



## **Property Committee Agenda**

Room 700, Law and Justice Center

**Thursday, August 5, 2004  
3:00 PM**

1. Roll Call
2. Chairman's Approval of Minutes – July 1, 2004
3. Departmental Matters:
  - A. Jack Moody, Facilities Management
    - 1) Items to be Presented for Action:
      - a) Request Approval of Proposal Received From the Coffee Depot to operate in Basement kitchen/dining room of Government Center 1-10
    - 2) Items to be Presented for Information:
      - a) Status Report on Dome Project At Old Courthouse 11
      - b) Status Report on Government Center
      - c) Status Report on Coffee Depot
  - B. Bill Wasson, Parks and Recreation Department
    - 1) Items to be Presented for Information:
      - a) General Report
      - b) Other
  - C. John Zeunik, County Administrator
    - 1) Items to be Presented for Information:
      - a) General Report
      - b) Other
4. Other Business and Communications
5. Recommend Payment of Bills and Transfers, if any, to County Board
6. Adjournment

# The Coffee Depot

## Business Plan

Kevin Crutcher, President  
Frank Laesch, President  
Kim Crutcher, Vice President  
Shelley Laesch, Vice President

## Mission Statement

*To serve God and our families foremost. To provide the highest quality specialty coffee drinks, smoothies, and teas in the Bloomington/Normal area. To serve with pride and dignity. To provide a non-judgmental environment for our customers to come and enjoy.*

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Sample menu with logo and pricing

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Illustrated layout of location within the lobby

Illustrated layout of the kiosk

## Executive Summary

The Coffee Depot is an LLC(Limited Liability Corporation) established in 2004 for the purpose of providing the highest quality espressos, lattes, mochas, Italian sodas, smoothies, and teas available.

The company consists of four partners, Kevin and Kim Crutcher and Frank and Shelley Laesch. The Coffee Depot can be found in the lower level of the Government Building in Bloomington, IL. This location was considered after gaining approval to open The Coffee Depot kiosk inside the Law and Justice Center Lobby in Bloomington, IL. The county then approached the LLC and asked that we consider opening a second store in their new building. We are very interested in a second location at this time.

The Coffee Depot will offer the above listed specialty drinks as well as donuts/pastries, muffins, bagels, and fresh fruit. A smaller version of this same menu will be available for catering.

Our hours of operation will be from 7a.m. to 11:00a.m.

Kim has experience in opening a coffee house in her church. Kevin, Kim, Frank, and Shelley several years experience working in the church coffee house and all have receive Barista training by Alliance World Coffees located in Muncie, Indiana.

We project that our start up cost will run \$10,000. We will independently finance the initial start up cost covering the kiosk, coffee/smoothie equipment, product, and decor.

We plan to hire a manager who shares our same vision and employees who fit with the culture of the business.

## **Statement of Purpose:**

The Coffee Depot was formed for the purpose of providing the highest quality and best tasting espresso's, latte's, mocha's, Italian soda's, smoothies, and teas available. We will provide brewed coffees, and will serve them in both regular and decaffeinated.

We will market our product to employees and visitors of the Government Building. Using high quality coffee, we will capture the essence of taste, texture, body, and aroma in a comfortable, friendly, and relaxed atmosphere.

Our menu will include additional items of donuts, bagels/pastries, muffins, and fresh fruits. We vow to serve our customers with integrity, and to value our customers by providing great service that is friendly, and prices that are competitive.

We will provide trained Baristas work the kiosk and educate the public on the quality and difference in our specialty drinks.

We will cater regularly scheduled meetings, providing airports of coffee, donuts/pastries, muffins, and or bagels.

We will provide an ambiance of comfort, relaxation, aroma for taking a break to enjoy good coffee, tea, cold beverage, and or snack.

## **Physical description of business:**

The Coffee Depot will operate out of a full service kitchen currently located in the lower level of the Government Building.

The colors of brick, dark wood, with washable laminate counter tops will give warmth to the atmosphere while brighter colors found in our logo will catch the eye of the customer.

Tables with 2-4 chairs at each table will be available for seating.

Lighting will come from already placed lighting in the ceiling, and from specialty lighting above the counter tops.

A clear showcase will sit on the counter to display donuts, bagels, and muffin, which will be made fresh daily by a local bakery.

