

**I. CALL TO ORDER:**

The meeting was called to order at 7:31pm by Tom Baldoni, Chairperson.

**II. ROLL CALL:**

Present were Commissioners: Tom Baldoni, Joel Davies, Laura Lemajeur, Jennifer Russell, Rick Browne, Jo Lynn Seifert. Commissioner Mike Camacho was absent. Also in attendance were Community Director Cathleen Tymoszenko and two (2) persons in the audience.

**III. APPROVAL OF AGENDA:**

Commissioner Russell moved to approve the agenda, and seconded by Commissioner Lemajeur. The motion carried by unanimous roll call vote.

**IV. APPROVAL OF MINUTES:** There were none.

**V. QUESTIONS FROM THE AUDIENCE:** There were none.

**VI. UNFINISHED BUSINESS:** There were none.

**VII. NEW BUSINESS:**

Director Cathleen Tymoszenko introduced Christin Mangan as the new Commission Secretary as Sandra Granholm had resigned.

**DeWitt's Hair Salon & Spa  
114 Main Street  
Awnings & Signage**

DeWitt's Hair Salon and Spa is proposing the installation of a front awning with limited signage. Jeff Moritz of Patio Enclosures was the representative for DeWitt's while the owner was out of town. Mr. Moritz provided the commissioners with a revised drawing of the awning omitting the telephone number from the awning. He also provided the commissioners with a sample of the color and texture of the material to be used which will be jet black acrylic fabric with 5" almond characters, which is consistent with Emmett's awning and will also have the same projection.

Mr. Moritz noted that the awning will completely cover the signage that is currently there. It was also noted that the awning will not be lit and its sole purpose is for sun

protection. Commissioner Davies recommended that the proper apostrophe in DeWitt's be used in the graphics.

**MOTION:**

Commissioner Lemajeur moved to approve the awning without the telephone number listed as presented and with black acrylic fabric and almond color graphics. After a second by Commissioner Russell, the motion carried by unanimous roll call vote.

**Midwest Gold Buyers  
719 Main Street  
Signage**

Midwest Gold Buyers is proposing to change the sign face for the freestanding sign at the building known as the Duff House. The sign as proposed is to read Cash For Gold! with Midwest Gold Buyers underneath. Karen Oliveri represented Midwest Gold Buyers. Ms. Oliveri presented the commissioners with a revised drawing of the proposed freestanding sign changing the name to Gold Max from Midwest Gold Buyers as the company is legally changing the name in October.

Village ordinance requires the sign's main message be either the business's name or a generic name for the business and no tag lines. Midwest Gold Buyers completed the registration form with Midwest Gold Buyers as the company name and Cash For Gold! was not listed as a d/b/a on the registration form. Since Cash for Gold! is not the legal name, nor a d/b/a, it cannot be the main message. It was recommended that the sign read Gold Max (the new company name) with the tag line of either Cash for Gold (no exclamation mark) or Buyers of Gold.

The sign would be Lafayette Green and the lettering and border would be Philadelphia Cream. The lettering will be 9" tall. It was also discussed that due to IDOT widening the intersection of Routes 31 and 72, the sign would need to be relocated 5' further back and the eastern pole will shift to the west and the ground lighting adjusted accordingly and that the landscape will be trimmed.

It was discussed that the sign needs to be designed as a component and complimentary of the building as well as being reminiscent of the historical era.

The chosen lettering is out of place historically in nature as well as the shape. It was recommended that the corners be rounded and possibly arch the top as well as capping off the sides to make the sign more solid. A sandblasted sign was also recommended.

**MOTION:**

Commissioner Browne moved to deny the sign as submitted by Midwest Gold Buyers and that clarification as to the corporate legal name as the main signage element be provided and the secondary element can be brought to the commissioners describing

the business, but it should not be an action title. The sign title should also carry ordinance direction and that the sign graphics be held at a minimum. In addition, the sign construction shall look solid in structure and nature, and be complimentary to the historical era of the building. After a second by Commissioner Davies, the motion carried by unanimous roll call vote.

Ms. Oliveri was told that she can resubmit to the Appearance Review Committee in October or Midwest Gold Buyers can appeal the decision within 15 days by written appeal to the Village of West Dundee Board of Trustees. The next Appearance review meeting will be held on October 4<sup>th</sup>.

#### **VIII. REPORT OF THE CHAIRMAN, COMMISSIONERS, STAFF:**

Commissioner Seifert discussed the Duff House sign and noted that the sign has turned black and the lettering is barely visible and inquired as to whether the sign came from Springfield so that they can have it repaired or replaced. Director Tymoszenko noted that she would ask Village Manager Joe Cavallaro and would continue to research.

**IX. STAFF REPORTS:** There were none.

#### **X. ADJOURNMENT:**

Commissioner Browne moved for adjournment, and Commissioner Lemajeur seconded the motion. The meeting adjourned at 8:47 p.m.

Christin Mangan  
Commission Secretary