

ARCHITECTURAL

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REPORT OF THE PROCEEDINGS OF A MEETING  
BEFORE THE VILLAGE OF NORTHFIELD  
ARCHITECTURAL COMMISSION

COMMISSION

REPORT OF PROCEEDINGS had before the Village of  
Northfield Architectural Commission taken at the Northfield  
Village Hall, Board Room, Northfield, Illinois on the 8th  
day of October, 2018, at the hour of 7:00 p.m.

MEMBERS PRESENT:

JASON FELICIONE, Chairman  
BARNABY DINGES  
TEV BOND  
CORINNE CARR  
JOHN ISSA

MEMBERS ABSENT:

PATRICIA MORRELL  
MIKE SOLLITT

ALSO PRESENT:

LINNEA O'NEILL, Staff Liaison

1 CHAIRMAN FELICIONE: Hello, everyone. I would  
2 like to welcome you to the October Architectural  
3 Commission. My name is Jason Felicione and I'll be your  
4 Chair. I'd like the members of the Commission to start  
5 introducing themselves. On my left, Commissioner Bond.  
6 COMMISSIONER BOND: Tev Bond.  
7 COMMISSIONER DINGES: Barnaby Dinges.  
8 COMMISSIONER CARR: Corinne Carr.  
9 COMMISSIONER ISSA: John Issa.  
10 CHAIRMAN FELICIONE: We have three items on  
11 our agenda this evening. I'm going to start by  
12 continuing a motion that will not be heard tonight. So,  
13 for 1622 Willow Road, I would like to continue that  
14 motion until November 12th. Do I have a second?  
15 COMMISSIONER CARR: Second.  
16 CHAIRMAN FELICIONE: All those in favor?  
17 (Chorus of ayes.)  
18 CHAIRMAN FELICIONE: Motion passes. We will  
19 see 1622 Willow Road in November.  
20 So, there's two items on our agenda. I'm  
21 going to take them out of order for convenience sake.  
22 I'm going to call 135 Dickens Road first. Who is  
23 speaking for 135 Dickens Road? So, can I ask all three  
24 of you to stand up then please? I'm going to swear you  
25 in. Actually, Doctor, can I ask you to be sworn in,  
26 too, at the same time so I don't have to do it twice?  
27 MR. MOORAD: Sure.  
28 CHAIRMAN FELICIONE: Would you raise your  
29 right hand?  
30 (Witnesses sworn.)  
31 CHAIRMAN FELICIONE: Thank you. Who's going  
32 to speak on your behalf? Come on forward and introduce  
33 yourself please.  
34 MR. MCDONOUGH: Sure. David McDonough, owner  
35 of the landscape architecture The Garden Consultants.  
36 CHAIRMAN FELICIONE: Okay, tell us about your  
37 project.  
38 MR. MCDONOUGH: So, last year we removed a  
39 tennis court on the property.  
40 COMMISSIONER ISSA: Could you speak a little  
41 louder?  
42 MR. MCDONOUGH: Sure, yes. Last year we  
43 removed a tennis court on the property in the location  
44 of the new project. Over the winter, we came up with  
45 this, generated this design which calls for a pickleball  
46 court, a bocce ball court, and a patio adjacent to the  
47 pickleball court, and some plantings.  
48 The pickleball court is asphalt  
49 essentially with blue stripes painted on. The bocce  
50 ball court as I had mentioned earlier is just a timber  
51 frame with regular turf grass. On the interior, the  
52 patio is going to be gravel and bluestone. Then I think

1 we've provided some details on the plant material, too,  
 2 which is pretty basic, as well as photographs of the  
 3 existing vegetation which screens that area pretty well  
 4 at the moment. There's also going to be a three-foot  
 5 high black chainlink fence along the pickleball court.

6 COMMISSIONER BOND: So, the footprint of the  
 7 tennis court was significantly larger than the  
 8 footprint, so you're gaining more vegetation?

9 MR. MCDONOUGH: Correct, yes. The tennis  
 10 court was larger than both the pickleball court and the  
 11 patio combined.

12 CHAIRMAN FELICIONE: So, we haven't had a  
 13 pickleball court come before us yet. We've had sports  
 14 courts and other things, this is the first one. I can't  
 15 imagine that it's going to cause any more friction or  
 16 noise than the tennis court that once existed there.

17 MR. MCDONOUGH: Yes, I would think less.

18 CHAIRMAN FELICIONE: There's no lights. You  
 19 have to put up your hedge and your fence and they  
 20 covered that before you and you're reducing the  
 21 footprint and the impervious. Does anybody have any  
 22 questions? Would anyone like to make a motion?

23 COMMISSIONER DINGES: I just have one question  
 24 before, I'm just curious about this. Do the neighbors  
 25 know there's a pickleball court? The reason I ask is I  
 26 walk through the park all the time and I do hear, I  
 27 mean, there is noise. I mean it's, but you know,  
 28 tennis, I'm just curious whether neighbors are aware.

29 MR. MCDONOUGH: Yes. Yes, sir.

30 CHAIRMAN FELICIONE: They have to, by law,  
 31 they have to put a sign out in front and let people know  
 32 there's going to be a motion. It's also on the website.  
 33 So, they had done the due diligence in order to get  
 34 here.

35 COMMISSIONER DINGES: Okay.

36 COMMISSIONER CARR: Now, I happen to live a  
 37 couple of doors down from this project and drive by the  
 38 sign. But I never knew there was a tennis court there  
 39 before it was even removed, so it's not visible at all.  
 40 There's no sight line from the road. It's just the  
 41 neighbors.

42

43 COMMISSIONER BOND: Motion. I motion to pass 135  
 44 Dickens Road.

45 CHAIRMAN FELICIONE: Second?

46 COMMISSIONER DINGES: I second that.

47 CHAIRMAN FELICIONE: Those in favor?

48 (Chorus of ayes.)

