1A is APPROVED \_\_\_\_\_ DENIED \_\_\_\_\_

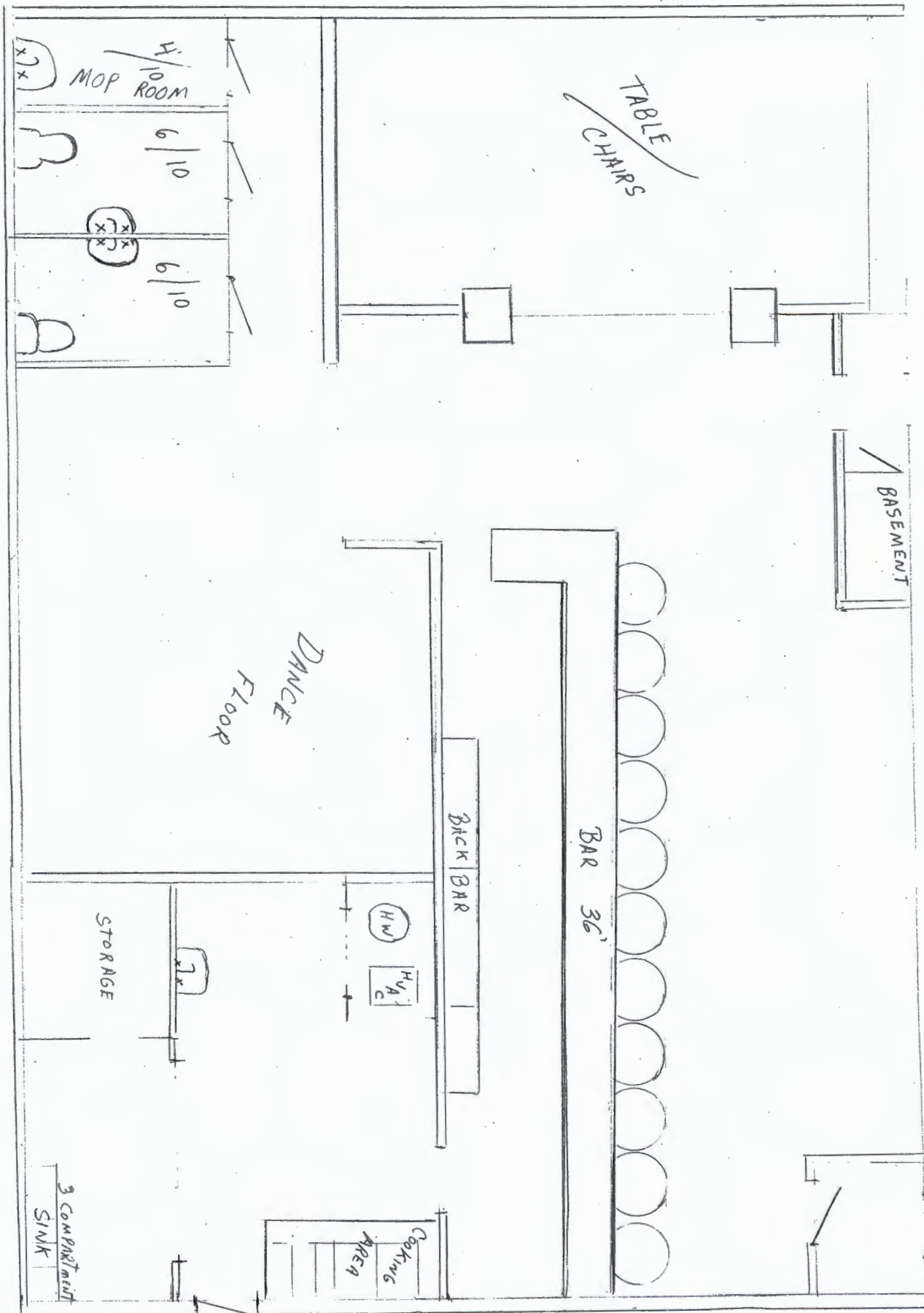
\_\_\_\_\_  
Liquor Commissioner / Date

Special Conditions: \_\_\_\_\_



EDMUND ST

13' LWS



1801 S ADAMS



Fire Department

November 9, 2018

Liquor Commission  
Office of Corporation Counsel  
City of Peoria, IL

Re: Site Approval Application  
Case: 18-20  
Secrets VIP Lounge, Inc.  
d/b/a Secrets VIP Lounge  
1801-03 SW Adams  
Requesting: Class A (Tavern)  
Subclass 1A (2:00 a.m. closing hours)  
Subclass 2 (live entertainment )

Liquor Commissioners,

A site application has been received from Alecia Collins 1801-03 SW Adams requesting Class A (tavern) Subclass 1A (2:00 a.m. closing hours) and Subclass 2 (live entertainment). The business has been inspected by City of Peoria Fire Inspectors and currently is found to have no significant issues concerning fire and life safety codes. Your mutual concern for life safety is appreciated.

