

Lakeview SSA 27

Commission Meeting Minutes

January 12, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Avenue, Chicago, IL 60657

Present: Jill Heise, Matt Lederer, Terese McDonald, Luis Monje, Melissa Salvatore, Erin Schwartz, Jeremy Wechsler, Nabil Zahrah

Absent: Darian Campise, Colleen Daley, Chuck Stewart

Staff: Jessica Costello, Lee Crandell, Dillon Goodson

Guests: Vanessa Irizarry

Nabil Zahrah called the meeting to order at 8:38 AM. He introduced Jessica Costello as the Lakeview Chamber of Commerce's new events and marketing manager. Lee Crandell mentioned that Kimberly Morris also recently joined the Lakeview Chamber staff as business services manager.

Public Comment

There was no public comment.

Presentation by the Chicago Department of Transportation on Make Way for People Program

Vanessa Irizarry, Coordinating Planner at the Chicago Department of Transportation (CDOT), presented on the Make Way for People Program, which she explained is focused on supporting innovation in the public way by opening Chicago's streets, parking spots, plazas and alleys to new programming and market opportunities via public and private partnerships. Matt Lederer asked about the length of the application process to install a People Spot. Vanessa suggested that it depends on a variety of factors, including whether the People Spot is moving to a new location, and recommended allowing a minimum of two months. Lee Crandell asked how to approach making People Spots permanent. Vanessa recommended engaging the local aldermen.

Reading and Approval of Minutes

Matt Lederer motioned to approve the meeting minutes from December 8, 2016, seconded by Melissa Salvatore; motion carries.

Placemaking Committee Report

Jill Heise reported that the Placemaking Committee had not convened since the previous SSA Commission Meeting. She shared that the Committee would be meeting soon to recommend a design firm for the Low-Line projects at Ashland and Paulina and review new drawings for the art partitions at the Southport Plaza.

Treasurer's Report

Nabil Zahrah reported that the financials for the 2016 fiscal year had not been closed out yet due to invoices that are still coming in. Total expenses for 2016 were slightly less than anticipated due to savings on key projects, though total income was also lower than expected due to less tax revenue. He shared that the SSA should still be on track to carryover approximately \$50,000 into 2017 as anticipated.

Staff Report

Dillon Goodson shared the staff report and reported on the latest Lakeview Gift Card statistics through December 2016. Luis Monje suggested incorporating a charitable give-back component into the program to increase community participation.

Proposed Amendment to the Bylaws

Nabil Zahrah introduced a proposed change to the SSA 27 Bylaws, Article V, Committees:

The Commission may through resolution designate any number of special committees they deem necessary. The Commission shall determine terms and duties of committees and designate committee members to serve on committees. Committees must be chaired by a member of the Commission and may be comprised of non-Commission members. Committees must comply with the Illinois Open Meetings Act.

Luis Monje asked for committees to communicate all work back to the SSA Commission. Action deferred to next meeting.

Proposed Committees

Nabil Zahrah introduced a proposal to split the Placemaking Committee into two separate Committees. The Low-Line Committee would guide the development of the Low-Line project with participation on the Committee from Friends of Lakeview, a 501(c)(3) non-profit organization that is also interested in working on the project. The Streetscape Committee would advance SSA 27's mission of improving and enhancing public spaces, including People Spots and sidewalk seating areas, public way landscaping and maintenance, public art, and other projects to be determined. Commissioners discussed the appropriate number of members for each committee, deciding on a limit of five voting members, including Commissioners and non-Commissioners.

Melissa Salvatore motioned to dissolve the Placemaking Committee, seconded by Jill Heise; motion carries. Matt Lederer motioned to create the Low-Line Committee under the terms previously discussed, seconded by Erin Schwartz; motion carries. Nabil Zahrah motioned to appoint Jill Heise as Chair of the Low-Line Committee, seconded by Jeremy Wechsler; motion carries. Jeremy Wechsler motioned to create the Streetscape Committee under the terms previously discussed, seconded by Melissa Salvatore; motion carries. Nabil Zahrah motioned to appoint Terese McDonald as Chair of the Streetscape Committee, seconded by Luis Monje; motion carries. Nabil asked for volunteers willing to serve on either committee. Matt Lederer motioned to appoint Luis Monje, Melissa Salvatore and Nabil Zahrah to serve on the Streetscape Committee, seconded by Jill Heise; motion carries. Matt Lederer motioned to appoint himself, Erin Schwartz and Nabil Zahrah to serve on the Low-Line Committee, seconded by Terese McDonald; motion carries.

Adjourn

Jeremy Wechsler motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:45 AM.

Lakeview SSA 27

Commission Meeting Minutes

February 9, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Avenue, Chicago, IL 60657

Present: Jill Heise, Matt Lederer, Terese McDonald, Luis Monje, Melissa Salvatore, Chuck Stewart, Nabil Zahrah

Absent: Darian Campise, Colleen Daley, Erin Schwartz, Jeremy Wechsler

Staff: Lee Crandell, Dillon Goodson, Michael Podgers

Guests: Amy Novotny

Nabil Zahrah called the meeting to order at 8:35 AM.

Public Comment

Amy Novotny, franchisee and studio director of Arthur Murray Lakeview, and Michael Podgers, Lakeview Chamber urban planning intern, introduced themselves.

Reading and Approval of Minutes

Matt Lederer motioned to approve the meeting minutes from January 12, 2017, seconded by Terese McDonald; motion carries.

Commission Nominations

Nabil Zahrah informed the Commission that terms were expiring for three existing Commissioners, Colleen Daley, Luis Monje and Chuck Stewart, and that each individual had prepared applications to serve a second term. Terese McDonald motioned to nominate Colleen Daley, Luis Monje and Chuck Stewart to second terms, seconded by Matt Lederer; motion carries.

Proposed Amendment to the Bylaws

Following its initial introduction at the January 12, 2017 Commission meeting, Nabil Zahrah re-introduced a proposed change to the SSA 27 Bylaws, Article V, Committees:

The Commission may through resolution designate any number of special committees they deem necessary. The Commission shall determine terms and duties of committees and designate committee members to serve on committees. Committees must be chaired by a member of the Commission and may be comprised of non-Commission members. Committees must comply with the Illinois Open Meetings Act.