49 CHAIRMAN FELICIONE: I'm voting present  
 50 because I'm about to be your neighbor. It would not be  
 51 just if I vote for. Our property lines are going to  
 52 touch. Okay? I'm under contract on the Bristol Street

1 house. So, we'll be adjoining neighbors. Thank you.  
2  
3 The second item on the agenda is 1922  
4 Willow Road. Who's going to speak on behalf of 1922  
5 Willow Road? I'm sorry, did I call it out of order?  
6 COMMISSIONER CARR: I think you meant 1779.  
7 COMMISSIONER DINGES: 1779.  
8 CHAIRMAN FELICIONE: 1779 Willow Road, I  
9 apologize. Excuse me, 1779 Willow Road. Your name?  
10 MR. MOORAD: Hello, my name is Phillip Moorad.  
11 I'm a dentist, the owner of this building.  
12 CHAIRMAN FELICIONE: Can you spell the last  
13 name for me please?  
14 MR. MOORAD: Yes, it's M-o-o-r-a-d.  
15 CHAIRMAN FELICIONE: Okay, so I've got some  
16 clarification on this before we kind of open it up  
17 because this is a continuation from a previous motion.  
18 MR. MOORAD: Right, okay. That sounds right.  
19 CHAIRMAN FELICIONE: So, how did this wind up  
20 on the building without permission?  
21 MR. MOORAD: It's a temporary sign.  
22 CHAIRMAN FELICIONE: But how do we know it was  
23 a temporary sign until I went over there until today and  
24 this was on display?  
25 MR. MOORAD: There was a sign there before as  
26 the picture showed you.  
27 CHAIRMAN FELICIONE: Right, right. Right, I'm  
28 not going to hammer you. I just have questions.  
29 MR. MOORAD: Okay, yes.  
30 CHAIRMAN FELICIONE: So that the Committee  
31 understands this.  
32 MR. MOORAD: Right.  
33 CHAIRMAN FELICIONE: Last time, you sent your  
34 representative before this Committee. We gave  
35 suggestions back to you through your representative that  
36 you had to go to the meeting to come back here with  
37 those items. I'm just confused why you didn't come with  
38 the preparation that we spent our time in giving to you.  
39 MR. MOORAD: You're talking about what's on  
40 the memorandum?  
41 CHAIRMAN FELICIONE: So, we had the minutes of  
42 the meeting which I'm pretty sure you were given.  
43 MR. MOORAD: Yes.  
44 CHAIRMAN FELICIONE: That made suggestions of  
45 what you should come here with.  
46 MR. MOORAD: Okay.  
47 CHAIRMAN FELICIONE: Why didn't you at least  
48 start by coming here with the suggestions from the  
49 Committee?  
50 MR. MOORAD: I thought that I did cover that,  
51 I thought we did cover that in here, just from my  
52 understanding.

1 CHAIRMAN FELICIONE: We didn't, and I think  
2 Staff told you we didn't. So, I'm here to help and work  
3 with you.

4 MR. MOORAD: Okay.

5 CHAIRMAN FELICIONE: But we can only give up  
6 our time with our families on behalf of the Village, and  
7 that's why we gave our suggestions to the last person  
8 who was here as your representative. I guess we're  
9 going to have to start all over again to cover it all  
10 for you.

11 MR. MOORAD: I don't think so. I don't, I  
12 think there's maybe something, if you just have a  
13 question, maybe you could address that. The sign was a  
14 temporary sign put up.

15 CHAIRMAN FELICIONE: That's one of them.

16 MR. MOORAD: It was going to be in lieu of the  
17 permanent sign that would come down when we have the  
18 permanent sign.

19 CHAIRMAN FELICIONE: Okay, so we have a  
20 temporary sign that was put up.

21 MR. MOORAD: Right, and that was what I  
22 thought.

23 CHAIRMAN FELICIONE: Okay, so we all agree  
24 that sign has got to go down.

25 MR. MOORAD: Right. That's not even, it's not  
26 a request. It does have to --

27 CHAIRMAN FELICIONE: How is it affixed to the  
28 building in its temporary state? It was screwed on,  
29 right?

30 MR. MOORAD: Right.

31 CHAIRMAN FELICIONE: Okay, I think we've  
32 covered that part. Then as far as our suggestions for  
33 the font of the North Dental, you've given us some other  
34 examples of things that are going on in town and you how  
35 detail it was a harmonious environment. But it doesn't  
36 relate to those other block letter signs. So, we had  
37 suggested you come back here with more than one example  
38 of specifically the N and the A. If you wanted to  
39 change the N to the tooth, we would all understand that.  
40 Otherwise, it's radically modern compared to what's  
41 adjacent to you.

42 Harmonious environment means the building  
43 next door, not completely different than the building  
44 next door. I mean I can help you get --

45 MR. MOORAD: So, I don't, I guess I don't  
46 understand what the topographies we're going after.  
47 You're talking about my logo, North with the tooth with  
48 the Dental. You're disputing my logo has to be changed?

49 CHAIRMAN FELICIONE: We're not disputing  
50 anything. We asked your sign guy who was here last  
51 time --

52 MR. MOORAD: Right. Well, I'm trying to

1 understand what is the question because I didn't, I  
2 guess we didn't understand that quite why.  
3 CHAIRMAN FELICIONE: Your sign guy  
4 specifically understood what we were asking for.  
5 MR. MOORAD: You wanted me to change the N,  
6 you didn't like the shape of the N.  
7 CHAIRMAN FELICIONE: We suggested as a  
8 committee that --  
9 MR. MOORAD: So, you wanted me to change the  
10 logo?  
11 CHAIRMAN FELICIONE: We suggested as a  
12 committee that maybe it would be easier to get through  
13 if some of the lettering was different.  
14 MR. MOORAD: Okay, so --  
15 CHAIRMAN FELICIONE: We were then suggesting,  
16 that if it was a part of your logo, to bring those  
17 things to us because even Commissioner Carr had gone  
18 online looking for some sort of proof for you and we  
19 failed to find it.  
20 MR. MOORAD: I don't understand what you're,  
21 you're comparing my logo to, I gave examples of several  
22 other different logos that were radically different  
23 topography. Not even, sometimes the letters were  
24 different within that logo, those logos were brand new,  
25 they're an identity of those companies. Even North,  
26 even like whatever we have now, I mean you have the  
27 Village of Northfield, your N is different.  
28 CHAIRMAN FELICIONE: We suggested --  
29 MR. MOORAD: That's branding.  
30 CHAIRMAN FELICIONE: I suggested --  
31 MR. MOORAD: I know, but you're asking me to  
32 change my logo, that's my identity. Are you asking  
33 every other business around here to do the same?  
34 CHAIRMAN FELICIONE: When they come to the  
35 Committee and they ask for --  
36 MR. MOORAD: So, you ask Starbucks to change  
37 theirs, you ask Three Tarts to change theirs?  
38 CHAIRMAN FELICIONE: Are you familiar with the  
39 Dunkin' Donuts sign on Willow Road?  
40 MR. MOORAD: Yes.  
41 CHAIRMAN FELICIONE: Did we ask him to change  
42 that?  
43 MR. MOORAD: I don't know, did you?  
44 CHAIRMAN FELICIONE: That's correct, we did.  
45 MR. MOORAD: Okay, so is that what you're,  
46 you're asking me to change my logo? See, that was the  
47 question I didn't think was addressed. I thought it was  
48 a letter, that you had said that the font that I had  
49 used, and even it was brought up to say that the font  
50 that was used, why was it not being used in my body of  
51 text. So, it wasn't addressed that this is actually a  
52 logo, a brand new identity logo. It's already been