**Engineer Charles A. Perrin**  
Fire Inspector, Fire Prevention Division  
Peoria Fire Department  
309.303.8275 - c  
309.494.8735 - o  
309.494.8777 - f  
[CPerrin@peoriagov.org](mailto:CPerrin@peoriagov.org)

505 NE Monroe  
Peoria, Illinois 61603-3767  
309/494-8700  
FAX 309/494/8777



TO: Trina Bonds, Liquor Commission Secretary  
FROM: Shelby Zeigler, Accounts Receivable Interim Supervisor  
DATE: November 15, 2018  
SUBJECT: Case 18-20 Secrets VIP Lounge Inc. d/b/a/ Secrets VIP Lounge

The Finance Department has no objection to this site approval.

Any questions, please contact me at x8513. Thank you!





PEORIA POLICE DEPARTMENT

November 29, 2018

City of Peoria, Liquor Commission  
Office of Corporation Counsel  
City of Peoria, Illinois

RE: Site Approval Application #18-20  
Secrets VIP Lounge, Inc.  
d/b/a Secrets VIP Lounge  
1801-1803 SW Adams St.  
Requesting: Class A (tavern)  
Subclass 1A (2:00 a.m. hours)  
Subclass 2 (live entertainment)

Dear Commissioners,

A site application has been received from *Secrets VIP Lounge, Inc.*, d/b/a Secrets VIP Lounge, 1801-1803 SW Adams St., Peoria, Illinois for a Class A, Subclass 1A and Subclass 2 liquor license. Approval of this license would allow the applicant to operate a tavern with full bar service, with a closing time of 2:00 a.m. on Fridays, Saturdays and Sundays and host live entertainment. This site most recently operated as Kareena's with the same liquor licenses before closing in December 2016.

Officer Kevin Slavens inspected the site which is at the corner of Adams Street and Edmund Street in an established commercial area of town. This location has historically held a liquor license dating back to April 1961. Surrounding businesses include: UFS Downtown Outlet Center, UFS Furniture Outlet, Donelson Corporation, Rocket Tire, Getz Fire Equipment and Dan's Tow Bar. The nearest residential neighborhood is approximately 400 feet to the west of this location in the 1000 block of W. George Street.

On July 19, 2018 Officer Kevin Slavens met with Ms. Alecia Collins and inspected the proposed site. The previous owner had remodeled the bar and made a number of improvements to the interior of the tavern. Ms. Collins told Officer Slavens that she is an event planning coordinator and has promoted several different types of events locally at the Travel Lodge, Scottish Rite Cathedral, and the Greenhut Memorial GAR Hall. Ms. Collins further stated that she plans to promote a wide variety of events and host different types of entertainment during all hours of the day at this proposed tavern.

Officer Slavens also spoke with Mr. Pierre Serafin, owner of UFS regarding this site application. Mr. Serafin has apprehensions that re-opening this site as another tavern would not be beneficial to his business nor the neighborhood. Mr. Serafin expressed frustrations with the last two previous tavern owners in regards to litter, police calls for service and patrons illegally parking in his UFS parking lots. Mr. Serafin and Officer Slavens walked around this proposed site and the adjacent property. The southwest side of the building's exterior is visually unappealing and in need of remodeling. The property adjacent to this site at 1807 SW Adams Street is a grassy vacant lot. Mr. Serafin further voiced his strong concerns regarding the shooting that occurred in front of Kareena's on September 28, 2016 (16-21460) and the negative publicity that incident possibly had with the public's perception of the viability and overall welfare of this commercial area of town.

