

Lakeview SSA 27

Commission Meeting Minutes

January 16, 2020, 8:30 AM

Sheil Park, 3505 N. Southport Ave., Chicago, IL 60657

Present: Darian Campise, Matt Lederer, Terese McDonald, Luis Monje, Erin Schwartz, Chuck Stewart, TJ Walczak, Doug Zylstra

Absent: Jason Aragon, Paul Leamon, Amy Novotny

Staff: Becca Girsch, Dillon Goodson, Carisa Marconet, Nicole McLellan

Guests: James Miller

Call to Order

Terese McDonald called the meeting to order at 8:35 AM.

Reading of Mission Statement

Terese McDonald read the SSA 27 mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Chuck Stewart motioned to approve the minutes from the SSA 27 Commission meeting on November 14, 2019, seconded by Doug Zylstra; motion carries.

SSA Commission Nomination

Terese McDonald introduced James Miller, Area Director of Operations, 4 Star Restaurant Group and asked him to provide information about his background and interest in becoming a Commissioner on the Board of SSA 27. James Miller shared his experience working at locations on Southport and Paulina Station and his past involvement with SSA 27 community events and initiatives.

Election of Officers

Terese McDonald reminded the Commission that Erin Schwartz is interested in stepping into the role of Commission Chair, and that Matt Lederer has come to the end of his two-year term as Commission Treasurer and would like to continue his role for another term. Erin Schwartz provided her statement of interest, noting that she serves on the Commission in the capacity of a resident and has become more involved in the community since beginning her involvement. Erin Schwartz added that she serves as Chair of the Public Art Committee and sits on the Board of Friends of Lakeview. Matt Lederer discussed his past involvement with the Lakeview Chamber and SSA 27 and professional background in engineering, construction, and technology, and that he would like to continue his work in the community. Luis Monje added that his time as Commissioner and Streetscape Committee Chair is coming to an end, and he nominated Matt Lederer to step into the role of Streetscape Committee Chair. Doug Zylstra motioned to approve Erin Schwartz as SSA 27 Commission Chair, Matt Lederer as SSA 27 Commission Treasurer, and Matt Lederer as Streetscape Committee Chair, seconded by Chuck Stewart; motion carries.

SSA 27 Mission Statement

Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's West Lakeview community through neighborhood promotion, business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.

Darian Campise arrived at 8:39 AM.

Erin Schwartz motioned to nominate James Miller to fill the vacancy on the SSA 27 Board of Commissioners, seconded by Chuck Stewart; motion carries.

2020 Litter Abatement Contract

Luis Monje informed the Commission that at the December 18, 2019 Streetscape Committee meeting, the Committee agreed to recommend that SSA 27 renew their litter abatement contract with Cleanstreet for 2020. Nicole McLellan added that Cleanstreet is both proactive and effective, making them easy to work with. Doug Zylstra motioned to approve the litter abatement contract with Cleanstreet for 2020 totaling \$70,980, seconded by TJ Walczak; motion carries.

Committee & Task Force Reports

- **Community Events & Placemaking Grant Program Task Force:** Nicole McLellan updated the Commission that the Community Events & Placemaking Grant Program application was released in early 2020, and the application has been sent via email, social media, and newsletters. Nicole McLellan added that she has sent the application to various community partners in and out of Lakeview, and asked for the Commission's support in spreading awareness about the program and application to their networks.
- **Streetscape Committee**
 - **Holiday Programming:** Luis Monje provided an update that the menorah lighting went well and there were about 50 attendees, and the event included stuffed snowflakes as a handout. Carisa Marconet added that the Chabad of West Lakeview was a great event partner, and the Lakeview YMCA hosted the post-lighting networking event. The Commission also noted that given the electrical outlets on Lincoln, there is opportunity for enhanced decorations and lighting.
 - **Sidewalk Seating Elements:** Luis Monje informed the Commission that the order for curbies is moving ahead, and color selection must be made. The merits of several color options were discussed, including sky blue, Lakeview green, and Low-Line yellow, which are available for a charge of \$670 per batch. Doug Zylstra motioned to approve RAL 5050 sky blue for the curbies along Lincoln, seconded by Matt Lederer; motion carries with five in favor and two opposed (Darian Campise and Erin Schwartz).

President's Report

Terese McDonald thanked the SSA 27 Commission for their work, and stated her appreciation for serving the last two years in the role of Commission Chair.

Treasurer's Report

Matt Lederer shared the SSA's financials through November 2019, and asked Nicole McLellan to provide an update on phase 1b Low-Line expenses. Nicole McLellan informed the Commission that the Chamber received the final invoice from CTA-designated subcontractors for the completion of phase 1b, totaling \$50,000. Nicole McLellan confirmed that this amount was paid through the 2019 budget, and Dillon Goodson added that this amount specifically covered Low-Line materials costs and pathway elements.

Nicole McLellan added that budget modifications will be introduced in the coming months for categories 6.0 SSA Management and 7.0 Personnel, but all changes will net zero.

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Partner Board Reports

- **Lakeview Chamber of Commerce:** Becca Girsch informed the Commission of plans for the Annual Meeting, taking place Wednesday, March 11th at the Athenaeum Theatre.
- **Friends of Lakeview:** Erin Schwartz informed the Commission that Friends of Lakeview has been brainstorming fundraising plans for 2020.

Staff Report

- **2019 Lakeview Gift Card Holiday Promotion:** Item deferred to the February 13, 2020 Commission meeting.
- **2020 Programming:** The Commission split into two groups to brainstorm new programming ideas for 2020.
 - **Special Events - Low-Line Programming, New Events:** Ideas discussed included creation of new pet-centric programming, such as a dog parade; the addition of visual installations to existing programs to increase attendance; programming for Small Business Saturday.
 - **Display Advertising - Business Marketing Grants & Shop Local Campaign:** Program ideas for the business marketing grant program were discussed, including matching funds; digital and physical promotion; application process.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

TJ Walczak motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:36 AM.

Next Regular Meeting Date: February 13, 2020, 8:30 AM

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