1 established, it's already part of my name. It's even  
2 part of the tooth and we even drew it out to show you  
3 how the N and the D together were part of that tooth  
4 that was in the middle. It's all --  
5 CHAIRMAN FELICIONE: Did everybody on the  
6 Board read the minutes of the previous meeting? Were we  
7 ambiguous when we --  
8 COMMISSIONER CARR: No. We were very clear  
9 with your representative that we wanted you to come back  
10 with some samples and some other, again there was no  
11 misunderstanding. We were very clear.  
12 MR. MOORAD: I know but what's, you're asking  
13 me to come back with a sample of a different N?  
14 COMMISSIONER CARR: Different font.  
15 CHAIRMAN FELICIONE: Yes.  
16 COMMISSIONER CARR: Yes.  
17 MR. MOORAD: But I thought the question is  
18 you're asking me to change my logo. Is that what you're  
19 asking me to do? That's what --  
20 CHAIRMAN FELICIONE: You're asking us for a  
21 sign. We're not going to entertain your logo. We're  
22 asking you if you would like for us to entertain your  
23 sign, can you abide by the guidance that we gave in the  
24 minutes of the last meeting? We did take time --  
25 MR. MOORAD: I know you took time, and I spent  
26 plenty of time with, we've spent tons of time going over  
27 it. I just thought --  
28 CHAIRMAN FELICIONE: Did you read the minutes?  
29 MR. MOORAD: Yes.  
30 CHAIRMAN FELICIONE: Then why didn't you  
31 follow the advice that we gave?  
32 MR. MOORAD: I just, because of the things I  
33 just said, that I felt that it was not, since it was a  
34 question of font, and this is not font I'm using, even  
35 though I showed you where it came from which was part of  
36 it, it's font that is just specific to my logo.  
37 CHAIRMAN FELICIONE: Was it the same care that  
38 was given to putting up the sign would need information  
39 to do that?  
40 MR. MOORAD: We're talking about two different  
41 things.  
42 CHAIRMAN FELICIONE: No, I'm talking about the  
43 same --  
44 MR. MOORAD: Okay, well, I don't know how  
45 things worked with that. He put that up and I thought  
46 that was fine to do. It is not, it's only a temporary  
47 measure because this is a long process. My patients  
48 were getting confused. I had an old sign up there.  
49 It's either take the sign down, there was a temporary  
50 sign that we're moving that Oren Pickell next to me,  
51 patients were asking me why am I moving. I'm like we're  
52 not moving, so that's part of what I did. I mean that's

1 to my fault I guess, I did not know any better.  
2 CHAIRMAN FELICIONE: Okay, let's start all  
3 over again. We want businesses in Northfield to thrive.  
4 However, I think we have an issue as a committee as  
5 stated in the previous minutes with the, you know, not  
6 so much the lighting of the sign, we think it's great.  
7 Want to put some extra money on that, wonderful. But  
8 there's parts of the sign specifically that don't relate  
9 to anything else around. So, we suggested you use the N  
10 from the Village of Northfield.  
11 MR. MOORAD: But that's changing my branding.  
12 I mean you're asking, that's what you're saying that you  
13 want me to do? So, you want me to go to a, are you  
14 asking that I can't put, I'm not going to change my  
15 brand identity.  
16 CHAIRMAN FELICIONE: Okay.  
17 MR. MOORAD: It can't be done because I don't  
18 want to. First of all, you shouldn't ask a business to  
19 change their brand identity. So, if you're asking about  
20 what's going on the building, you're telling me that I  
21 can't use my logo as is on the building? Is that what  
22 you're saying?  
23 CHAIRMAN FELICIONE: I'm telling you what my  
24 preference is. I am one voice on the Committee. I'll  
25 let the other people on the Committee give you their  
26 preference. But I think it screams to us that you have  
27 an unwillingness to work with us to get --  
28 MR. MOORAD: That is not the case though.  
29 CHAIRMAN FELICIONE: Do you live in town here?  
30 MR. MOORAD: I live in Glenview.  
31 CHAIRMAN FELICIONE: Okay, there's lots of  
32 places in this town that we had to work with on their  
33 logo to create a harmonious environment. I will spare  
34 you, since you don't live here, all the names of them.  
35 But this Committee has worked effortlessly on them, a  
36 lot of time, a lot of effort. This is extremely modern  
37 for what we have going on in town. It's really nice,  
38 it's great, I think we can get to the same place if we  
39 alter a couple of things.  
40 MR. MOORAD: Yes, but, okay, so it's personal  
41 preference is what you're saying is what you don't like  
42 about it? So, you're telling me --  
43 CHAIRMAN FELICIONE: We're not here for  
44 personal preference. We're here on behalf of the people  
45 of Northfield.  
46 MR. MOORAD: I know, but you're, and I'm  
47 trying to understand.  
48 COMMISSIONER ISSA: Can I interject a little  
49 bit here?  
50 CHAIRMAN FELICIONE: Sure.  
51 COMMISSIONER ISSA: I missed the previous  
52 hearing, so I apologize for that. What's our stance