600 S. W. Adams Street  
Peoria, IL 61602-1592  
Phone 309.494.8300



PEORIA POLICE DEPARTMENT

City of Peoria, Liquor Commission  
Secrets VIP Lounge, Inc.  
November 29, 2018  
Page 2

This location operated as the La Copa Cabana from December 2010 until October 2012. There were 66 police calls for service and 17 Peoria Police reports filed during those dates. La Copa Cabana did have an alcohol related ordinance violation in September 2011. This site most recently operated as Kareena's from August 2013 to December 2016. There were 48 police calls for service and 22 Peoria Police reports filed during those dates. There were no alcohol related ordinance violations under Kareena's ownership. Calls for service for these two previous taverns would not be considered excessive and there were no known loud music or noise complaints at this location under the previous tavern owners.

The site application was previously heard on August 6, 2018 by the *City of Peoria Liquor Commission* and was denied. Mr. Serafin was present at that this meeting and voiced strong opposition against this site application. On November 26, 2018 the Peoria Police Department revisited the documentation that was provided by Mr. Serafin at this meeting. Officer Slavens went back to the immediate area of this proposed site and spoke to several business owners and residents. Mr. Craig Martin, owner of Donelson Corporation at 1723 SW Adams St., advised Officer Slavens that he had previously spoken with Mr. Serafin regarding this site application. Mr. Martin stated that he had numerous and constant litter issues on his property and that his building had been vandalized during the times when this site had previously operated as a tavern. Mr. Martin voiced his opposition to Officer Slavens against this site opening back up as a bar.

Officer Slavens also spoke with Mr. Andrew Schooley, owner of Rocket Tire, 312 Edmund St., who said they had previously spoken with Mr. Serafin regarding this site application. Mr. Schooley isn't opposed to a bar at this location, but didn't really have much to say for or against this site application. Officer Slavens also spoke with Mr. Jason Getz of Getz Fire, 1615 SW Adams St., and Mr. Kevin O'Brien of O'Brien Bros, 1604 SW Adams St. Both of them were very familiar with the previous bars that had operated at this site and had also previously spoken with Mr. Serafin. Both of them seemed to support opposition for this application. Mr. O'Brien also made mention to Officer Slavens that there had been a shooting at this site a few years ago. All four of these long standing businesses are listed on the petition summary that had been provided by Mr. Serafin, which includes signatures supporting denial of this site approval application from Mr. Martin, Mr. Getz and Mr. O'Brien.

Officer Slavens also attempted to make contact with every resident in the 1000-1100 block of W. George Street. Officer Slavens was able to speak with Mr. Thomas Wisdom at 1017 W. George Street. Mr. Wisdom was not aware of the site application at this location and didn't have anything to say against this application. Officer Slavens then spoke with Ms. Queen Parks at 1024 W. George Street. Ms. Parks told Officer Slavens that she was aware of the previous shooting at this site, but was somewhat non-comittal with an opinion on this application. Ms. Parks also signed the petition as a concerned neighbor. Ms. Marquita Britton at 1020 W. George called Officer Slavens on November 27, 2018 and informed him that she was familiar with the previous bar at this site, but really didn't have an opinion one way or another with this application as well.





PEORIA POLICE DEPARTMENT

City of Peoria, Liquor Commission  
Secrets VIP Lounge, Inc.  
November 29, 2018  
Page 3

The Peoria Police Department believes based on the recent objections with this site application that the proposed tavern at this location could be detrimental to nearby businesses and the surrounding neighborhood. The City of Peoria Liquor Code section 3-92, Suitability of Site, states in paragraph B the following:

- (1) That the establishment, maintenance, location or operation of the proposed site will not be detrimental to or endanger the public health, safety, morals, comfort or general welfare of the city.
- (3) That the proposed site and use, when considered separately or in conjunction with other licensed liquor establishments, will not be injurious to the use and enjoyment of other property in the vicinity, including residences, schools, hospitals, places of worship and other businesses.
- (7) That the proposed site will not be injurious to the uses and enjoyment of other property in the immediate vicinity for the purposes already permitted, nor substantially diminish and impair property values with the neighborhood in which it is to be located.

Finally, site approvals are location specific and not owner specific, this area of town has six other taverns, all approximately one mile from this proposed site. After re-evaluating the provided documentation from Mr. Serafin and having Officer Slavens speak to those that live and work in the immediate area of this location, the Peoria Police Department does not believe there is an economic need, nor a desire from some of the nearby business owners and residents for another tavern in this area of town.

The Peoria Police Department recommends **denial** of this site application.

