

# **Village of Southern View**

**Mike Patsche, *President***

**Village Municipal Building • 3410 South 5<sup>th</sup> Street • Southern View, Illinois 62703  
P 217-529-3352 • F 217-529-2062 • [www.southernview.us](http://www.southernview.us)**



## **Southern View President and Board of Trustees Agenda for the Special Meeting**

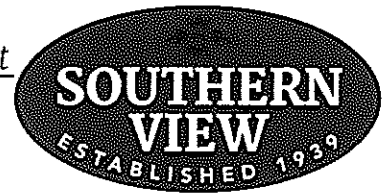
**Wednesday / July 30, 2025 / 6:00 p.m.**

**Meeting will be at the Route 66 Hotel and Conference Center  
Mother Road Diner & Bar  
625 E St Joseph Street  
Southern View, IL 62703**

- 1) CALL TO ORDER:** Mike Patsche, Village President
- 2) ROLL CALL:**
  - Nate Briggs, Trustee
  - Robert Eskew, Trustee
  - Rebecca LaRussa, Trustee
  - Nora Petrosky, Trustee
  - Betsy Richbark, Trustee
  - Mike Tavernor, Trustee
- 3) NEW BUSINESS DISCUSSION:**
  - a) Discussion of Signage for Route 66 Hotel & Conference Center**
- 4) ADJOURNMENT:**

Any subject matter placed on the agenda, regardless of how the matter is stated on the agenda or where it is placed, may be acted upon by the President and Board of Trustees.

**Posted: July 28, 2025 12:00 p.m.**



## Minutes of the Special Board Meeting of the Village of Southern View Board

**CALL TO ORDER:** The President and the Board of Trustees held the special meeting on Wednesday, July 30, 2025, at the Route 66 Hotel & Conference Center, 625 E St Joseph Street, Southern View, Illinois. The meeting was called to order at 6:00 pm by President Patsche.

**ROLL CALL:** The following were present:

Nate Briggs, Trustee of Parks  
Robert Eskew, Trustee of Public Works and Commercial Permits  
Rebecca LaRussa, Trustee  
Nora Petrosky, Trustee  
Betsy Richbark, Trustee of Public Health & Safety and Economic Development  
Mike Tavernor, Trustee

Also Present:

Lisa Cave, Village Treasurer & Clerk

Absent:

Don Craven, Attorney

---

**NEW BUSINESS:** President Patsche asked for discussion of Signage for the Route 66 Hotel & Conference Center. Rich from LED Craft of Maryland Heights addressed the Board on the LED sign that Route 66 Hotel was interested in purchasing and hanging above their canopy at the entrance of the hotel. The lighted sign being considered is 42 feet by 12.5 feet. The sign would be used for advertising purposes for any business. Snoop has reached out to IDOT to discuss the sign and gain their approval. Discussion took place on the hotel purchasing the sign and waiving the hotel/motel tax until the costs of the sign has been paid in full, roughly five years, similar to a tax incentive program. Snoop offered a 15% tax on any advertising sold that would come directly into the Village. Discussion of how the tax would be classified as possibly a marketing tax and if the Board could designate the funds for streets. The Board would want some assurances if the hotel was sold during that time that the hotel/motel tax would resume. Snoop also stated that there could be over 500 ads rotating throughout a 24 hour period. Following discussion, Snoop will work with IDOT to ensure they approve the sign and bring that back to the Board.

**ADJOURNMENT:** With no further business, President Patsche asked for a motion to close the meeting at 6:52 pm. Motion was made by Trustee Petrosky and 2nd by Trustee LaRussa.

**PREPARED BY:** Lisa Cave, Clerk

**DATE APPROVED:** August 26, 2025