1 when it comes to branding?  
2 CHAIRMAN FELICIONE: If it's a national brand,  
3 we still have the flexibility to work with the people  
4 and ask to relate to our harmonious environment.  
5 COMMISSIONER ISSA: But the logo does not,  
6 it's the way in which it's presented has to?  
7 CHAIRMAN FELICIONE: Well, we're not  
8 questioning his logo.  
9 COMMISSIONER ISSA: But he's saying, he's  
10 stating that the font is part of his logo and branding.  
11 CHAIRMAN FELICIONE: That's what he's stating.  
12 COMMISSIONER ISSA: So, are we in objection to  
13 that statement?  
14 CHAIRMAN FELICIONE: You read the minutes of  
15 the meeting, right? We didn't care for the way the sign  
16 was presented to us.  
17 COMMISSIONER ISSA: Is there a compromise that  
18 could be made that the manner of the plaque could be  
19 more soft, you know, softer modern?  
20 CHAIRMAN FELICIONE: It's not the plaque, it's  
21 the --  
22 COMMISSIONER BOND: It's not --  
23 CHAIRMAN FELICIONE: It's not the plaque.  
24 It's the whole sign that's going on the building.  
25 COMMISSIONER ISSA: Okay, so can we try to  
26 figure out some middle ground? If the scale of the --  
27 CHAIRMAN FELICIONE: We gave suggestions for  
28 all of this to this previous sign person to bring back  
29 some examples to us in the minutes.  
30 COMMISSIONER DINGES: Okay, now just, and this  
31 might be instructive, I hope. The N in Northfield is  
32 Northfield's branding. Right? I mean that is our sign,  
33 it is, so that's Northfield's branding. I, in the  
34 minutes, I wouldn't say I dissented, I just was  
35 interested in this sign proposal and some of the new and  
36 different things. So, I mean I think there is value for  
37 Northfield to leverage its N and its sign wherever it  
38 can.  
39 I guess I do appreciate in this case, you  
40 know, you've got a different look and it's, you know,  
41 the N and the A, I mean it all kind of goes together.  
42 COMMISSIONER ISSA: It is a way-finding  
43 exercise which I can understand your need to have  
44 signage so that your patients find you. You're running  
45 a business. Is that disconnect to your branding a major  
46 issue for you? Can you see the fact that the branding  
47 does not have to be --  
48 MR. MOORAD: Well, so part of the, it's the --  
49 COMMISSIONER ISSA: Follow-through on the  
50 sign. Is there going to be a major disconnect for you?  
51 MR. MOORAD: Well, it would change the  
52 branding. I mean, the reason, so my thoughts on this is

1 we --

2 CHAIRMAN FELICIONE: Why can't the sign be one  
3 thing and the card be another? You lost me. Just like  
4 Northfield, for example, has the N --

5 MR. MOORAD: Okay, so I can try to explain the  
6 best from my point of view. I mean I understand you  
7 don't like the way it looks because it looks too modern.  
8 That's your point, you want it to be harmonious.

9 CHAIRMAN FELICIONE: But --

10 MR. MOORAD: Let me, can I finish please?  
11 I'll go through it, I can --

12 CHAIRMAN FELICIONE: But I can tell you if  
13 there was some modern next to it that it related to --

14 MR. MOORAD: There is, but I can't pick the  
15 businesses next to me. Everything is harmonious with my  
16 building. The colors are the same.

17 CHAIRMAN FELICIONE: You picked the colors --

18 MR. MOORAD: The sign is within the bounds of  
19 what you guys said. The light is. I mean what I'm  
20 trying to do with this is I have North Dental. I even  
21 gave you examples, North Dental, all over the place.  
22 There's North Dental Associates, North Dental which is  
23 what I was before that I'm trying to dissociate with, so  
24 it has to be different. To come up with something North  
25 that is unique that is branding that is different than  
26 the rest of the things that are out there is difficult  
27 to do.

28 CHAIRMAN FELICIONE: Why don't you take the  
29 tooth and make it the N? We would understand that. I  
30 mean it was one suggestion.

31 MR. MOORAD: But that's orth Dental.

32 CHAIRMAN FELICIONE: I'm sorry?

33 MR. MOORAD: It's going to be orth Dental with  
34 a tooth.

35 CHAIRMAN FELICIONE: No, it's that the N and  
36 your tooth look the same like we were saying in the last  
37 meeting in the minutes. Maybe if you pitched that, we  
38 would have some more understanding for it.

39 MR. MOORAD: I think, I mean, I even put down  
40 ones that I thought were modern and traditional all  
41 together in the pictures over here. The Three Tarts,  
42 the Stormy's, the Taco Nano, the --

43 CHAIRMAN FELICIONE: Hold on, hold on. Have  
44 you noticed they're all the same?

45 MR. MOORAD: Wanderlust Eyecare, I mean  
46 they're in the same plaza. They're really radically  
47 different than each other.

48 CHAIRMAN FELICIONE: They're block lettering  
49 that relate to each other, block lettering. This is  
50 completely different. You have block and modern.

51 MR. MOORAD: But this is --

52 COMMISSIONER BOND: Well, so the way the

1 entire sign is presented on this building, on your  
2 building, this building is a traditional building. The  
3 sign is not, right, so the lighting of it is very  
4 contemporary. My perception of the sign is that it  
5 feels like it's part of a chain, right, it's going to be  
6 bright, it's, you know, contemporary. It doesn't feel  
7 like an independent dental office because of the overall  
8 presentation of the sign. So, what's not helping you is  
9 that the font is also very contemporary.

10 So, for me, the sign, the overall  
11 presentation of the sign disconnects from your building,  
12 the lighting of it and the way that it's been presented.  
13 I was hoping you would come back with other options like  
14 maybe you rethink the lighting, because I doubt that  
15 you're really open, how late are you open?

16 MR. MOORAD: No, but it's part of what the  
17 signage, I mean that was something I thought was fine  
18 with what you guys had discussed before was the  
19 lighting. I didn't think that was a concern because it  
20 was made to be that we would make a light that was  
21 visible.

22 COMMISSIONER CARR: But it's the combination.  
23 CHAIRMAN FELICIONE: If you read the minutes,  
24 you could --

25 COMMISSIONER BOND: The material. Something  
26 has to become more about the building it's on and the  
27 building that's next to it and next to that. So, I  
28 understand where you looked around, but the signs over  
29 at Stormy's, they start to relate together and there is  
30 a consistency to them. For your particular building,  
31 the sign and the way it's overall presented with the  
32 lighting, there's a disconnect.

33 MR. MOORAD: Well, I mean, so Oren Pickell is  
34 no longer there, the building is there.

35 COMMISSIONER BOND: Right.

36 MR. MOORAD: The building is there.

37 COMMISSIONER BOND: Right.

38 MR. MOORAD: Starbucks is next to me. That's  
39 the closest thing, and that's still a fairly modern,  
40 bright-looking sign.

41 CHAIRMAN FELICIONE: It's block lettering.

42 COMMISSIONER BOND: Right, okay. So, I'll  
43 just say it one more time. Your sign on your building,  
44 there's a disconnect. They're not working together.

