

Lakeview SSA 27

Commission Meeting Minutes

February 13, 2020, 8:30 AM

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

Present: Matt Lederer, Terese McDonald, Amy Novotny, Erin Schwartz, Chuck Stewart, TJ Walczak, Doug Zylstra

Absent: Jason Aragon, Darian Campise, Paul Leamon, Luis Monje

Staff: Nicole McLellan

Guests: James Miller

Call to Order

Erin Schwartz called the meeting to order at 8:35 AM.

Reading of Mission Statement

Erin Schwartz read the SSA 27 mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Terese McDonald motioned to approve the minutes from the SSA 27 Commission meeting on January 16, 2020, seconded by Matt Lederer; motion carries.

SSA Commission Nomination

Erin Schwartz stated that Amy Novotny has come to the end of her first term on the Commission, and confirmed her interest to renew her role for a second term. Matt Lederer motioned to approve to renew Amy Novotny for a second three-year term to the SSA 27 Commission, seconded by Matt Lederer; motion carries.

Committee Appointments

Erin Schwartz stated that James Miller expressed an interest in joining the Streetscape Committee, but until his SSA Commission appointment is made official, he can serve as a member of the public. Erin Schwartz added that following the end of their Commission terms, Chuck Stewart and Luis Monje would like to continue their involvement with the Streetscape Committee as members of the public. Doug Zylstra motioned to appoint James Miller, Chuck Stewart, and Luis Monje to the Streetscape Committee as members of the public, seconded by TJ Walczak; motion carries.

2020 Commission Meetings

Erin Scwhartz informed the Commission that the annual budget will be due a week earlier than usual, thus the Commission needs to meet prior to June 5 to approve the 2021 budget. TJ Walczak motioned to approve rescheduling the June 11 Commission meeting to Thursday, June 4 at 8:30 AM, seconded by Doug Zylstra; motion carries.

Committee & Task Force Reports

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.

- **Community Events & Placemaking Grant Program Task Force:** Amy Novotony and Nicole McLellan provided an update that they have received 4 grant applications and several other organizations have confirmed that they intend to submit an application.
- **Streetscape Committee**
 - **Sidewalk Seating Elements:** Matt Lederer confirmed that quantity and type of curbies were selected and the delivery date is estimated between late May to mid June. Nicole McLellan added that she has reached out to the 32nd and 47th wards for aldermanic approval before moving on to the permitting process.
 - **People Spot Transition Plan:** Nicole McLellan confirmed she has been in touch with one of the local wards to sponsor an ordinance for the donation and sale of people spots, which would tentatively move forward in April. Nicole McLellan added that thus far, no purchase or sponsorship proposals have been received for The Wave People Spot. Matt Lederer noted that the Chamber should stay in touch with Heritage Bicycles to keep them updated on the process.
 - **2019 Tree Pruning:** Nicole McLellan reported on 2019 tree pruning performed by Bartlett Tree Experts: 70 trees across Belmont, south Lincoln, and south Ashland received pruning. The Streetscape Committee will begin to consider tree pruning needs for 2020.

President's Report

Erin Schwartz provided a reminder that the first annual Southport Wine & Chocolate Stroll is taking place the coming evening from 6-9PM.

Treasurer's Report

Matt Lederer shared the SSA's financials through December 2019. Matt Lederer summarized that several programs were slightly under budget, including 1.02 Special Events, 1.10 Local Shopping Reward Program, and 5.0 Safety Programs. Matt Lederer also added that due to staff changes during 2020, budget category 6.00 SSA Management also fell under budget, and SSA 27 has roughly \$80,000 in carryover for 2020.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Nicole McLellan noted that the Southport Wine & Chocolate Stroll is sold out and added that Terese McDonald did a segment for NBC Chicago to promote the event, which was well-received. Nicole McLellan also confirmed that Taco Fest will take place this year on September 19th and 20th, and there are volunteer opportunities at the beer tent for individuals and organizations. Several commissioners noted that this is the same weekend as Rosh Hashanah, which might impact attendance.
- **Friends of Lakeview:** Erin Schwartz noted that the Public Art Committee had its first meeting of 2020 the week prior on Thursday, February 6, and that the committee is interested in confirming new members with a development and fundraising background. Erin Schwartz added that the committee achieved their 2019 goals for mural installations and plan on rotating the murals on Southport Plaza art panels in mid-2020. Matt Lederer added that getting schools and the young adult / teenage audience involved with Public Art could be a good engagement opportunity, and Commissioners noted that schools like Lakeview High School, Lane Tech, and DePaul could be potential resources.

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Staff Report

- **2019 Lakeview Gift Card Holiday Promotion:** Nicole McLellan gave an overview of the 2020 Lakeview gift card sales and holiday promotion, stating that total funds in 2020 reached \$56,725 as opposed to \$99,955 in 2018. Nicole McLellan surmised that this decline was a result of a shorter holiday period and a decrease in promotion. Terese McDonald noted that the Lakeview Gift Card program could be changed to benefit a larger and more diverse number of businesses, and Amy Novotny added that the program can shift to a shop local campaign and loyalty rewards as opposed to a gift card redemption. Matt Lederer suggested that staff review and confirm the date of the contract with gift card vendor EML payments, and Erin Schwartz recommended that a task force be assembled to research and consider alternatives to a gift card program.
- **2020 Lincoln Hub Nest:** Nicole McLellan presented two proposals submitted for the RFP on the Lincoln Hub Nest event management, and noted that Chamber staff recommend the proposal from Amdur Productions, as they have strong craft vendor connections and varied experience in producing craft fairs. Terese McDonald noted that areas outside of Lincoln Hub should be considered, such as the Blaine Elementary parking lot. Nicole McLellan clarified that Lincoln Hub works well with the branding of the event as a flea market and craft fair, considering the number of craft and antique shops along Lincoln. Matt Lederer added that the market could be branded as a vintage or antique fair. Terese McDonald motioned to approve a contract with Amdur Productions not to exceed \$25,000, contingent on exploring alternative locations and antique vendors, seconded by Chuck Stewart; motion carries.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Chuck Stewart motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:29 AM.

Next Regular Meeting Date: March 12, 2020, 8:30 AM

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