Sincerely,

*MBM*

*Loren Marion III*

Loren Marion III  
Chief of Police

cc: Deputy Liquor Commissioner  
City Clerk  
Corporate Counsel





CITY OF  
**PEORIA**

**Community Development Department**

November 26, 2018

City of Peoria, Liquor Commission  
Office of the Corporation Counsel  
City of Peoria, Illinois

RE: **Site Approval Application 18-20**  
**Secrets VIP Lounge, Inc.**  
**d/b/a Secrets VIP Lounge**  
**1801-03 SW Adams Street**

Requesting: **Class A (Tavern)**  
**Subclass 1A (2:00 am closing hours)**  
**Subclass 2 (Live Entertainment)**

Dear Commissioners:

Building and Zoning staff from the Community Development Department have reviewed the above listed request. Following is a summary of the results:

- 1. The property is currently zoned I-2 (Railroad/Warehouse Industrial). Bar/taverns are permitted uses within this zoning district.**

The Community Development Department recommends APPROVAL of the requested liquor license.

Sincerely,

Ross Black  
Director

City Hall  
419 Fulton Street, Suite 300  
Peoria, IL 61602  
309.494.8600



1800 SW Adams,  
Peoria, IL 61602  
Phone 309.673.4503  
Fax 309.673.8440  
www.ufsdeal.com

November 28, 2018

Attn: Liquor Commission Members

August 6, 2018 a request for a site approval for a Class A liquor license at 1801-03 SW Adams was denied. The reasons cited were \*1) "in order for them to see things change they had to look at the bigger plan for the city of Peoria" and \*2) "the City of Peoria was changing its focus". Since the hearing no factors have changed. There is still opposition for the site approval by the neighbors, businesses and social agencies. Please find attached the petition and the site map of the petitioners as well as the petition summary.

All of the neighbors and businesses as well as the social agencies are located in the second poorest zip code in the state. We all employ many individuals from our depressed area. The City of Peoria needs to realize that this community is impacted every time something negative occurs. This results in more stress on the police department, less sales tax generated and a negative image for the zip 61605.

For our businesses and our community the City of Peoria needs to view District 1 (south of McArthur Ave) differently from the rest of the city and the rules and guidelines should encourage development of businesses which enhance our community, create jobs and a positive image of the South Side community.

I would certainly hope the Liquor Commission members would follow their original rational and ruling and deny this application.

Sincerely,

M Pierre Serafin  
Owner  
UFS Downtown Outlet Center

- \*1) Commissioner Coates
- \*2) Chairman Pro Tem Cassidy

**IT'S ALL ABOUT THE DEAL!**

Appliances • Cabinets • Electronics • Furniture & Accessories • Hardware/Lawn & Garden • Housewares • Wine & Spirits



**LIQUOR LICENSE APPLICATION  
1801 SW ADAMS ST**

UFS is located in an older part of Peoria which over the last 50 years has had a reputation for crimes and a dangerous place to visit. UFS has helped to curb those feelings by the public through the standards we employ in running our business. Any negative press - shootings, assault, battery, etc - directly impacts the South Side business community, their employees and their reputation which results in reduced revenue for the City of Peoria. I ask - is it worth it to OK a liquor license for 1801 SW Adams which history has shown results in problems for this community as well as for UFS?

UFS has always strived to be a good partner and neighbor in this community for over the last 50 years. We believe it's time for the city to enhance the environment of this neighborhood and make the right decision to preserve its integrity.

**CONCERNS:**

- ✓ 8 off street parking spaces to accommodate the owner's estimated 70 people frequenting location any given night
- ✓ Vandalism
- ✓ Excessive litter
- ✓ Theft
- ✓ Negative press incites fear of the area which results in reduction of sales & sales tax
- ✓ Lack of a viable business plan
- ✓ Applicant's lack of experience for operating a liquor establishment

1. 1801 SW Adams – location directly across from UFS 1800 SW Adams
2. History of the location – bar, nightclub, 2am license
3. Crime status – see attached. Shots fired, battery, assault under numerous owners
4. UFS – 1800 SW Adams:
  - Part of Peoria for 75 years
  - Employs over 65 individuals
  - Generates approximately \$1,000,000/yr in sales tax
  - Payroll & benefits go back into Peoria economy – over \$2,000,000/yr
  - Charitable donations approximately \$50,000/yr

Does it make sense to OK a liquor license for a location which will generate minimal benefits to the City of Peoria while costing the city with policing & negatively impacting all the South Side businesses???