45 MR. MOORAD: Okay, so what you're looking for,  
46 I mean this is what I'm trying to understand is you're  
47 trying to look for something that's a more traditional  
48 sense. You don't like the modern look for where it fits  
49 into my building and directly next to it. So, it's not,  
50 see, my understanding was different that you brought up  
51 stuff that, it was pointed out that it was the font, and  
52 it wasn't understood that it was a logo. So, it wasn't

1 said your logo has to change, it was said that your font  
2 has to change, you did not like the N. That's what I  
3 was --

4 COMMISSIONER BOND: Well, I was vocal on the  
5 first one that, personally, for me I think that the N's  
6 and the A's, it's your choice to do it on your business  
7 cards and all this. There is, I don't think there is  
8 anyone that would drive by and associate that N to a  
9 tooth, or your A to a tooth. Like I understand, I see  
10 where your, whoever did your marking for you came up  
11 with it and sold you on it. But no, it doesn't, nobody  
12 is going to go, oh, look that's a tooth. It just, it  
13 doesn't work.

14 But I get where you're coming from.  
15 That's your choice to do it. I don't think it's giving  
16 you a great benefit for your exterior.

17 MR. MOORAD: Well, I mean there's only so many  
18 different ways to do a tooth though. That's what the  
19 hard part of this is for someone who's trying to come up  
20 with a new business thing. The tooth has been done so  
21 many ways. To be different than other things, to be  
22 distinct was part of what I tried to do. I mean it was,  
23 I did put a lot of time in trying to decide on what  
24 my --

25 COMMISSIONER BOND: Right. Well, I get the  
26 tooth in the center, it's just the relationship of  
27 saying the N is, you know, a tooth.

28 MR. MOORAD: What do you mean the N is --

29 COMMISSIONER BOND: Your relationship saying  
30 it's --

31 MR. MOORAD: They're together, that's part,  
32 right.

33 COMMISSIONER BOND: It's part of that right  
34 now, right. Then with that, it's the first N, the word,  
35 it's not holding the word, the N, it's not creating --

36 CHAIRMAN FELICIONE: The way the Northfield N  
37 comes out in branding, if you're going to play with the  
38 letters like she's starting to say is, it gives enough  
39 course to hold the rest of o-r-t-h.

40 COMMISSIONER BOND: Right, right, and it's  
41 disproportional to the o-r-t-h. It doesn't have the  
42 same strength or proportion as the rest of the words.  
43 But you're --

44 MR. MOORAD: I mean it was --

45 COMMISSIONER DINGES: So, I see what you're  
46 saying. The N-o seems disconnected from the r-t-h. I  
47 mean it almost looks like two --

48 COMMISSIONER BOND: Right. But the O would be  
49 okay, it's the N connected more to the r-t-h, right.

50 MR. MOORAD: Well, is there, I mean I don't  
51 know what to tell you. I'm sorry that you feel that  
52 I've wasted your time.

1 CHAIRMAN FELICIONE: We don't know what to  
2 tell you either. We gave, apparently --  
3 MR. MOORAD: No, I did, I did. I  
4 misunderstood and that's my --  
5 CHAIRMAN FELICIONE: Even on the website it  
6 contradicts.  
7 COMMISSIONER CARR: Yes, it appears in both  
8 ways on the website.  
9 CHAIRMAN FELICIONE: You know your own  
10 website. It contradicts in terms of what you have on  
11 your own website.  
12 MR. MOORAD: How?  
13 CHAIRMAN FELICIONE: Please go look.  
14 COMMISSIONER CARR: It's just all caps, NORTH  
15 DENTAL: On top it's this way, but then down here it  
16 just says NORTH DENTAL.  
17 MR. MOORAD: Right, that's the body. This is  
18 only, I'm not putting my branding down here.  
19 COMMISSIONER CARR: But this isn't registered,  
20 this isn't a national trademark. This is just your logo  
21 that you came up with that we're saying, for purposes of  
22 the sign, we have asked that you come back with a few  
23 different options.  
24 MR. MOORAD: But you're talking about, okay,  
25 do you want me to discuss that certain part of it there  
26 or --  
27 CHAIRMAN FELICIONE: Stop fighting with us and  
28 work with us to give you a sign.  
29 MR. MOORAD: But that's what you did with me  
30 at the beginning, so it's kind of hard on me.  
31 CHAIRMAN FELICIONE: I'm sorry, I was what?  
32 MR. MOORAD: I'm a dentist, I don't know --  
33 CHAIRMAN FELICIONE: I'm sorry, I was what  
34 with you in the beginning?  
35 MR. MOORAD: You came in and you started  
36 saying that I wasn't --  
37 CHAIRMAN FELICIONE: Can you go back to the  
38 podium please? Respectfully, you put a sign up that did  
39 not have permission to be there.  
40 MR. MOORAD: I'm sorry.  
41 CHAIRMAN FELICIONE: Secondarily, we gave you  
42 suggestions from the minutes of the meeting that we all  
43 gave our time for. Please be respectful to us, sir.  
44 Understand?  
45 MR. MOORAD: Yes.  
46 CHAIRMAN FELICIONE: Or we could just go to a  
47 vote right now.  
48 MR. MOORAD: I am trying but, I'm not trying  
49 to be argumentative.  
50 CHAIRMAN FELICIONE: We're going to ask you to  
51 start trying. I started with compromise. He started  
52 with compromise. Don't do that here, you're on the

1 wrong so far. This Committee gives time to make the  
2 Village beautiful, not just Northview Dental beautiful,  
3 okay?

4 MR. MOORAD: I totally understand. I respect  
5 that. I mean I'm here, this is why I'm here so I could  
6 try the answer the questions better and it came off as I  
7 didn't read anything, I didn't do anything. That's  
8 where the defensive came into and I'm sorry.

9 CHAIRMAN FELICIONE: But then you admitted to  
10 us that you did read it, so you just --

11 MR. MOORAD: I did read it but what I  
12 extrapolated from that was this is what I understood  
13 from it. I misread what was --

14 CHAIRMAN FELICIONE: How about when you talked  
15 to Linnea?

16 MR. MOORAD: Pardon me?

17 CHAIRMAN FELICIONE: How about when you spoke  
18 with Linnea?

19 MR. MOORAD: I'm sorry, say --

20 CHAIRMAN FELICIONE: How about when you spoke  
21 with Linnea?

22 MR. MOORAD: Marcin did.

23 MS. O'NEILL: Marcin.

24 MR. MOORAD: He gave me, I mean he went down  
25 through all this and this is, as a professional, that's  
26 what he does. This is what he brought to me and this is  
27 what we determined and this is what's our best work. I  
28 did not come here to waste time. We spent a lot of  
29 time, I spent extra money to pay him to come through, to  
30 go through all this for me. I thought it would be more  
31 respectful if I came here to present this with you guys.  
32 I thought this was, I mean I'm sorry that  
33 I misunderstood when I read this direction. I thought  
34 if it's an N and that's what we're looking at and it  
35 doesn't go with it, then it shouldn't even matter  
36 because everybody's font in all their, not their  
37 topography but their signs are all unique and it's  
38 unique to their brand. That's what I'm coming with.

