



# VILLAGE OF WINNEBAGO

## LIQUOR COMMISSION MEETING MINUTES

Wednesday, October 08, 2025 at 5:30 PM

108 West Main Street and Virtually

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To access meeting from any device: <https://global.gotomeeting.com/join/336650045>

Or by (Toll Free): 1 866 899 4679 | Access Code: 336-650-045

### 1. CALL TO ORDER

The meeting was called to order at 5:32pm

### 2. ROLL CALL

PRESENT: Liquor Commissioner Frank Eubank, Kelli Jeffers, Jim O'Rourke ABSENT: Adam Lefevre

GUESTS: Village Administrator Joey Dienberg, Village Attorney Mary Gaziano, Village Intern Kyle Okubo

### 3. DISCLOSURE OF ANY CONFLICT OF INTEREST

None

### 4. PUBLIC COMMENT

None

### 5. APPROVAL OF MINUTES

a. Minutes from September 10, 2025

Ms. Jeffers made the motion to approve the minutes of September 10, 2025, seconded Mr. O'Rourke. Motions carried on a voice vote of those present.

### 6. DISCUSSION

a. Tap Wall Concept

Mr. O'Rourke stated that the conversation was a continuation of the discussion from the Liquor Commission meeting held on September 10, 2025.

Village Administrator Joey Dienberg reviewed information previously provided to the Commission regarding the preliminary concept of a self-serve tap wall proposed by the owners of Table Talk Supper Club. He noted that a summary of the prior discussion had been shared

with the owners and asked whether the Commission had interest in moving forward with drafting an ordinance.

Commissioner Eubank stated that the business owners did not intend to serve alcohol on their first day of operation but did not want the issue to delay their ability to obtain a liquor license. He noted that the owners were not present at the meeting and had not submitted additional information for consideration.

Commissioner Eubank stated that it would still be beneficial to continue the discussion regardless of the owners' absence. Mr. O'Rourke asked whether there were existing regulations addressing tap walls. Attorney Gaziano responded that there was limited information available. She contacted other municipalities and found that some had implemented tap walls without consulting their attorneys.

Attorney Gaziano reiterated common limits she identified during research: 32 ounces of beer, 10 ounces of wine, and 3 ounces of spirits loaded onto a patron's card at one time. Additional pours would require staff authorization and card reloading.

Commissioner Eubank explained that the Village could establish specific limitations for tap wall systems regardless of the type of liquor license issued. For example, even if a license allowed hard liquor service, the Village could restrict a tap wall to beer and wine only. He also suggested the possibility of creating a separate liquor license classification for establishments wishing to install a tap wall. Commissioner Eubank emphasized the importance of establishing consumption limits regardless of the regulatory approach chosen.

Mr. Jeffers stated that it was difficult to fully discuss the logistics of a tap wall without input from the business owners about how they intended to implement the system.

Commissioner Eubank noted that monitoring consumption would likely be one of the most challenging aspects and questioned what systems would be used to track patrons' pours. He also stated that other restaurants within the Village might eventually be interested in installing tap walls, and the Village should develop regulations that apply broadly rather than tailoring them to a single business.

Commissioner Eubank suggested that the Commission might consider limiting the hours during which a tap wall could operate. Mr. O'Rourke expressed concern about restricting service times, noting that establishments commonly serve drinks such as mimosas and Bloody Marys' during morning hours. Commissioner Eubank suggested that different restrictions could potentially be created based on the type of alcohol served.

Attorney Gaziano reiterated that a BASSET-trained employee must be present on the premises whenever alcohol is available for consumption. Eubank noted that Table Talk Supper Club may want to open first and later determine which employees will pursue BASSET training as the staff becomes established.

Commissioner Eubank stated that some businesses that installed tap walls reported approximately a 30% increase in profits, noting that some establishments even increased bartender salaries due to higher revenue. While installation costs could be significant initially, he believed the system could be financially beneficial over time.

Mr. O'Rourke asked whether the Commission intended to begin drafting an ordinance. Eubank suggested that the Commission could outline general provisions for Attorney Gaziano to use in drafting a preliminary ordinance for discussion at the next meeting. Attorney Gaziano indicated it would be helpful for the Table Talk Supper Club owners to attend a meeting prior to drafting the ordinance to provide direction.

Commissioner Eubank stated that requiring an employee to stand at the tap wall continuously would likely be inefficient for the business. He suggested that an employee such as a hostess or maître d' could monitor the area while performing other duties.

Mr. O'Rourke suggested the tap wall might need to be physically separated, similar to video gaming areas, to prevent underage patrons from accessing it. Commissioner Eubank noted that if patrons were issued bracelets or access cards, physical barriers might not be necessary.