Matt Lederer motioned to adopt the proposed change to the SSA 27 Bylaws as presented, seconded by Terese McDonald; motion carries.

Committee Appointments

Terese McDonald motioned to appoint Darian Campise to serve on the Low-Line Committee, seconded by Matt Lederer; motion carries.

Low-Line Committee Report

Jill Heise reported on the Low-Line Committee meeting held on January 17, 2017.

- **Low-Line Design Firms:** Three firms were interviewed in response to the RFPs that were issued in December for a designer to envision the Low-Line spaces at Ashland and Paulina. Based on the Committee's feedback, Jill Heise recommended the selection of PORT to oversee the project, noting that

selecting one designer would ensure a consistent design at both project sites. Melissa Salvatore motioned to authorize a \$36,450 contract with PORT, seconded by Matt Lederer; motion carries.

Streetscape Committee Report

Terese McDonald reported on the Low-Line Committee meeting held on January 27, 2017.

- **People Spot Locations:** Terese McDonald shared that the Committee recommended two locations for People Spots in 2017: 3422 N. Lincoln Ave. and 3114-3120 N. Lincoln Ave. She noted that both locations offered ample shade and were situated near businesses that could potentially drive traffic to the People Spots. Dillon Goodson informed the Commission that there was an existing food truck zone near 3422 N. Lincoln Ave. that may need to be relocated, and that a portion of Lincoln Avenue north of Belmont would be repaved in 2017, which could interfere with the People Spot at that location. Terese suggested that a food truck zone located near a People Spot was a benefit, and that it should be preserved if possible and promoted. Luis Monje motioned to approve People Spots near 3422 N. Lincoln Ave. and 3114-3120 N. Lincoln Ave., seconded by Terese McDonald; motion carries.
- **Sidewalk Seating Areas:** Terese McDonald reported that the Committee was interested in working with a landscape designer to propose readymade site furnishing arrangements for sidewalk seating areas at four locations, and that a request for quotation had been released. Nabil Zahrah commented that the design contract should not exceed \$5,000.
- **Streetscape Maintenance:** Terese McDonald shared a list of streetscape maintenance projects, including painting and cleaning of street poles, bike racks, and other miscellaneous street furniture. Three vendors submitted quotes, including Cleanslate, Dad's Home Services and Pressure Washing Systems. Jill Heise motioned to approve spending up to \$10,000 with Cleanslate for this work, seconded by Melissa Salvatore; motion carries.

Treasurer's Report

Chuck Stewart reported that the financials for the 2016 fiscal year had been closed out. The SSA ended the year under budget in every budget category as required by the City, and the carryover amount (\$78,506.16) was slightly higher than anticipated due to some expenses coming in lower than budgeted. He shared that the SSA's annual audit is underway and the findings will be presented for Commissioner approval at the April Commission meeting.

President's Report

- **Public Relations Proposals:** Nabil Zahrah reported that five public relations firms submitted proposals in response to an RFP released in early January. He asked for two volunteers to review the proposals, interview select firms, and make a recommendation to the Commission at the March Commission meeting. Terese McDonald and Chuck Stewart offered to assist.

Staff Report

Dillon Goodson shared the staff report. He reminded new Commissioners of a required forum on February 22, and that all Commissioners must submit City and County ethics statements no later than May 1 or risk a fine. He also shared that the SSA was gathering community feedback about security via an electronic survey, and that survey results would be presented at a future Commission meeting. He invited Commissioners to attend the Belmont Theater District Open House tour on February 13 and an SSA Commission social on February 16.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:17 AM.

Lakeview SSA 27

Commission Meeting Minutes

March 9, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Avenue, Chicago, IL 60657

Present: Darian Campise, Jill Heise, Terese McDonald, Luis Monje (pending confirmation), Melissa Salvatore, Erin Schwartz, Chuck Stewart (pending confirmation), Nabil Zahrah

Absent: Colleen Daley (pending confirmation)

Staff: Lee Crandell, Dillon Goodson (by phone), Michael Podgers

Guests: Amy Novotny, Nick (resident)

Nabil Zahrah called the meeting to order at 8:35 AM.

Public Comment

Amy Novotny, franchisee and studio director of Arthur Murray Lakeview, introduced herself. Nick, a local resident, introduced himself.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from February 9, 2017, seconded by Terese McDonald; motion carries.

Commission Nomination

Commissioners were presented with a statement of interest for Amy Novotny. Darian Campise motioned to nominate Amy Novotny to the SSA 27 Board of Commissioners, seconded by Terese McDonald; motion carries.

SSA Security Survey

Michael Podgers, an urban planning student from the University of Illinois at Chicago and SSA intern, presented the results of a security survey completed by individuals who identified as property owners, residents or business representatives in Lakeview. The presentation also incorporated neighborhood crime data from the City of Chicago and Chicago Tribune. Among the findings, approximately 50% of survey respondents reported having no security cameras installed. Respondents also seemed generally aware of crime prevention measures in Lakeview, but reported a low rate of participation in community actions, such as community meetings, to deter criminal activity. Commissioners recommended exploring a neighborhood watch program involving local businesses and residents. Michael reported that staff would share a plan of action aimed at addressing the survey findings at the April SSA Commission meeting.

Low-Line Committee Report

Jill Heise reported on the Low-Line Committee meeting held on February 15, 2017, during which PORT provided an overview of the design process for Low-Line spaces at Ashland and Paulina. The Committee also reviewed Latent Design's revised concepts for art partitions at the Southport Plaza, and agreed that further design revisions were needed.

- **Community Meeting:** Jill Heise shared that the first Low-Line Community Meeting has been scheduled for Tuesday, March 28 from 6-8 p.m. at the Lincoln Belmont Library (1659 W. Melrose St.). The project team will present on existing site conditions and share precedent images from other cities to gather community input before developing their designs.

Streetscape Committee Report

Terese McDonald reported on the Streetscape Committee meeting held on February 23, 2017.