39 CHAIRMAN FELICIONE: You keep circling back to  
40 what works for you.

41 MR. MOORAD: But that's what I'm trying to  
42 say, that's what I thought this was about. You were  
43 trying to tell me that I didn't understand but I did and  
44 that was the direction that I thought I was taking it  
45 that was correct.

46 CHAIRMAN FELICIONE: So, what direction do we  
47 give him to come back to this Committee with? Somebody  
48 else give it because apparently our personalities are  
49 abrasive and I don't want to be even more than  
50 compromising at this point. What should he do to come  
51 back here next time? What should he bring?

52 COMMISSIONER CARR: Well, the direction last

1 time was to come back with other samples of what the  
2 sign could look like but with a different N. That was  
3 the direction last time.

4 MR. MOORAD: Okay, I just, I want to --

5 COMMISSIONER ISSA: You have a sign that is 14  
6 inches tall, horizontally banded across what is a very  
7 small facade.

8 COMMISSIONER BOND: Right.

9 COMMISSIONER ISSA: If we're going to look at  
10 your website, and I'm just trying to find a place that's  
11 a sweet spot for both parties.

12 MR. MOORAD: Sure.

13 COMMISSIONER ISSA: You have the, on the  
14 website, the tooth is on top and then the North Dental  
15 is below which compresses the sign. I think that would  
16 be a first step. It's 14 inches. Can you get the tooth  
17 and the North Dental in a much smaller sign?

18 I agree, I think the sign is in kind of,  
19 it's not finessed in terms of the space that it's  
20 sitting in. It's just very large. If that's 14 inches  
21 and the overall dimension of this entire sign --

22 MR. MOORAD: I understand, okay.

23 COMMISSIONER ISSA: 14 times one, two, three,  
24 four, five, six, seven, eight, nine, 10, 11, 12.

25 COMMISSIONER BOND: I agree, John, it's too  
26 dominant.

27 COMMISSIONER ISSA: 12 times 14, do some math  
28 for me. That's almost 12 feet. That's a huge sign of a  
29 very petite building.

30 COMMISSIONER BOND: A small facade, right.

31 MR. MOORAD: Well, but it was --

32 COMMISSIONER ISSA: On the website, is there a  
33 way, again I'm just going to repeat myself because I'm  
34 not here to tell anybody, aesthetics is the most  
35 exhaustive conversation. We can have this conversation  
36 for until I'm dead. But that sign, if we want to make  
37 some compromise, and we're not going to do it tonight,  
38 but if we get together, I understand that this is a  
39 brand identity that you want to hold to, what are you  
40 giving us in return?

41 My thought is that the way in which the  
42 sign is presented could be more traditional, even if the  
43 font within the sign is more modern. Jason might not  
44 agree with me completely, that's fine. We don't have to  
45 all agree. I'm just one voice as well. But that would  
46 have been my strategy coming back here and saying, okay,  
47 look, this is something I'm attempting to relate back to  
48 you based on your comments.

49 I don't know where we stand in terms of  
50 branding of font. That I can't even, I can't comment on  
51 right now.

52 COMMISSIONER BOND: Right.

1 COMMISSIONER ISSA: Because if he becomes  
2 somebody who does have a chain, this sets a precedent  
3 for him that he can't have brand identity.

4 CHAIRMAN FELICIONE: But every other village  
5 has the same ability to go down that --

6 COMMISSIONER ISSA: If the font, let's say the  
7 font is modern, we don't like the modern font. If he  
8 scaled it down and put it in a frame, an actual frame  
9 that is a little bit more in keeping with, even the old  
10 sign with the shape, I'm not saying that shape, but it  
11 would reduce the scale of the sign tremendously. Then  
12 it's illuminated as well.

13 COMMISSIONER CARR: Because to me, again, it  
14 is the totality. It's illumination, it's the size and  
15 stuff, the dimension of the blue letters, it's all of  
16 it.

17 COMMISSIONER BOND: Right, I think it  
18 dominates the facade too much.

19 CHAIRMAN FELICIONE: This might shock you. We  
20 don't say no a lot, I mean like four percent of the  
21 time.

22 COMMISSIONER ISSA: So, I'm an architect.

23 MR. MOORAD: Okay.

24 COMMISSIONER ISSA: I'm going to challenge you  
25 now, because if you're saying it's a branding that's  
26 modern, then I would say what's inside of your dental  
27 office suite? Is it super modern? Or is it the same  
28 when they walk in?

29 MR. MOORAD: No, it will be changed. It's a  
30 four-year-old office that I bought. I've been there  
31 like 10 months.

32 COMMISSIONER ISSA: So, is it going to be as  
33 modern as your sign?

34 MR. MOORAD: It will be. It will be modern,  
35 yes, so that will be part of the style.

36 CHAIRMAN FELICIONE: But the exterior of the  
37 building will never be modern.

38 COMMISSIONER ISSA: I'm just asking.

39 MR. MOORAD: Well, but there's minimal things  
40 that I could do to make it look updated. To me, I mean  
41 that's what --

42 COMMISSIONER ISSA: I think if you had two  
43 signs that were significantly smaller, I would be, I'd  
44 have a better conversation with you, than one 14-foot  
45 sign.

46 MR. MOORAD: Okay, so, it's the totality of  
47 the --

48 COMMISSIONER ISSA: I'm sorry, I wasn't here  
49 last time. I apologize if I'm backtracking.

50 COMMISSIONER CARR: That's why, I know it  
51 sounds like we're kind of undoing everything, but it is  
52 the totality of it.