## PETITION SUMMARY

### ➤ **Focus on rehabilitation – negative impact on their clients' success:**

1. Teen Challenge – 311 S Olive - Dealing with behavioral issues
2. Human Service Center – 1924 SW Adams & 1901 SW Adams
3. Goodwill – Veteran's Home – 403 Olive – many suffer from PTSD

### ➤ **Independent stakeholders who have established businesses in our community, employ our neighbors. Concerns: trash, parking, vandalism, theft of property, negative press for their business:**

4. Rocket Tire – 312 Edmund
5. Getz Fire – 1615 SW Adams
6. Billy Joe's Towing – 6 addresses:
  - 1923 SW Adams
  - 1916 SW Adams
  - 310 S Olive
  - 318 S Olive
  - 1909 SW Adams
  - 1907 SW Adams
7. O'Brien Bros – 1604 SW Adams
8. Miller Scrap Yard – 1612 SW Adams
9. George O Pasquel – 1416 SW Adams
10. B&L Sales – 1501 SW Adams
11. Donelson Corp – 1723 SW Adams (employees all hours of the day)
12. Rogers Auto Works – 1620 NE Jefferson
13. L&W Used Cars – 918 W Lincoln
14. Automotive Rust Proofing – 1521 SW Adams
15. Chad Berry Enterprises – 40+ properties in this area

### ➤ **Churches with outreach programs as well as a moral foundation:**

16. St. Ann's – 1010 Louisa – Fr. Don
17. St. Luke Missionary Baptist Church – 410 Olive – Rev. Ed Jones

### ➤ **Senior Living Center – Safety concerns:**

18. South Side Manor – 915 S Helen

### ➤ **Concerned Neighbors – Longtime residents:**

19. Christine Smith – 1441 Meyer
20. Michael Simpkins – 403 Chicago
21. Mary Thurmond – 1021 W George
22. Salec Sanford – 1124 W George
23. Berline Purifoy – 1119 W George
24. Queen Parks – 1024 W George
25. Chad Berry – 425 Olive
26. Georgene Berry – 3335 W Center

# Community Matters -- Protect Our Neighborhood

On behalf of the Southside community located in District #1, we are appealing for the denial of a 2am liquor license at the corner of 1801 SW Adams & Edmund Street. When examining the history of the location it has proven to be a nuisance with a history of violence which has impacted our neighborhood negatively. The Southside community is urging the City of Peoria to recognize the need to bring businesses which enhance our community, create jobs and create a positive image of the Southside.

## DENY THIS LIQUOR LICENSE!

SIG #	Please SIGN and PRINT your Full Name	Complete Home Address including Space or Apartment No.	Resident of *Area?	Age (21 or older)	Today's Date
1	Signature: <u>CHRISTINE SMITH</u> Printed Name: <u>Christine Smith</u>	<u>1441 major road ill</u>	<u>yes</u>	<u>82</u>	<u>7-30</u>
2	Signature: <u>[Signature]</u> Printed Name: <u>Michael Simpkins</u>	<u>403 Chicago St</u> <u>Peoria IL 61605</u>	<u>yes</u>	<u>40</u>	<u>7-30</u>
3	Signature: <u>Mary J. Thurmond</u> Printed Name: <u>Mary J. Thurmond</u>	<u>1021 W. George St</u> <u>Peoria Ill. 61611</u>	<u>yes</u>	<u>76</u>	<u>7-31</u>
4	Signature: <u>Salee T. Sanford</u> Printed Name: <u>Salee T. Sanford</u>	<u>1124 W. George</u> <u>Peoria IL 61605</u>	<u>yes</u>	<u>25</u>	<u>7-31</u>
5	Signature: <u>Berline Puritoy</u> Printed Name: <u>Berline Puritoy</u>	<u>1119 W. George St</u> <u>Peoria, IL 61605</u>	<u>yes</u>	<u>83</u>	<u>7-31</u>
6	Signature: <u>Queen Parks</u> Printed Name: <u>QUEEN PARKS</u>	<u>1024 George</u> <u>Peoria, Ill.</u>	<u>yes</u>	<u>83</u>	<u>7/31</u>
7	Signature: <u>Chad Berry</u> Printed Name: <u>Chad Berry</u>	<u>425 S. Olive St</u> <u>Peoria, IL 61605</u>	<u>YES</u>	<u>47</u>	<u>7-31</u>
8	Signature: <u>Barbara Berry</u> Printed Name: <u>Barbara Berry</u>	<u>333 S. W. Center</u> <u>333 S. W. Center</u>	<u>yes</u>		<u>8-1</u>
9	Signature: _____ Printed Name: _____	_____			
10	Signature: _____ Printed Name: _____	_____			