- **People Spots and Sidewalk Seating Areas:** Terese McDonald shared that the People Spot located at 3100-3118 N. Lincoln Ave. had received the necessary letters of support from businesses, but the second People Spot located at 3418-3422 was still awaiting one business letter of support. The Committee met with Jenna Jones from Site Design Group, which provided an overview of their process for recommending readymade site furnishings for sidewalk seating areas throughout the service area. The Committee discussed four potential locations with Site Design Group.
- **Spring Tree Planting:** Terese McDonald asked Commissioners to consider a vote on whether to authorize up to \$30,000 to be spent with the City of Chicago's vendor, Seven D Construction, to plant up to 50 trees in new tree pits throughout the SSA. If approved, this work would likely take place in April, weather permitting, and tree locations are still being finalized. Darian Campise motioned to authorize \$30,000 to be spent with Seven D Construction on spring tree planting, seconded by Jill Heise; motion carries.

Treasurer's Report

Chuck Stewart reported on the year-to-date financials through January 31.

Staff Report

Lee Crandell shared the staff report. He reminded Commissioners that the April SSA Commission meeting would be taking place at Zed Architects, 3522 N. Lincoln Ave., due to a conflict with a special event taking place at St. Luke.

Public Relations Contract

Nabil Zahrah shared that he, Terese McDonald and Chuck Stewart reviewed five proposals and interviewed three firms in response to the SSA's 2017 RFP for public relations services. Based on the response, he recommended that Zapwater Communications should be selected as the SSA's public relations firm. Commissioners discussed the qualifications of the public relations firms that submitted proposals. Terese McDonald motioned to approve a \$2,500 per month contract with Zapwater Communications for 2017, seconded by Chuck Stewart; motion carries.

Adjourn

Jill Heise motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:29 AM.

Lakeview SSA 27

Commission Meeting Minutes

May 2, 2017, 6:00 PM

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

Present: Darian Campise, Terese McDonald, Luis Monje, Chuck Stewart, Nabil Zahrah

Absent: Jill Heise, Melissa Salvatore, Erin Schwartz

Staff: Dillon Goodson

Guests: None

Nabil Zahrah called the meeting to order at 6:08 PM.

Public Comment

There was no public comment.

2018 Budget Feedback

Nabil Zahrah shared that the purpose of this special meeting was to gather the Commission's feedback about priorities for the 2018 SSA budget. He reminded commissioners about the SSA's 3-year plan, which focuses the SSA's priorities around diversity, destination and density, and shared a copy of the current 2017 budget broken down into three categories of expenses: core, auxiliary and discretionary. He presented his ideas for the budget, suggesting that the Commission should focus on building unique public spaces and activating them with input from the community. He pointed to examples from other Chicago neighborhoods and cities, and recommended creating a series of new events throughout the service area that would involve local partners and create unexpected experiences that accomplish the SSA's mission. Commissioners agreed with a focus on creating new community programming. Luis Monje recommended including some pet-related programming, and Terese McDonald said the SSA should consider whether other holiday programming could replace the Southport Holiday Stroll.

Darian Campise recommended a focus on safety education programs. Terese asked about ways the SSA has informed community members about its progress with regards to the Security Rebate Pilot Program, safety communication lists, and security survey results. Luis suggested that the SSA's PR firm could be tasked with creating a campaign to promote the SSA's security initiatives, and that other ideas should be explored in conjunction with other partners in the community. Darian recommended increasing funding for security rebates to \$10,000 in 2018, and added that additional funding should be considered for a new safety education campaign.

Commissioners discussed funding for streetscape elements. Terese recommended utilizing discretionary funds for Low-Line improvements at Southport, Ashland and Paulina, and funding new sidewalk seating areas throughout the service area. Nabil commented that the SSA should continue to prioritize installing its current People Spots, but should not explore adding additional People Spots due to the time it takes to seek approval and secure a permit under the City's process. Terese requested more funding for murals, and Luis suggested using public art strategically to encourage people to linger in neighborhood focal points and to activate gaps in pedestrian activity.

Luis suggested that funding for the Lakeview Gift Card promotion could be reduced. Terese argued that the promotion has a positive impact on the neighborhood, and that locals would be sorry to see it disappear. Dillon Goodson shared that he was planning to present on the Lakeview Gift Card at the May 11 Commission meeting, so Commissioners could continue the conversation then.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by Terese McDonald; meeting adjourned at 7:23 PM.

Lakeview SSA 27

Commission Meeting Minutes

May 11, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Jill Heise, Luis Monje, Erin Schwartz, Chuck Stewart, Nabil Zahrah

Absent: Terese McDonald, Melissa Salvatore

Staff: Lee Crandell, Dillon Goodson

Guests: Doug Havrilla, Paul Leamon, Amy Novotny

Nabil Zahrah called the meeting to order at 8:36 AM.

Public Comment

Doug Havrilla, a Lakeview resident and Lakeview Chamber of Commerce Board chair, introduced himself. Paul Leamon, owner of Beermiscuous, introduced himself and stated his interest in serving on the SSA Commission. Amy Novotny, franchisee and studio director of Arthur Murray Lakeview and SSA Commission nominee, introduced herself.

Reading and Approval of Minutes

Luis Monje motioned to approve the meeting minutes from April 13, 2017, seconded by Darian Campise; motion carries. Darian Campise motioned to approve the meeting minutes from May 2, 2017, seconded by Chuck Stewart; motion carries.

Old Business

- 2018 Budget Feedback: Nabil Zahrah thanked the Commission for participating in a special meeting on May 2 to discuss the SSA's 2018 Budget and Work Plan.

Lincoln Hub Pop-Up Program

Nabil Zahrah introduced the Lincoln Hub Pop-Up Program, which aims to attract people and investment to the area of Lincoln Ave. from Diversey to Belmont by activating vacant and underutilized storefronts with retail and art. Dillon Goodson shared that there are currently more than two dozen vacancies along these four blocks of Lincoln Ave., representing a major opportunity to make a difference. Commissioners discussed the details and logistics of the program. Luis Monje recommended allowing merchants to participate in the program for free during their first month, but suggested introducing a participation fee during later months. Nabil Zahrah suggested creating shared spaces that house multiple retailers and artists. Darian Campise motioned to allocate \$25,000 in funding towards the program from 1.02 Special Events within the SSA's 2017 budget, seconded by Jill Heise; motion carries.