1 COMMISSIONER ISSA: I apologize.  
2 COMMISSIONER BOND: Right, it's the totality.  
3 I agree, it's too dominant on this little facade.  
4 MR. MOORAD: So, can I just ask a direct  
5 question just for a bit please? Because I want to get  
6 this clear and I don't, I'm not able to go through a  
7 complete thought with you guys. So, the totality of the  
8 sign is really part of what the problem is, the modern  
9 look, the size, and being lit.  
10 COMMISSIONER CARR: And the material.  
11 COMMISSIONER BOND: Yes.  
12 COMMISSIONER CARR: The lighting, the color,  
13 all of it.  
14 MR. MOORAD: So, obviously, there's a dislike  
15 for the modern sign on the building and with its  
16 adjacent surroundings. Is there --  
17 CHAIRMAN FELICIONE: If the modern sign was in  
18 block letters, I don't think anyone up here would have a  
19 problem with it.  
20 MR. MOORAD: I know, I know. Would it  
21 possibly be okay at any point to have North Dental as my  
22 logo that I have on the building?  
23 CHAIRMAN FELICIONE: So, you want to have one  
24 side different than the other?  
25 MR. MOORAD: No.  
26 COMMISSIONER BOND: No, he wants to use his  
27 font but rethink how it's presented on the building.  
28 MR. MOORAD: Right, exactly. Is it possible,  
29 because my goal is to be distinct and different.  
30 COMMISSIONER BOND: If you can come up with  
31 something acceptable.  
32 COMMISSIONER DINGES: What, like on the door?  
33 MR. MOORAD: That's what I'm saying, because I  
34 don't want to come here and do this again because I  
35 understand we don't want to waste your time, and I  
36 understand that. Everybody here is very important. I  
37 respect that.  
38 COMMISSIONER ISSA: I appreciate you trying to  
39 commit to something that you can take away. I mean for  
40 years this sign helped this dentist get there.  
41 MR. MOORAD: Right.  
42 COMMISSIONER ISSA: The sign, as it was, was  
43 probably no bigger than three feet by two feet at best.  
44 You were constrained to that. I'd even say give you two  
45 of them, down low, nothing on top, it's covered by trees  
46 in the summertime anyways. I mean the best restaurants  
47 in Chicago have no signage.  
48 COMMISSIONER BOND: We did discuss that at the  
49 other, at our first meeting.  
50 COMMISSIONER ISSA: I mean if you know where  
51 Olivia is, you're going to go.  
52 MR. MOORAD: Yes, I haven't been there.

1 COMMISSIONER ISSA: I know it's a different  
2 type but what I'm getting at is we need to shrink this  
3 thing down for you to get a yes from us so you can move  
4 on.

5 MS. O'NEILL: Can I just add one thing?  
6 Because you're in the Village Center, you can do a six  
7 square foot projecting sign, too. If you notice over at  
8 Dunkin' Donuts they have signs that project out from the  
9 building. Not that you'd want to put a tooth on your  
10 projecting sign but you can have a projecting sign.

11 CHAIRMAN FELICIONE: If you wanted to have a  
12 wall-mounted, scroll-like sign on the building, that's  
13 what she's speaking about.

14 COMMISSIONER BOND: Right.

15 CHAIRMAN FELICIONE: You're not, look, look.  
16 The reason this Committee is having some angst with this  
17 is your sign faces directly south, right? You're not  
18 garnishing a tremendous amount of drive-by traffic.  
19 You're a destination place, okay.

20 COMMISSIONER BOND: Right.

21 CHAIRMAN FELICIONE: As a result of being a  
22 destination place, I feel like the baby out of the  
23 bathwater just coming up with this bright, modern, new  
24 thing that doesn't relate to anybody else is a struggle  
25 for us, okay. So, again, when you, just to be clear,  
26 when you come up with this sign and the way that it's  
27 made and everything, the modern graphic and the lighting  
28 of the sign, if it was block lettering, might be an  
29 easier time, I'm not asking you to do this, I'm just  
30 saying it out loud, than what is being brought forth  
31 with the new modern sign, new modern logo, because it's  
32 all brand new.

33 He's probably right though, if you were  
34 going to do just that sign by the door, we would give  
35 you a lot more leeway with what that sign is because I  
36 don't have to justify to every single person I see at  
37 school or on the school board at the next committee that  
38 we put this great big lighting beacon out front.

39 COMMISSIONER BOND: Right.

40 COMMISSIONER CARR: Because again, it's the  
41 totality. Because when you see the modern font on the  
42 temporary sign, it doesn't have the same effect.

43 MR. MOORAD: So, okay, but --

44 CHAIRMAN FELICIONE: There's a guy named Cool  
45 Club down the street here, because I don't want you to  
46 think I'm picking on you. His logo had three different  
47 things in it, he had a golf club, he had this and that,  
48 Tev ripped off the golf clubs, I ripped off the eyes,  
49 and he did a block letter sign, okay. It's different,  
50 he had to fit in to what we have relating to that  
51 harmonious environment, okay. It's not just you, nobody  
52 is picking on you.

1 MR. MOORAD: Well, I don't think you're just  
2 picking on me. I'm just trying to understand. The  
3 reaction at the beginning, it's a unique thing for  
4 someone to be here like that, to be, you know. So, what  
5 I'm trying to do is I'm trying to figure out, just like  
6 anybody would, is what is it, because I misunderstood  
7 the direction that this was a problem. If it was more  
8 explained, because I thought it was more of, like I have  
9 been saying, that it was more of the font, the style of  
10 the font of the N, but it wasn't being taken down as a  
11 logo. So, I thought, okay, well, let me address that  
12 and at least make sure that we understand that that's  
13 what it is.

14 But it seems like you have some leniency  
15 with the logo itself if I take it and make it into a  
16 more presentable type like you were saying, the smaller  
17 sign, right?

18 COMMISSIONER CARR: Don't forget the totality.  
19 Again, I'm one voice, too.

20 CHAIRMAN FELICIONE: You're trying to fit us  
21 in a mold that like works for you when I know I have a  
22 problem with that and she's got a problem with the way  
23 the sign goes, he has a problem with it. Everybody has  
24 a different flavor.

25 COMMISSIONER BOND: Yes, it doesn't work.

26 CHAIRMAN FELICIONE: You're going to have to  
27 bring us new options.

28 MR. MOORAD: So, what you're saying is, that's  
29 what I'm asking. That's what I'm trying to --

30 COMMISSIONER BOND: It doesn't work.

31 MR. MOORAD: So, you're saying that you would  
32 not accept my logo on the building?

33 COMMISSIONER BOND: No, that's not what, no,  
34 did you hear, what John was saying, we actually brought  
35 this up at the first meeting which is, I brought up that  
36 a dental office, it is word of mouth. I used to drive  
37 to Lake Forest for a long time because that was the  
38 dentist that was recommended and we loved it, right.  
39 So, it is a destination. So, it's not so necessary to  
40 have this big billboard sign.

41 The other thing that I struggle with is  
42 that I think this projects a very kind of chain, it's a  
43 cold sign. It's not warm, it's not friendly. It's not  
44 inviting. I don't think it's what you want to project  
45 as your business, right?