An attractive buffet will house condiments with a waste container to discard wrappers and stir.

**Product and Services:** We will offer high quality coffee purchased from Alliance World Coffee's whom were ranked #1 in the National Coffee Roasters organization. They will also provide us with flavored syrups made by Sergio, 100% all natural juice from concentrate, and powder for mocha drinks.

We will offer pastries ( donuts, bagels, muffins) made fresh daily at a local bakery.

We will offer fresh fruits (apples, oranges, and bananas), purchased from a local grocer.

We will offer soft drinks from a nationally recognized cola distributor.

We will provide catering services for meetings.

## **Goals and Strategies:**

**Offer Quality Products:** To serve the highest quality coffee and specialty drinks in Bloomington/Normal, and earn a reputation through our product and service that will make us competitive with larger coffee vendors such as Star Bucks and Caribou coffee. We will achieve this by being dedicated to the research, study, and the practice of the latest trends in the coffee world. We will also follow the cutting edge practices of our consultants and suppliers, that being Alliance World Coffee's.

**Ambiance:** To provide a friendly environment for our customers to relax and enjoy a drink and or snack, and guaranteeing great customer service that is timely, friendly and courteous.

## **Hiring Goals:**

**Management:** Team members will find their direction from the companies mission statement, values, and vision statements, as well as from the companies goals and objectives that we plan to achieve. The company owners will initially manage the business therefore setting a tone that encourages great customer service and satisfaction and guaranteeing the highest quality product.

**Training goal:** The owners and operators of The Coffee Depot will receive Barista training at Alliance World Coffees, Muncie, Indiana. The owners and operators will then train any and all employees by providing written information on terminology of the coffee lingo and hands on training for preparing specialty drinks as well as brewed coffees and tea.

**Management Goals:** To hire a person to manage and operate the business, giving this person the Autonomy to dream with the company, assist the vision of the company, and set the tone for our work mission and strategies.

## **Employee Goals:**

- tax forms
- employee handbook

## **Future Growth:**

- For the business owners to have freedom to oversee a manager and plan for future kiosks.
- To open a third kiosk in one year.
- Purchase an ATM machine.
- 

**New Technologies:** We are committed to staying educated on the latest drink making techniques and trends in the coffee, smoothie, mocha, and tea world by attending training seminars and through reading materials.

**Insurance:** Country companies small business liability insurance.

**Legal Structure:** Our legal and financial advisors recommended an LLC (Limited Liability Corporation) as the most efficient structure based on our current plans for expansion. There have been 400 shares of stock applied for and issued to the four partners. We are incorporated in the State of Illinois.

**Hours of Operations:** M - F 7:00am to 11:00am



**Address:**

The Coffee Depot  
115 E. Washington  
Bloomington, Il 61701

**Mailing address:**

The Coffee Depot  
8 Blue Lake Ct.  
Bloomington, Il 61704

**Job Titles and Description:**

**Owners and operators:** Kevin and Kim Crutcher, Frank and Shelley Laesch

**Kevin** - is the founder of The Coffee Depot idea for the Government Building. He is part owner and will act primarily as the front runner for all scheduled meetings in establishing. He will act as our PR person now and after the business is functioning. He has 16 years of office management experience and will be our director and advisor for managing staff at the kiosk. He will help to formulate an interview style for us to use in the hiring process and help to set guidelines for termination practices. He will act as an advisor on the day to day operations of the business and planning for future kiosks.

**Kim** - is part owner and manager of The Coffee Depot. Her role will be to work and manage the business on a daily basis, purchasing product, scheduling and catering events. Her past experience of opening a coffee house in her church is valuable in making the specialty drinks, and in training to become a Barista. She will be the primary partner to purchase product, and will serve in the training of staff, and in assuring the business operates effectively. Kim's background in nursing gives her years of experience in serving others. She also has a background in case management, which will benefit the business in the daily operations. Providing organized, quality, friendly service will be her strength.

**Frank** - is part owner of The Coffee Depot. His primary and much needed role, is to manage the finances of the daily operations of the business. Frank's forte is numbers and he finds no challenge too difficult when it comes to finances. He will manage our business through a Quick Books program, that he is being trained in. Frank has a military background which has equipped him with the skill of paying great attention to detail. He will act as an advisor for the day to day operations as well as in planning for future kiosks.