Lakeview Gift Card

Lee Crandell presented an overview of the Lakeview Gift Card program, noting that it replaced the Shop Lakeview program in 2014. He shared that the Commission considered several different program options in 2014 before deciding on the Lakeview Gift Card model serviced through EML Payments (formerly known as Store Financial). Dillon Goodson reported on Lakeview Gift Card data, noting that \$211,725 in Lakeview Gift Cards have been purchased by consumers in three years because of the program, which

has received \$67,865 in SSA funding over the same period, meaning a return on investment of \$3.12 for every dollar spent. Commissioners discussed whether the program was successful in encouraging people to keep their money in the neighborhood. Luis Monje questioned whether the program could be structured differently to incentivize customers to spend their gift card funds at multiple businesses, including those that they wouldn't otherwise patronize. Commissioners asked to see examples of other local shopping programs at a future meeting.

Low-Line Committee Report

Jill Heise updated Commissioners on the first round of designs for the Low-Line nodes at Ashland and Paulina, and the art partitions at Southport. She shared that the next Low-Line Committee meeting was scheduled for May 17, 2017.

Streetscape Committee Report

Nabil Zahrah updated Commissioners on the sidewalk seating area at Sheil Park and shared alternate seating options that were prepared by Site Design, noting that the Committee prefers the modern benches that were originally proposed.

Treasurer's Report

Chuck Stewart presented the 2017 financials through March, noting that most of the SSA's core program expenses are typically incurred beginning in the summer. Commenting that much of the SSA's funding for sidewalk maintenance wasn't spent on snow shoveling at the Lincoln Hub due to the mild winter, Dillon Goodson recommended spending some of these funds on power washing portions of Southport at the conclusion of the water main and streetscape project.

Staff Report

Dillon Goodson shared the staff report, highlighting updates related to National Bike Month, the SSA's public relations contract, and spring/summer landscaping.

Adjourn

Chuck Stewart motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:53 AM.

Lakeview SSA 27

Commission Meeting Minutes

June 8, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Jill Heise, Terese McDonald, Luis Monje, Melissa Salvatore, Erin Schwartz, Chuck Stewart, Nabil Zahrah

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: Doug Havrilla, Paul Leamon

Nabil Zahrah called the meeting to order at 8:33 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Terese McDonald motioned to approve the meeting minutes from May 11, 2017, seconded by Jill Heise; motion carries.

Commissioner Nomination

Commissioners were presented with a statement of interest for Paul Leamon, owner of Beermiscuous. Terese McDonald motioned to nominate Paul Leamon to the SSA 27 Board of Commissioners, seconded by Erin Schwartz; motion carries, with Jill Heise recusing.

Security Rebate Pilot Program

- Froyo Chicago (3746 N. Southport Ave.): The applicant is upgrading its security camera system, with a total project cost of \$806.24. Commissioners discussed the application. Jill Heise motioned to approve a rebate of \$403.12 or 50% of the total project cost, whichever is less, seconded by Erin Schwartz; motion carries.

Lakeview Community Events

Lee Crandell shared a memo of understanding (MOU) and program budgets on behalf of the Lakeview Chamber of Commerce and Friends of Lakeview, a 501(c)(3) non-profit organization, for Lakeview Live: Concerts on the Curb and Trick or Treat on Southport. Because both events have income-generating potential that could offset the costs of the event, and because the SSA is prohibited from accepting this income, Lee proposed having the SSA support the events with a contingency fund to reimburse each organization for any net losses as a result of the programs. He explained that the events have been supported by the SSA in the past, but that the goal was to make the events self-sustaining going forward. Commissioners requested that the MOU be split in two for each organization. Terese McDonald motioned to approve separate MOUs for Lakeview Live: Concerts on the Curb and Trick or Treat on Southport between the SSA and the Lakeview Chamber of Commerce and Friends of Lakeview, respectively, as proposed, seconded by Chuck Stewart; motion carries.

2018 Draft Budget & Work Plan

Dillon Goodson recapped the budget feedback provided by the Commissioners in prior meetings and presented the draft 2018 budget and work plan with the following highlights:

- The budget is based on a 2017 levy total of \$773,217. This represents a change of 4.07% over 2016 and is below the threshold of 5%, which requires a community meeting, and the maximum potential levy limited by the rate cap of \$799,182.

- The budget assumes that the SSA will carryover \$50,000 into 2018. This is significantly less than the \$99,000 in carryover budgeted in 2017 due to the expectation that the SSA will spend more of the funds it has budgeted for the current calendar year.
- 1.02 Special Events: The SSA will spend more of its budget on developing new events, with the Chamber absorbing most of the costs related to existing events (Low-Line Market, Trick or Treat on Southport, Lakeview Live).
- 1.03 Free Wi-Fi Program: Funding has been set aside for the deployment and maintenance of two free public Wi-Fi hotspots in 2018, based on the Streetscape Committee's input.
- 1.07 Print Materials: The cost of designing and printing the Lakeview Holiday Gift Guide was moved to this line item from 1.10 Local Shopping Rewards Program. The increase also reflects additional funding for designing and printing a summer newsletter mailed to all PINs in the SSA.
- 1.10 Local Shopping Rewards Program: The cost of designing and printing the Lakeview Holiday Gift Guide was moved out of this line item to 1.07 Print Materials. Rebate funding was also decreased to \$15,000 under the assumption that the SSA would restructure the proportion of Bonus Cards distributed during the holiday promotion.
- 2.02 Landscaping: Decreased the budget for new trees and tree care to \$10,000, since the SSA will have planted trees in nearly all viable locations by the end of 2017. Accounted for a slight increase in the budget for contracted landscaping, since a new contract is forthcoming in 2018.
- 2.03 Facade Enhancement Program - Rebates: Remaining budget for future facade improvement program rebates phased out per Commission decision in 2016.
- 2.05 Streetscape Elements: Overall budget for streetscape elements reduced by approx. \$25,000 due to decrease in carryover budgeted in 2018 vs. 2017. This assumes that:
 - The development of SSA-sponsored Low-Line spaces at Southport, Ashland and Paulina will be phased over three years, receiving approx. \$75,000 in 2017, 2018 and 2019.
 - The sidewalk seating area outside Sheil Park will be completed in 2017. Future sidewalk seating areas will not be implemented until the Low-Line project is completed.
 - People Spots will not change locations in 2018 (new locations add approx. \$5,000 in costs per People Spot due to additional parts and architectural drawings required).
 - The SSA will only purchase new street furniture if necessary. Emergency maintenance will be prioritized for all streetscape assets (litter receptacles, bike racks, etc.).
- 3.01 Garbage/Recycling Materials Program: Contracted litter and graffiti abatement is set to increase to \$96,200 in 2018 under the contract that was approved by the Commission in 2016.
- 5.02 Safety Improvement Program - Rebates: Budget will increase to \$6,000 in 2018 after pilot program concludes and rebates are marketed to a broader audience. A minimum of 12 projects could be funded at \$500 per project.
- 5.04 Safety Communication and Education: Budget will increase to \$2,500 in 2018 to fund the rollout of a neighborhood-wide safety communication and education campaign, in conjunction with community partners.
- 7.00 Personnel: The SSA will fund 20% of Events and Marketing Manager salary to manage new SSA-sponsored events planned in 2018. Currently, this position receives no funding from the SSA.