# Community Matters - Protect Our Neighborhood

On behalf of the Southside community located in District #1, we are appealing for the denial of a 2am liquor license at the corner of 1801 SW Adams & Edmund Street. When examining the history of the location it has proven to be a nuisance with a history of violence which has impacted our neighborhood negatively. The Southside community is urging the City of Peoria to recognize the need to bring businesses which enhance our community, create jobs and create a positive image of the Southside.

## DENY THIS LIQUOR LICENSE!

SIG #	Please SIGN and PRINT your Full Name	Complete Home Address including Space or Apartment No.	Resident of *Area?	Age (21 or older)	Today's Date
1	Signature: <u>[Signature]</u> Printed Name: <u>KEVIN O'BRIEN</u>	<u>1604 SW ADAMS ST</u> <u>PEORIA, IL 61602</u>			<u>7/30/18</u>
2	Signature: <u>[Signature]</u> Printed Name: <u>JOHN MAUER</u>	<u>1612 SW ADAMS ST</u> <u>PEORIA, IL 61602</u>			<u>7/30/18</u>
3	Signature: <u>[Signature]</u> Printed Name: <u>DANIEL WILSON</u>	<u>1416 SW ADAMS</u> <u>PEORIA, IL 61602</u>			<u>7/30/18</u>
4	Signature: <u>[Signature]</u> Printed Name: <u>DAVID MISCHAK</u>	<u>1501 SW ADAMS</u> <u>PEORIA, IL 61602</u>			<u>7/30/18</u>
5	Signature: <u>[Signature]</u> Printed Name: <u>CRIS GARDNER</u>	<u>1723 SW ADAMS</u> <u>PEORIA, IL 61602</u>			<u>07/30/2018</u>
6	Signature: <u>[Signature]</u> Printed Name: <u>WILLIAM DAVIS</u>	<u>1620 NE JEFFERSON</u>			<u>7/30/2018</u>
7	Signature: <u>[Signature]</u> Printed Name: <u>STEVE HARRIS</u>	<u>918 W. LINCOLN</u> <u>PEORIA, IL 61605</u>			<u>7/30/2018</u>
8	Signature: <u>[Signature]</u> Printed Name: <u>DAVE BOARD</u>	<u>1521 SW ADAMS ST</u> <u>PEORIA, IL 61602</u>			<u>7/30/2018</u>
9	Signature: <u>[Signature]</u> Printed Name: <u>REV. DONALD ROSZKOWSKI</u>	<u>1010 S. LOUISA</u> <u>PEORIA, IL 61605</u>			<u>7/31/18</u>
10	Signature: _____ Printed Name: _____	_____			

O'BRIEN BROS. IN  
MILLER SCRIPT  
DUNN O'PASQUA  
B & Sider Co  
J. J. JONASSEN CORP.  
ROGERS AUTOWIT  
LHW USED CAR  
Automotive Repair  
ST. ANNE'S CATHOLIC CHURCH



*Business*

# Community Matters - Protect Our Neighborhood

On behalf of the Southside community located in District #1, we are appealing for the denial of a 2am liquor license at the corner of 1801 SW Adams & Edmund Street. When examining the history of the location it has proven to be a nuisance with a history of violence which has impacted our neighborhood negatively. The Southside community is urging the City of Peoria to recognize the need to bring businesses which enhance our community, create jobs and create a positive image of the Southside.

