

CITY OF EAST CHICAGO  
PLAN COMMISSION MEETING  
May 3, 2021

BOARD MEMBERS:

Valeriano Gomez, President  
Anthony Serna, Vice-President  
Lilia Ramos, Secretary  
Joanne Moricz, Commissioner  
Chanthini Fowler, Commissioner  
Douglas Sloss, Commissioner  
William Allen, Commissioner  
Lydia Lopez, Commissioner  
Stacy Winfield, Commissioner

STAFF:

Ateria Allen, Secretary  
Richard Morrisroe  
Douglas Powers

Reported for Fissinger & Associates, Ltd.

By: Peggy S. LaLonde, CSR RPR

Call to Order: 4:30 p.m.

Pledge of Allegiance:

Roll Call: Present in Chambers: Valeriano Gomez,  
Chanthini Fowler, William Allen

Present Via Telephone Conference: Lilia  
Ramos, Joanne Moricz, Douglas Sloss,  
Lydia Lopez, Stacy Winfield

STAFF: Present in Chambers: Ateria Allen  
Richard Morrisroe, Douglas Powers

MR. GOMEZ: We have approval of minutes  
of the regular meeting Monday, April 19, 2021.  
Entertain a motion to approve as written.

MR. ALLEN: So moved.

MS. FOWLER: Second.

MR. GOMEZ: Roll call.

Roll Call: "All in Favor": All Abstain: None  
Opposed: None

MR. GOMEZ: Motion carries.

Next we have the City Planner's  
report. We have one project -- Mr. Powers.

MR. POWERS: Thank you, Commissioners.  
Today we have a request for a mural. The request is by  
Oscar Juarez. This is for OJ's Euclid Tap. The address

1 is 3902 Euclid Avenue, East Chicago, Indiana. And we  
2 also have the artist, slash, representative here with  
3 us, Felix Maldonado. I'd like to pass the microphone  
4 off to him. So if you have any questions for him in  
particular or if you need anything from me, I'd be happy  
to address this as well.

5 MR. MALDONADO: Good afternoon. My name  
6 is Felix Maldonado, Jr. I'm a hired artist here to  
7 Oscar Juarez, who is the owner of Euclid Tap, at 3902  
8 Euclid Avenue. I am here to propose this mural that he  
9 is suggesting we put up, and we are in hopes that you  
10 guys approve it. I don't have any of the existing  
11 layouts with me right now. I'm sure there is copies.  
12 I'm not sure if you guys have seen it or not yet, but it  
13 basically has a similar tone to the previous mural that  
14 I had created for him on Indianapolis Boulevard, at the  
15 Game Over Sports Bar that he owns as well.

16 In brief, it's got a similar style  
17 with the exception of the composition without any  
18 players around and one subject jumping into the air to  
19 do a slam dunk. The subject matter is Michael Jordan.  
20 We did already prepare it with taking out any  
21 copyrights, logo, any type of appearances or looks of  
22 any public figures, as well as embellishing the  
23 background to make it our own unique style. The Michael  
24 Jordan here, we will erase and we'll completely hide the  
25 lettering which says Bulls, as well as the number. And  
also you see the layout, he's in a side profile, which  
we can alter a little so you make sure that none of that  
is any obvious infringement on the trademark of Jordan  
and the NBA.

18 Aside from that, I had also included  
19 a contract between the client and I, stating that he is  
20 -- which is notarized -- and official letter stating  
21 that he is fully responsible for any action that the NBA  
22 or the Jordan label may incur on him or on the City.  
He's agreed that if anything were to happen, that he  
would be fully in charge of any fines or removal of the  
mural itself.

23 With that being said, I don't know  
24 if you guys have noticed, but the last mural we did  
25 ended up on the front page of the Times, which became an  
instant landmark. It's been visited from all over the  
Midwest. It's also featured in Visit in Indiana top ten  
mural destinations for basketball. And on top of that,

1 the coolest thing, that I actually got a phone call from  
2 the Jordan headquarters and they were very excited about  
3 the mural that they sent me and my assistant a pair of  
4 Jordan shoes. So he obviously liked it.

3

4 Now, I am not trying to take  
5 advantage of that. We are trying to make this other bar  
6 consistent with what he's got already, because again, he  
7 wants to create a line of sports bars instead of taps.  
8 That's my case.

6

7 MR. GOMEZ: Are there any questions or  
8 comments? (None)

7

Doug, anything else you want to add?

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9 MR. POWERS: No. I mean we have, as  
10 Felix said, all those documents are attached as part of  
11 the packet. In regards to any potential copyright  
12 infringements, it seems like he's done his due diligence  
13 in that regard. Beyond that, being that this is the  
14 owner of the property, in approving the mural, we are  
15 not stating whether or not there's any copyright or any  
16 potential copyright infringements. That's the liability  
17 that Mr. Juarez is taking on himself. So if you do have  
18 any questions, I will be more than happy to address  
19 those.

14

15 MR. GOMEZ: This sign is about the same  
16 size as the other one?

16

17 MR. MALDONADO: It's actually a little  
18 smaller in terms of height and the length -- the width  
19 is about the same.

17

18 MR. GOMEZ: How long would this project  
19 take?

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20 MR. MALDONADO: Weather permitting,  
21 should take 7 to 10 days.

21

22 MR. GOMEZ: Okay. Any more questions or  
23 comments? (None) I'll entertain a motion to approve  
24 the mural appearing at 3902 Euclid, at OJ's Euclid Tap,  
25 by artist Felix Maldonado.

23

24 MR. ALLEN: So moved.

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25 MS. FOWLER: Second.

25

1 MR. GOMEZ: Roll call.  
Roll Call: "All in Favor": All Abstain: None  
2 Opposed: None

3 MR. GOMEZ: Motion carries.  
That concludes our City Planner  
report. We have no old business on the agenda.  
4 Any other comments from the  
Commissioners or public comment? (None)  
5 Our next meeting will be Monday, May  
17, 4:30 p.m. That concludes our business for tonight.  
6 I'll entertain a motion for adjournment.

7 MR. ALLEN: So moved.

8 MS. FOWLER: Second.

9 MR. GOMEZ: Roll call.  
Roll Call: "All in Favor": All Abstain: None  
10 Opposed: None

11 MR. GOMEZ: Motion carries.  
Thank you everyone, good night.

12 \*\*\*\*\* Meeting adjourned \*\*\*\*\*

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Approval of the Meeting Minutes of Monday  
May 3, 2021

Approved and signed

May 17, 2021

  
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Valeriano Gomez, President

  
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Anthony Serna, Vice-President

**Lilia Ramos/ zoom**

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Lilia Ramos, Secretary

**Joanne Moricz/ zoom**

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Joanne Moricz, Commissioner

  
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Chanthinia Fowler

**Douglas Sloss/ zoom**

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Douglas Sloss

  
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William Allen

**Lydia Lopez/ zoom**

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Lydia Lopez

**Stacy Winfield/ zoom**

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Stacy Winfield

  
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Ateria Allen, Recording Secretary

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C E R T I F I C A T E

I, Peggy S. LaLonde, a competent and duly qualified court reporter, do hereby certify that I did report in machine shorthand the foregoing proceedings and that my shorthand notes so taken at said time and place were thereafter reduced to typewriting under my personal direction.

I further certify that the foregoing typewritten transcript constitutes minutes of the said proceedings taken at said time and place, so ordered to be transcribed.

Dated at Munster, Indiana, this 4th day of May, 2021.

*Peggy S. LaLonde*

Peggy S. LaLonde, CSR, RPR