Commissioners agreed that the budget draft captured their feedback. They suggested that People Spots could still be moved in 2018, but that previous locations should be considered to help reduce the cost of moving People Spots. Terese McDonald requested additional funding for a second sidewalk seating area north on Southport next to Blaine Elementary School. Luis Monje asked for clarification on expenses related to personnel and the SSA's relationship with the Lakeview Chamber of Commerce and Friends of Lakeview, a 501 (c)(3) non-profit organization. Melissa Salvatore motioned to accept the draft budget as-is, seconded by Chuck Stewart; motion carries. Dillon Goodson asked for Commissioners to share any final input ahead of the July Commission meeting.

Low-Line Committee Report

- Ashland and Paulina: Jill Heise presented draft drawings for Low-Line improvements at Ashland and Paulina, which include hardscape enhancements, covered seating elements, additional lighting and art panels, among other proposed improvements. Commissioners responded positively to the design concepts and discussed the process of gathering community feedback.
- Southport Art Partitions: Jill Heise presented drawings for four art panels in the rear of the Southport Plaza Low-Line space, which were designed by PORT and recently approved by the Low-Line Committee. She asked the Commission to consider a vote to approve the designs with a total project cost estimated at \$30,000. Melissa Salvatore motioned to approve the designs and project budget as presented, seconded by Darian Campise; motion carries.

Streetscape Committee Report

- Sidewalk Seating Areas: Terese McDonald shared drawings for a proposed sidewalk seating area outside Sheil Park at 3505 N. Southport Ave., which include modern benches in different configurations and a sidewalk art motif. The goal of the project is to create a new focal point that bridges a gap in pedestrian activity on Southport. Commissioners shared different opinions about the sidewalk art motif and whether the colors should be bright or more neutral. Some Commissioners suggested that perhaps an artist could create a mural in the windows of Sheil Park in addition to, or instead of, having a pattern painted on the sidewalk, and that the Streetscape Committee should make the final determination. Terese McDonald reiterated her support for having a second sidewalk seating area installed at the north end of Southport next to Blaine Elementary School. Luis Monje suggested that other line items could be reduced in order to fund public space enhancements like sidewalk seating areas. Darian Campise motioned to approve the plans for the sidewalk seating area outside Sheil Park with an estimated total project cost of \$25,000 under the assumption that the sidewalk art motif was subject to change, seconded by Luis Monje; motion carries.

Treasurer's Report

Chuck Stewart presented the 2017 financials through April.

Staff Report

Dillon Goodson shared the staff report, noting that alternatives to the Lakeview Gift Card program were being considered and a recommendation would be made at an upcoming Commission meeting.

Adjourn

Chuck Stewart motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 10:02 AM.

Lakeview SSA 27

Commission Meeting Minutes

July 13, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Jill Heise, Luis Monje, Melissa Salvatore, Erin Schwartz, Chuck Stewart, Nabil Zahrah

Absent: Terese McDonald

Staff: Lee Crandell, Dillon Goodson

Guests: Jason Aragon, Manuel Galvan, Erin Harkey, Doug Havrilla, Paul Leamon, Lisa Santos

Nabil Zahrah called the meeting to order at 8:33 AM.

Public Comment

Nabil Zahrah welcomed the guests in attendance, who each introduced themselves.

Reading and Approval of Minutes

Darian Campise motioned to approve the meeting minutes from June 8, 2017, seconded by Luis Monje; motion carries.

2018 Budget, Work Plan and Sole Service Provider

Nabil Zahrah presented the final 2018 Budget and Work Plan and introduced Lee Crandell to explain budget categories 6.0 SSA Management and 7.0 Personnel. Lee presented the cost allocation plan for both categories and explained that as the Sole Service Provider, the Lakeview Chamber employs all staff working on the SSA and carries all overhead costs for the office. As such, it allocates a percentage of some costs for personnel and overhead to the SSA based on what can fairly be attributed to the work of the SSA, with the SSA reimbursing the Chamber for this share of expenses. He added that while much of the staff time is spent administering external contracts, staff time is also spent directly on programming and services to advance the SSA's mission, for example monitoring vacancies and recruiting new businesses to the area. Commissioners acknowledged that the amount of services provided by the SSA is directly related to the level of staffing the SSA supports, and requested to receive annual updates about expenses related to SSA management and personnel.

Dillon Goodson explained the following changes to the budget, based on Commissioner feedback:

- 1.06 Holiday Decorations: Decreased by \$10,000 to \$35,000.
- 2.05 Streetscape Elements: Increased by \$10,700 to \$170,700 to provide for the installation of a second sidewalk seating area on Southport outside Blaine Elementary School.
- Seven sub-categories were reduced from \$100 to \$0 based on feedback from the City, and the remaining \$700 was reallocated to 2.05 Streetscape Elements.

Erin Schwartz motioned to approve the 2018 Budget and Work Plan, and for the Lakeview Chamber of Commerce to remain the sole service provider of SSA 27 in 2018, seconded by Chuck Stewart; motion carries.

Presentation by the Chicago Department of Cultural Affairs and Special Events (DCASE)

Nabil Zahrah introduced Erin Harkey, Projects Administrator for the Chicago Department of Cultural Affairs and Special Events (DCASE). Erin gave an overview of DCASE's Year of Public Art program, which aims to introduce new artwork in all 50 Wards throughout the city, and commended SSA 27 for participating in the program by devoting a portion of its budget for a new mural.