## DENY THIS LIQUOR LICENSE!

SIG.#	Please SIGN and PRINT your Full Name and check appropriate box	Complete Business Address & Business Name	Age (21 or older)	Today's Date
1	Signature: <u>[Signature]</u> Print Name: <u>Joe Rogers</u> <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Manager	Business Address: <u>311 S. Olive</u> Business Name: <u>TEEN CHALLENGE</u>	52	7/30/18
2	Signature: <u>[Signature]</u> Print Name: <u>Justin Stanley</u> <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Manager	Business Address: <u>312 ED MARCH</u> Business Name: <u>ROCKET TIRE</u>	36	7/30/18
3	Signature: <u>[Signature]</u> Print Name: <u>Jason Galt</u> <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>615 SW Adams St</u> Business Name: <u>Galt Fire Equipment</u>	35	7/31/18
4	Signature: <u>[Signature]</u> Print Name: <u>Robert Colby Lee Pap</u> <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Manager	Business Address: <u>915 S. Helen</u> Business Name: <u>Southside Mower</u>		7/31/18
5	Signature: <u>[Signature]</u> Print Name: <u>Daniel S. Sandoz</u> <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>1923 SW Adams</u> Business Name: <u>Daniel Sandoz</u>		8/1/18
6	Signature: <u>[Signature]</u> Print Name: <u>B. L. Smith</u> <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>1916 SW Adams</u> Business Name: <u>WARRIOR AUTO PARTS</u>		
7	Signature: <u>[Signature]</u> Print Name: <u>[Signature]</u> <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>310 S. Olive</u> Business Name: <u>PLUMMER VALLEY TIRE</u>		
8	Signature: <u>[Signature]</u> Print Name: <u>[Signature]</u> <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>318 S. Olive</u> Business Name: <u>MT Hunter Tires</u>		
9	Signature: <u>[Signature]</u> Print Name: <u>[Signature]</u> <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>1909 SW Adams</u> Business Name: <u>BCT Services</u>		
10	Signature: <u>[Signature]</u> Print Name: <u>[Signature]</u> <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>1907 SW Adams</u> Business Name: <u>B. L. Smith Tires</u>		

*TEEN CHALLENGE*  
*ROCKET TIRE*  
*GETZ*  
*SOUTH SIDE MOWER*  
*BILLY JOE'S*

# Community Matters - Protect Our Neighborhood

On behalf of the Southside community located in District #1, we are appealing for the denial of a 2am liquor license at the corner of 1801 SW Adams & Edmund Street. When examining the history of the location it has proven to be a nuisance with a history of violence which has impacted our neighborhood negatively. The Southside community is urging the City of Peoria to recognize the need to bring businesses which enhance our community, create jobs and create a positive image of the Southside.

## DENY THIS LIQUOR LICENSE!

310 #	Please SIGN and PRINT your Full Name and check appropriate box	Complete Business Address & Business Name	Age (21 or older)	Today's Date
1	Signature: <u>Michael G. Kennedy</u> Print Name: <u>Michael G. Kennedy</u> <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>1924 S W ADAMS</u> Business Name: <u>HUMAN SERVICE CENTER</u>		7/21/18
2	Signature: <u>HH</u> Print Name: <u>HH</u> <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>1901 SW ADAMS</u> Business Name: <u>HUMAN SERVICE CENTER</u>		"
3	Signature: <u>[Signature]</u> Print Name: <u>PIERRE SEAFIN</u> <input checked="" type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>1800 SW ADAMS</u> Business Name: <u>UFS INC</u>		8/1/18
4	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
5	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
6	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
7	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
8	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
9	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
10	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		

# Community Matters - Protect Our Neighborhood

On behalf of the Southside community located in District #1, we are appealing for the denial of a 2am liquor license at the corner of 1801 SW Adams & Edmund Street. When examining the history of the location it has proven to be a nuisance with a history of violence which has impacted our neighborhood negatively. The Southside community is urging the City of Peoria to recognize the need to bring businesses which enhance our community, create jobs and create a positive image of the Southside.

## DENY THIS LIQUOR LICENSE!

NO.	Please SIGN and PRINT your Full Name and check appropriate box	Complete Business Address & Business Name	Age (21 or older)	Today's Date
1	Signature: <u>[Signature]</u> Print Name: <u>Shane [Signature]</u> <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Manager	Business Address: <u>405 Olive St</u> Business Name: <u>Godwill's Gun Weapon S.</u>	<u>older</u>	<u>7/31/18</u>
2	Signature: <u>[Signature]</u> Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: <u>Quinn's Home Dev</u> Business Name: <u>Veterans</u>	<u>21</u>	<u>[Signature]</u>
3	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
4	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
5	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
6	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
7	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
8	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
9	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
10	Signature: _____ Print Name: _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		

Goodwill



# Community Matters -- Protect Our Neighborhood

On behalf of the Southside community located in District #1, we are appealing for the denial of a 2am liquor license at the corner of 1801 SW Adams & Edmund Street. When examining the history of the location it has proven to be a nuisance with a history of violence which has impacted our neighborhood negatively. The Southside community is urging the City of Peoria to recognize the need to bring businesses which enhance our community, create jobs and create a positive image of the Southside.