Attorney Gaziano reiterated that the tap wall systems she reviewed typically load an initial serving limit—such as 32 ounces of beer—onto a patron's access card. If the patron wishes to continue, a staff member must authorize and reload the card after verifying the patron has not been over-served.

Administrator Dienberg displayed the website [pourmybeer.com](http://pourmybeer.com) and played a video demonstration for the Commission illustrating the tap wall system.

Mr. O'Rourke asked whether multiple employees should be BASSET trained since wait staff should be able to identify signs of over-service. Eubank explained that the Village's current ordinance requires only employees directly involved with alcohol service to be BASSET trained. Attorney Gaziano noted that Table Talk Supper Club had indicated they might employ teenagers, meaning not all staff could complete BASSET training. Eubank stated that having a trained manager, hostess, or similar employee present would be a reasonable approach.

Attorney Gaziano recommended that at least one backup BASSET-trained employee be available in case the primary trained employee was absent.

Ms. Jeffers stated that she liked the concept because the automated system controls the amount poured, reducing the possibility of heavy pours by bartenders. Commissioner Eubank agreed and noted that the system could also reduce the burden on bartenders to determine when a patron had reached their limit, since the system could enforce maximum pour limits automatically.

Attorney Gaziano raised the question of whether insurance providers, such as Illinois Casualty Company, might require specific dram shop liability provisions for establishments using tap walls.

Administrator Dienberg noted that the FAQ section on the pourmybeer.com website explains that patrons typically have access to only two drinks at a time. After those drinks are consumed, staff must authorize access to additional pours. Attorney Gaziano stated that Illinois statutes do not currently provide guidance on tap wall systems, meaning most establishments develop their own operational policies.

Commissioner Eubank suggested the Village could review regulations adopted in other states and potentially model an ordinance after those provisions. He also recommended seeking feedback from local liquor license holders and possibly requesting input from the Illinois Liquor Commission before finalizing any ordinance.

Attorney Gaziano noted that tap walls are reportedly legal in 44 states provided there are systems to verify age and enforce alcohol limits. She emphasized that the systems cannot function as vending machines; there cannot be a direct exchange of cash for alcohol dispensing. She also mentioned ADA requirements limiting the maximum height of the card reader to 48 inches from the floor.

Ms. Jeffers stated that the Commission had enough information to begin drafting a basic ordinance that could later be amended if necessary. Commissioner Eubank agreed that identifying several initial provisions would allow Attorney Gaziano to conduct additional research and prepare a draft ordinance.

Attorney Gaziano noted that certain plumbing requirements for tap systems are addressed by the health department and would not necessarily need to be included in the Village ordinance.

When asked what information she needed to draft the ordinance, Attorney Gaziano summarized that the Commission generally appeared supportive of the tap wall concept. She indicated she could draft an ordinance including several provisions for future discussion and revision.

Attorney Gaziano also asked whether the Village knew the anticipated opening timeline for Table Talk Supper Club. Commissioner Eubank stated that the owners hoped to open within

approximately 60 days, potentially around December 1, and had indicated they did not intend to serve alcohol immediately upon opening.

Administrator Dienberg clarified that the tap wall concept would likely function as an additional provision within existing liquor license classes rather than a completely separate license. Under this approach, a business could obtain a standard liquor license and later add a tap wall if desired.

Commissioner Eubank agreed that existing liquor license requirements would remain in effect, with additional provisions governing the operation of tap walls. He noted that Table Talk Supper Club could apply for a liquor license now and potentially add a tap wall once the ordinance is established.

Attorney Gaziano expressed concern that some business owners might hesitate to purchase a liquor license if their primary goal was to operate a tap wall and the ordinance was later denied. Commissioner Eubank stated that drafting an ordinance and gathering feedback from local businesses would be the best approach. He suggested issuing a press release to inform the public that the Village is exploring the concept and to encourage input from business owners and residents.

Mr. O'Rourke clarified that any current liquor license holder would be eligible to install a tap wall once the provisions are adopted by the Board.

Administrator Dienberg noted that some tap wall vendors market the systems to grocery stores, allowing customers to have a drink while shopping.

**7. NEW BUSINESS**

None

**8. EXECUTIVE SESSION**

None

**9. ADJOURNMENT**

Ms. Jeffers made the motion to approve the minutes of September 10, 2025, seconded by Mr. O'Rourke. Motion carried on a voice vote of those present.

Meeting adjourned at 6:20pm

UNAPPROVED

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Rachel Windgassen, Assistant Deputy Clerk  
Prepared from recording