46 So, I think that what John was saying  
47 about a smaller, very well-made sign is the smart way to  
48 go on this building at this location.

49 MR. MOORAD: With the same, but with the  
50 same --

51 COMMISSIONER BOND: That's what we've all said  
52 is if you have a smaller sign, then you can use your

1 identity because you're not throwing it in front of  
2 everyone to argue about.

3 MR. MOORAD: I mean is it possible to kind of  
4 throw some ideas of possibilities so that I would have a  
5 little bit more of a direction to go to?

6 COMMISSIONER CARR: Somewhat.

7 COMMISSIONER ISSA: Yes, yes.

8 COMMISSIONER BOND: Well, we did give you  
9 direction.

10 MR. MOORAD: So, okay, is that the only  
11 direction, there is nothing, can I not put a sign on top  
12 of any form of that? Is that, would you guys tell me  
13 that you would probably turn that down?

14 COMMISSIONER ISSA: Again, it's seven votes,  
15 but I'll be honest with you, I would turn it down.

16 MR. MOORAD: You would.

17 COMMISSIONER ISSA: It's just too big for the  
18 building.

19 MR. MOORAD: Okay, but nothing, even if it  
20 was, so you're saying if I did shrink it down so I could  
21 put it up there with the same --

22 COMMISSIONER ISSA: I'm a modern architect so  
23 you're talking to the wrong person.

24 MR. MOORAD: I'm talking to the right person.

25 COMMISSIONER ISSA: No, I'm actually the wrong  
26 person because I live in Northfield for other reasons.  
27 I don't live here because I'm seeking out modern  
28 architect. So, you have to be careful who your audience  
29 is.

30 MR. MOORAD: Okay, and I'm respectful of that.

31 COMMISSIONER ISSA: So, I'm telling you as a  
32 modern architect on this panel, I'm only one voice, I'm  
33 trying to help you and if everybody else hates me after  
34 tonight, fine, I'll move on, I'll get my dental done  
35 with you now. If I were you and I own this building and  
36 all I care about is my business, I would replicate that  
37 shape sign and I would put my font in it and I'd come  
38 back here and ask for that. That's all I would do.

39 I agree with you that branding and font  
40 are two things that can't be --

41 COMMISSIONER CARR: So, you're talking about  
42 like the temporary sign? Because that's just his  
43 temporary sign right now.

44 COMMISSIONER ISSA: Fine, like that but give  
45 it --

46 COMMISSIONER CARR: A better sign than this  
47 temporary sign. But you're saying this type of  
48 dimension.

49 COMMISSIONER ISSA: I don't think for me that  
50 this would make or break my business.

51 MR. MOORAD: No, it's not. Could I do a  
52 backlit? I mean could it be a lit, a lighted sign? If

1 I come up with different ones like that?  
2 CHAIRMAN FELICIONE: So, we're talking about a  
3 three by three wall sign now, right?  
4 MR. MOORAD: That's where the direction is  
5 with that.  
6 CHAIRMAN FELICIONE: So, it's going to go next  
7 to the door. If it was backlit so that only the  
8 letterings were lit, so like --  
9 MR. MOORAD: Well, so any kind because he can  
10 come up with different types of light, I can do that.  
11 COMMISSIONER BOND: Why can't you just project  
12 the light from the ground onto it rather than backlight  
13 it?  
14 CHAIRMAN FELICIONE: Hold up, we haven't done  
15 a ground-lit --  
16 MR. MOORAD: Don't take everything away from  
17 me please.  
18 COMMISSIONER BOND: Yes, but on this building  
19 and this, do you know what I mean?  
20 MR. MOORAD: Give me something, give me  
21 something. I mean I am trying to compromise but I don't  
22 want to be dwindled down into now we have to have the  
23 old sign --  
24 COMMISSIONER ISSA: Come with two options.  
25 COMMISSIONER BOND: And what are your hours of  
26 operation?  
27 MR. MOORAD: Tuesday through Thursday.  
28 COMMISSIONER BOND: When do you close?  
29 MR. MOORAD: 7:00 to 6:00.  
30 COMMISSIONER BOND: To 6:00 o'clock? Okay, so  
31 in the evenings, there is only, you're not open in the  
32 evenings.  
33 MR. MOORAD: Yes, but that's not the, the sign  
34 is there for traffic to see. I'm a new business owner.  
35 I'm new here, I'm trying to retain people. I'm also  
36 trying to get --  
37 CHAIRMAN FELICIONE: That wasn't bad. That  
38 would be much easier to handle.  
39 COMMISSIONER CARR: That's what I'm saying.  
40 CHAIRMAN FELICIONE: You better bring us two  
41 different options.  
42 COMMISSIONER BOND: Yes, bring the options.  
43 CHAIRMAN FELICIONE: So that when you're here  
44 and you have two different options, we can go oh --  
45 MR. MOORAD: You want the old one.  
46 CHAIRMAN FELICIONE: Which one do you like?  
47 MR. MOORAD: Okay.  
48 COMMISSIONER BOND: Right.  
49 MR. MOORAD: I think I'm clear. Is there  
50 anything else?  
51 CHAIRMAN FELICIONE: But if you bring two  
52 options that's drastically different than everything we

1 talked about, we're going to have to start all over  
2 again. So, don't do that.  
3  
4 So, I make a motion that we continue the North  
5 Dental's sign to the November meeting. Do I have a  
6 second?  
7 MS. O'NEILL: No, you have to say the date,  
8 November 12th.  
9 CHAIRMAN FELICIONE: November 12th. Do I have  
10 a second?  
11 COMMISSIONER BOND: I second.  
12 CHAIRMAN FELICIONE: All those in favor?  
13 (Chorus of ayes.)  
14 CHAIRMAN FELICIONE: Motion passes. See you  
15 on November 12th.  
16  
17 MR. MOORAD: Thank you.  
18 CHAIRMAN FELICIONE: You're welcome.  
19 COMMISSIONER BOND: Thank you.  
20 CHAIRMAN FELICIONE: Okay, that concludes our  
21 meeting. Is there a motion to adjourn?  
22 COMMISSIONER BOND: I motion to adjourn.  
23 CHAIRMAN FELICIONE: Second?  
24 COMMISSIONER ISSA: Second.  
25 CHAIRMAN FELICIONE: All those in favor?  
26 (Chorus of ayes.)  
27 CHAIRMAN FELICIONE: Good night.  
28 (Whereupon, at 7:41 p.m., the above-  
29 mentioned meeting was concluded.)