Facade Improvement Program

- Budget Revision - Doña Tola (3751 N. Southport Ave.): Dillon Goodson presented a revision to the original budget for the proposed facade improvements at Doña Tola (3751 N. Southport Ave.). The applicant sought a less expensive alternative to the original option it proposed for an accordion door, with a revised total project cost of \$8,664.61. Darian Campise motioned to approve the maximum eligible rebate of \$4,332.31, or 50%, whichever is less, seconded by Jill Heise; motion carries.

Low-Line Committee Report

- Jill Heise reported that Chamber staff and PORT have shared draft drawings for Low-Line improvements at Southport, Ashland and Paulina with the CTA and were in the process of seeking their input. She added that a Committee meeting would be scheduled if necessary to review their comments and determine next steps.

Streetscape Committee Report

- Melissa Salvatore reported on the Streetscape Committee's conversations about sidewalk seating areas, noting that the Committee had decided to proceed with a second sidewalk seating area outside Blaine Elementary School on Southport.

Lakeview Gift Card

Dillon Goodson shared that the Lakeview Chamber recently evaluated the Lakeview Gift Card program and four program alternatives in response to a request by the Commission. He presented findings from this research and reminded Commissioners of the original goal of the Lakeview Gift Card program when it launched in 2014: "To incentivize shopping locally to keep dollars in Lakeview, and encourage shoppers to visit stores during the slow season in January and February." Based on this goal, Lakeview Chamber staff shared the opinion that the Lakeview Gift Card remains the best solution on the market. Discussion was deferred to a future meeting.

Treasurer's Report

Chuck Stewart shared the 2017 financials through May and noted that budget modifications would be presented in August for the Commission's consideration.

President's Report

Nabil Zahrah mentioned a project spearheaded by CDOT, local aldermen and SSA 33 in Wicker Park to make bicycle improvements along Milwaukee Avenue. He suggested that the CDOT contact for the project should present to the SSA at a future meeting, and that the SSA should consider similar improvements along Lincoln Avenue from Diversey to Addison.

Staff Report

Dillon Goodson shared highlights from the written staff report.

Adjourn

Jill Heise motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:38 AM.

Lakeview SSA 27

Commission Meeting Minutes

August 10, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Terese McDonald, Luis Monje, Erin Schwartz, Chuck Stewart, Nabil Zahrah

Absent: Jill Heise, Melissa Salvatore

Staff: Lee Crandell, Dillon Goodson

Guests: Jason Aragon, Doug Havrilla, Paul Leamon, Amy Novotny, Lisa Santos, Katharine Wakem, Jessica Wobbekind

Public Comment

Nabil Zahrah welcomed the guests in attendance, who each introduced themselves.

Presentation by West Town SSA #29 and Wicker Park Bucktown SSA #33

Nabil Zahrah introduced Katharine Wakem, SSA Program Director for West Town SSA #29, and Jessica Wobbekind, Managing Director for Wicker Park Bucktown SSA #33, to speak about SSA strategic planning. Both speakers discussed the importance of engaging the community in assessing the SSA's greatest needs and spoke about how they measure progress against a succinct set of goals. They highlighted a few projects and programs that resulted from their plan, including a traffic calming initiative, street design guidelines and a streetscape enhancement project that is drawing inspiration from SSA 27's Lincoln Hub project from 2015. Commissioners asked the speakers to share whether their SSAs utilize public relations firms and whether their experience has resulted in success for their districts. Based on their experiences, the speakers both agreed that PR firms can be beneficial for an SSA, and that establishing clear goals and expectations can help ensure success.

Call to Order

Nabil Zahrah called the meeting to order at 9:10 AM.

Reading and Approval of Minutes

Terese McDonald motioned to approve the meeting minutes from July 13, 2017, seconded by Luis Monje; motion carries.

Security Rebate Pilot Program

- Mystery Street Recording Co. (2827 N. Lincoln Ave.): The applicant is upgrading its current security camera system and installing new exterior cameras, including at least one camera facing the public way, with a total project cost of \$1,164.86. Commissioners discussed the application. Terese McDonald motioned to approve a rebate of \$500.00, or 50% of the total project cost, whichever is less, seconded by Chuck Stewart; motion carries.

Lakeview Gift Card

Dillon Goodson recapped the findings of the Lakeview Chamber's research into the Lakeview Gift Card and program alternatives, which was originally presented at the July 2017 Commission meeting. Commissioners suggested that gift card program could be improved if customers were better

incentivized to shop with their cards at multiple businesses, and acknowledged that businesses that devote more resources to promoting their participation in the program typically benefit the most from the program. They agreed that the current program seems to be the best solution on the market, and that overall it is meeting its original goals. They discussed ways to boost customer spending at multiple businesses and suggested that lowering the maximum rebate per household for Bonus Cards could allow more customers to take advantage of the program, generating more spending across multiple businesses. Darian Campise motioned to remain committed to the current program, but to reduce the maximum rebate for Bonus Cards to \$250 per household per year, seconded by Erin Schwartz; motion carries.

Low-Line Committee Report

- Southport Art Partitions: Commissioners reviewed three quotes for the fabrication and installation of four art partitions in the west side of the Southport Plaza space. Terese McDonald motioned to authorize a contract with Vero Design + Build, LLC, seconded by Chuck Stewart; motion carries. The total cost of the approved contract is \$26,297, but Dillon Goodson shared that this number would likely increase slightly due to anticipated revisions to the designs. The total cost will remain less than \$30,000, per the Commission's previous authorization for the project at the June 2017 Commission meeting.

Streetscape Committee Report

- Terese McDonald updated the Commission on progress with proposed sidewalk seating areas on Southport. Based on community feedback, Site Design will need to make some revisions to the designs, which will result in the project getting pushed back to 2018.