## DENY THIS LIQUOR LICENSE!

SIG #	Please SIGN and PRINT your Full Name and check appropriate box	Complete Business Address & Business Name	Age (21 or older)	Today's Date
1	Signature: <u>Rev Ed Jones</u> Print Name <u>Rev Ed Jones</u> <input type="checkbox"/> Owner <input checked="" type="checkbox"/> Manager	Business Address: <u>410 Olive St</u> Business Name: <u>ST LOKE MBL</u>	69	2/1/18
2	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
3	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
4	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
5	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
6	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
7	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
8	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
9	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		
10	Signature: _____ Print Name _____ <input type="checkbox"/> Owner <input type="checkbox"/> Manager	Business Address: _____ Business Name: _____		

ST MARKS

# Location of Petitioners





**NOTICE OF PUBLIC HEARING**

The Liquor Commission of the City of Peoria, Illinois will hold a Public Hearing on an application of a Class A Subclass 1A, 2 Liquor License for the following described property.

SECRETS VIP LOUNGE, INC. D/B/A SECRETS VIP LOUNGE  
(name of establishment)

1801-03 SW ADAMS  
(address)

FOR USE AS:

---

REQUEST FOR A CLASS A (TAVERN) LIQUOR LICENSE

WITH A SUBCLASS 1A (2:00 AM HOURS) & A SUBCLASS  
2 (LIVE ENTERTAINMENT).

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The Hearing will be held on MONDAY - DECEMBER 3, 2018 in Room 404 at City Hall, 419 Fulton Street, Peoria, Illinois at 3:30 p.m., or as soon thereafter as the item can be heard.

Because the proposed location is within 300 feet of the premises owned or occupied by you, you may wish to attend this Hearing.

Objections may be heard at the meeting or submitted in writing to the Secretary of the Liquor Commission, City Hall, 419 Fulton, Room 401, Peoria IL 61602.

Information concerning the application is available in Room 401, City Hall, or by calling the Secretary of the Liquor Commission at (309) 494-8565. Be advised that certain information is restricted under the requirements of the Freedom of Information Act.



9

Johnson, Charles R  
2017 S Darst St  
Peoria Il 61605

Adams Outdoor Advertising Limited  
Partnership  
C/O Accounting Department 911 Sw  
Adams St  
Peoria Il 61615

~~Ser-wieg Inc  
1800 Sw Adams St  
Peoria Il 61602~~

Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607

~~Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607~~

A Miller & Co  
1612 Sw Adams St  
Peoria Il 61602

~~Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607~~

U F S Savings Center Inc  
1800 Sw Adams St  
Peoria Il 61602

~~Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607~~

Martin, Richard M  
1723 Sw Adams St  
Peoria Il 61602

~~Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607~~

~~A Miller & Co  
1612 Sw Adams St  
Peoria Il 61602~~

~~Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607~~

~~Ser-wieg Inc  
1800 Sw Adams St  
Peoria Il 61602~~

~~Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607~~

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Bartonville Il 61607~~

~~Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607~~

~~Ufs Savings Center Inc  
1800 Sw Adams St  
Peoria Il 61602~~

~~Schooley, Ronald E Jr  
4713 W Wanda Ave  
Bartonville Il 61607~~

Ser-wieg Inc  
1800 Sw Adams St  
Peoria Il 61602

Denson, Derek  
660 E 85th St  
Chicago Il 60619

Parker, Michell L  
717 W Nowland Ave  
Peoria Il 61604

STATE OF ILLINOIS )  
 ) ss  
COUNTY OF PEORIA )

**AFFIDAVIT**

Alecia Collins, being duly sworn, does hereby swear/affirm that:

1. I am the Liquor Licensee of Secrets Lounge  
(establishment name)

located at 1801 SW Adams St., Peoria, Illinois.  
(address)

2. On November 8, 2018, I caused Notices of Hearing to be mailed to all property owners within 300 feet of my liquor establishment.

3. I have attached, the list of property owners and their addresses to whom I mailed Notices to this Affidavit.

FURTHER AFFIANT SAYETH NOT.

Alecia Collins  
(Signature of Liquor Licensee)

Subscribed and sworn to before me  
this 8th day of November  
2018.

Torina D. Bonds  
Notary Public