**Shelley** - is part owner, manager, and designer of The Coffee Depot. Shelley has owned and operated her own specialty interior painting business, and has a great eye for design. She also has a background in catering, which will serve to increase our quality and success through her experience. Her role will be to work and manage the business on a daily basis, scheduling and catering events, and helping will the purchasing of product. Shelley's past experience of working

the coffee house in her church, will serve her and The Coffee Depot well, in establishing our business.

## **Marketing Plan**

### **Marketing Potential:**

- Catering regularly scheduled weekly and monthly meetings.
- Advertising with a sign and through media.

**Competition:** We have no competitors with in the structure of the Government Building. Approximately 3 blocks north of the Government Building is a store front coffee house called the Coffee Hound. Other competitors in the community are The Coffee House located in downtown Normal, Latte' Time located on North Main street in Normal, Bagelman's has 2 locations in Normal, and Bevande located near Towanda Plaza and at the Bloomington Air Port. Bevande most closely represents the type of business The Coffee Depot will be.

We plan to be very competitive with our menu prices. We will price our product slightly below our local competitors, as a service to our customer. This will not reflect an inferior product, but an ability to market our customer base.

### **Promotional Activity:**

- Punch cards
- Drawings for free product
- Taking free Latte samples to the different departments
- Daily and weekly specials

### **Advertising:**

- Flyers handed out within the building and to all local businesses in the downtown area.
- Ribbon cutting ceremony asking the Pantagraph to cover.

### **Strengths vs. Weaknesses**

Our strength is that we are catering to a specific part of the community that currently does not have this service available to them without a several block walk or drive.

The parking is also of concern in the downtown area, so once one has parked for work or for other business within the Government Building is difficult to come and go with ease. This we see as a benefit for our business, as well as those coming into the Government Building. A weakness is that we will be limited as to whom we can serve.

### **Statistics for Success:**

According to the National Coffee Association in 1999 there were 108,000,000 coffee consumers in the united states spending approximately 9.2 billion dollars in retail sector and 8.7 billion dollars in the food service sector every year ( SCAA 1999 Market Report). Coffee drinkers spend on the average \$164.71 per year on coffee. In 2000 the NCA found that 54% of the adult population in the US drink coffee daily, 18.12% drink gourmet coffee beverages daily, and 25% of Americans drink coffee occasionally. The average consumption in the US is 3.1 cups per day.

See Attached article titles Coffee Consumption in the United States

### **Menu:**

See attached menu of The Coffee Depot located in the Law and Justice Center.



**RECEIVED**

JUL 26 2004

**Facilities Mgt. Div.**

**FOR: KAJIMA CONSTRUCTION SERVICES**

Contact: Cynthia Boyle  
Marketing Coordinator  
(847) 359-0909

FOR IMMEDIATE RELEASE:

**KAJIMA TO RENOVATE COPPER DOME OF  
MCLEAN COUNTY MUSEUM OF HISTORY  
BLOOMINGTON, IL**

(Palatine, Illinois) -- Jim Lake, Vice President/Operations Chicago Office of Kajima Construction Services, Inc., has announced that the firm will be renovating the copper dome of the McLean County Museum of History. Several methods for the dome renovation were under review as the project proceeded. All options were examined for safety, historical impact, cost, and schedule issues. The conclusion reached by the project team is as follows: the lantern section of the building will be removed utilizing the existing on-site crane. This section will be removed in smaller pieces and taken by truck to be repaired or have new materials installed at a subcontractors warehouse.

The main copper dome will be repaired in-place. The existing scaffold will be extended for safe access to the upper portions of the main dome. This decision allows for a successful renovation, but also reduces the potential for the unforeseen, and the more difficult to control aspects of this work.

The McLean County Museum of History was designed in the American Renaissance style built 1901-1904. The Museum has four permanent galleries detailing life in the history of McLean County. The galleries focus on People, Work, Politics and Farming.

Kajima Construction Services, Inc., a leader in design/build, construction management and general contracting is one of the largest contractors in the country. Incorporated in 1961, the firm has completed over 5,000 projects in the past four decades. Kajima's multi-faceted experience includes the construction of municipal, industrial/manufacturing, warehouse/distribution, office, and mission critical facilities. For further information, please visit the firm's website at [www.kajimausa.com](http://www.kajimausa.com).

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