Treasurer's Report

Chuck Stewart shared the 2017 financials through June and proposed a series of budget modifications for the current fiscal year. Darian Campise motioned to approve the following budget modifications to the 2017 SSA budget, seconded by Erin Schwartz; motion carries:

- Decrease 1.06 Holiday Decorations by \$5,000.00
- Decrease 1.09 PR/Media Relations by \$3,000.00
- Decrease 1.10 Local Shopping Rewards Program by \$6,000.00
- Decrease 2.03 Facade Enhancement Program - Rebates by \$667.69
- Increase 2.05 Streetscape Elements by \$11,167.69
- Increase 3.01 Garbage/Recycling Materials Program by \$5,000.00
- Decrease 4.02 Group Purchasing Program by \$500.00
- Decrease 4.03 Supplemental Transit by \$500.00
- Decrease 4.04 Shuttle by \$500.00

Adjourn

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

Lakeview SSA 27

Commission Meeting Minutes

September 14, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Jill Heise, Terese McDonald, Luis Monje, Amy Novotny, Chuck Stewart, Nabil Zahrah

Absent: Darian Campise, Melissa Salvatore, Erin Schwartz

Staff: Lee Crandell, Dillon Goodson

Guests: Mike Amsden, Jason Aragon, Paul Leamon, Matt Lederer, Lisa Santos, Doug Zylstra

Public Comment

Nabil Zahrah welcomed the guests in attendance, who each introduced themselves.

Presentation by the Chicago Department of Transportation (CDOT)

Nabil Zahrah introduced Mike Amsden, Assistant Director of Transportation Planning for the Chicago Department of Transportation (CDOT). Mike presented on the Milwaukee Avenue Complete Streets improvements, which introduce low-cost, quick-hitting pilot improvements for people walking, biking, driving and taking public transit along portions of Milwaukee Avenue, and also shared updates on the Lincoln Ashland Belmont Reconstruction and other planned improvements for the intersection of Lincoln, Roscoe and Paulina. For the Milwaukee Avenue project, Mike suggested that the total cost of initial improvements was estimated around \$225,000, with the majority being funded by CDOT. He said that CDOT is working closely with the Wicker Park Bucktown SSA #33, which identified many of the opportunities for improvements in its master plan and will be responsible for activating new public spaces created by closing slip lanes once the project is complete. While current plans for Lakeview do not include dashed bike lanes down Lincoln Avenue, Mike suggested that the width of Lincoln Avenue was similar to Milwaukee Avenue and could accommodate similar improvements. He reminded Commissioners that the Lincoln Ashland Belmont Reconstruction project incorporates many of the concepts first introduced by SSA 27 via the Lincoln Hub Project, while the forthcoming enhancements at the intersection of Lincoln, Roscoe and Paulina would also close slip lanes, creating new public space.

Call to Order

Nabil Zahrah called the meeting to order at 9:05 AM.

Reading and Approval of Minutes

Terese McDonald motioned to approve the meeting minutes from August 10, 2017, seconded by Luis Monje; motion carries.

Commissioner Nominations

Nabil Zahrah presented statements of interest for new Commissioners and Commissioners whose first terms were set to expire in early 2018, including: Jason Aragon, Whole Foods Market; Darian Campise, Campise Properties; Matt Lederer, Mahogany Builders; Terese McDonald, Candyality; Erin Schwartz, a resident; and Doug Zylstra, Bazar Apparel. Luis Monje motioned to nominate the slate of six candidates for the SSA Commission, seconded by Chuck Stewart; motion carries.

Lakeview Gift Card

Dillon Goodson shared a proposal from EML Payments, the company that services the Lakeview Gift Card Program, for a new online gift card sales platform called CardFront that will replace the existing online sales platform, which is being phased out by the company at the end of 2017. He explained that EML Payments has offered to waive a \$200 per month fee if the Lakeview Chamber is able to commit to a three-year agreement, which means the monthly costs for administrative fees related to the gift card program would be limited to an estimated \$25 per

month increase. Some Commissioners indicated that they did not think the Chamber should commit to a multi-year agreement with EML Payments in case there is a shift in technology and another vendor is able to offer a more competitive alternative. They also suggested that EML Payments could help identify better ways to promote the program to gift card customers to help ensure that gift cards are spent at multiple businesses. Other Commissioners thought that the new online sales platform would be a significant improvement over the current system that could help attract new customers to purchase gift cards online. Commissioners agreed that the Chamber should seek a better exit clause or a short-term agreement with EML Payments, and deferred action to a future meeting. Dillon said that he would share this feedback with EML Payments and reminded Commissioners that this meant CardFront would probably not be available in time for the 2017 holiday promotion since it takes a few weeks to implement.

Low-Line Committee Report

Jill Heise invited Commissioners to attend a public meeting to review the Low-Line Plaza design concepts on Tuesday, September 19 from 6-8 PM and shared the following updates:

- **Project Phasing and Budget:** Jill Heise presented the latest draft budget for the Low-Line improvements at Ashland and Paulina, with an estimated total project cost of approximately \$350,000 for the new plazas. The budget is likely to continue changing as PORT works with the Low-Line Committee to refine the project scope and begins seeking proposals from contractors to execute the improvements. Jill motioned to adopt a phasing strategy that will prioritize the Paulina Plaza improvements and then focus on new plazas on both sides of Ashland, seconded by Chuck Stewart; motion carries.
- **Southport Art Partitions:** Jill Heise updated the Commission that the CTA had approved the installation of four art panels in the west side of the Southport Plaza space, with work expected to be completed in October. She presented four unique concepts from two Chicago-based artists, who were preselected by the Streetscape Committee and asked to create site-specific proposals for the Southport art panels. The Commission discussed the different proposals. Jill motioned to select a concept by Joseph "Sentrock" Perez titled "Southport Style," seconded by Terese McDonald; motion carries.

Streetscape Committee Report

- **Lincoln Ashland Belmont Mural:** Terese McDonald updated Commissioners that a proposed mural on the south-facing wall of the XSport Fitness Building located at the intersection of Lincoln/Ashland/Belmont would be installed in October, funded by SSA 27 as part of the City of Chicago's Year of Public Art initiative. She shared four site-specific concepts from two Chicago-based artists that were preselected by the Streetscape Committee. The Commission discussed the different proposals and how they helped accomplish the stated goals of the project, which include beautifying the public way and increasing pedestrian traffic along Lincoln and Ashland avenues. Luis Monje motioned to select a concept by Anthony Lewellen titled "Lake View," seconded by Terese McDonald; motion carries. The Commission acknowledged that changes to this concept were possible and agreed that the Streetscape Committee could make a different selection if there are any issues with the preferred concept. Terese also shared a budget for the mural with a total project cost estimated at \$15,000. Terese motioned to authorize the budget, seconded by Chuck Stewart; motion carries.

Treasurer's Report

Chuck Stewart shared the 2017 financials through July.

Adjourn

Terese McDonald motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:48 AM.

Lakeview SSA 27

Commission Meeting Minutes

October 12, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Jill Heise, Terese McDonald, Amy Novotny, Erin Schwartz, Chuck Stewart, Nabil Zahrah

Absent: Luis Monje

Staff: Lee Crandell, Dillon Goodson

Guests: Sally Carpenter, Allie Duncan, Matt Lederer, Doug Zylstra

Call to Order

Nabil Zahrah called the meeting to order at 8:33 AM.

Public Comment

There was no public comment.

Presentation by Zapwater Communications

Nabil Zahrah introduced Allie Duncan and Sally Carpenter from Zapwater Communications, the SSA's retained public relations firm. Zapwater provided background on the SSA's campaign goals and scope of work. According to Zapwater, the neighborhood has been mentioned in 39 media placements totaling more than 30 million media impressions since April as a result of their outreach to press. They shared examples of some of the media coverage that has been generated, and presented on media engagement tactics, including a Lakeview familiarization tour for out-of-town press and a sub-district branding exercise they have been leading. Terese McDonald encouraged Zapwater to continue treating the entire SSA equitably when promoting Lakeview.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from September 14, 2017, seconded by Terese McDonald; motion carries.

Security Rebate Pilot Program

- 1437 W. Belmont Ave. (Residential Building): The applicant is installing two exterior security cameras, with a total project cost of \$557.30. Commissioners discussed the application. Darian Campise motioned to approve a rebate of \$278.65, or 50% of the total project cost, whichever is less, seconded by Chuck Stewart; motion carries.

2017 Community Needs Assessment

Dillon Goodson presented the results of a community needs assessment survey that was posted online during the Summer of 2017. Overall, the survey indicates that community members are satisfied with the Lakeview neighborhood and the work of SSA 27. Many respondents shared that they would like to see vacancies filled and additional efforts to ensure a vibrant business mix; a continued focus on improving public spaces; a coordinated effort to educate the community on how to stay safe; and marketing and communications initiatives to position Lakeview as a distinctive Chicago neighborhood.

Commissioners reflected on the survey feedback and ways the SSA can continue playing an active role in economic development, particularly with regards to filling street-level vacancies. They also discussed how it is important for the SSA to communicate its mission and focus areas so community members are aware of the ongoing efforts they are undertaking to address many of the common community concerns.

Low-Line Committee Report

Jill Heise shared that the SSA is awaiting CTA approval of a one-year license agreement for the proposed improvements at the Paulina Plaza. They have suggested that a multi-year agreement will be necessary for both sides of Ashland, which will require additional levels of approval from the CTA Board. Based on this timeline, Jill said that Commissioners should not anticipate any construction happening in Low-Line Plazas this year beyond the installation of the four Southport art panels. Meanwhile, PORT is finalizing the project budget based on the phasing approach that was endorsed by the Commission in September and hopes to have bids out to contractors soon so construction can begin in Spring 2018. Jill also reported that the four Southport art panels will be installed on Friday, October 13, with original artwork by Sentrock to follow. She invited Commissioners to attend an unveiling ceremony for the art panels on Thursday, October 26 at 4:30 pm, and reminded Commissioners that the SSA was sponsoring a site-specific installation, titled *Octopus's Graveyard*, that will also be on display that same evening as part of the City of Chicago's Year of Public Art.

Streetscape Committee Report

Terese McDonald reported that the Streetscape Committee has worked with Site Design Group to finalize sidewalk seating area designs for Sheil Park, which are awaiting feedback from the Park District, and that conversations are ongoing with Blaine Elementary School about a second sidewalk seating area near their building. Terese also updated the Commission that the Streetscape Committee had determined that the best approach for recognizing the SSA on the Lincoln/Ashland/Belmont mural would be to install two plaques at the pedestrian-level on both Lincoln and Ashland avenues. Finally, she shared that the Committee has been discussing ways to make litter collection more efficient throughout the SSA, including by piloting the removal of a few litter receptacles throughout the SSA's service area.

Treasurer's Report

Chuck Stewart shared the 2017 financials through August. He noted that approximately 44% of the total SSA budget had been spent with several larger expenses anticipated in the fall, and advised that the SSA will likely have additional carryover beyond what was budgeted going into 2018 due to the fact that the proposed Low-Line Plaza improvements were not going to take place in this budget year. Chuck said that he will share a report on our projected expenses through the end of 2017 at the November Commission meeting so the Commission can make decisions about reallocating budget items or requesting additional carryover in 2018 after that meeting.

Staff Report

- Lakeview Gift Card: Dillon Goodson presented a revised proposal from EML Payments, the company that services the Lakeview Gift Card program, based on the Commission's prior feedback that they wanted a shorter-term contract extension than the 3-year proposal the company originally proposed. Under the revised amendment to the contract, the SSA would pay

approximately \$2,400 in additional hosting fees over the course of the same three years, but would have the flexibility to terminate the contract after only one year. Commissioners discussed the two options and agreed that the one-year contract extension would provide more flexibility. Jill Heise motioned to accept the terms of the one-year contract amendment, seconded by Terese McDonald; motion carries. Dillon said that the Chamber would immediately sign the contract so that development could begin on a new online gift card sales platform, CardFront.

- POP at the Lincoln Hub: Dillon Goodson reported that a second pop-up storefront will open at the end of October or beginning of November showcasing a men's clothing store from Milwaukee called Milworks, and the Chamber is finalizing another pop-up partnership with a renowned local artist that will encompass multiple spaces and also include a mural outside at the Lincoln Hub. Unfortunately, a couple property owners backed out of the program after merchants had already been matched with their spaces, leaving the program in need of additional participating properties. Dillon said that the Chamber will begin promoting the pilot program in a few weeks with the goal of encouraging participants and property owners to apply to participate. Overall, while a few property owners have been eager to support the program by lending their vacant or underutilized spaces, many others have not been as flexible or interested, choosing to hold out for a long-term lease.

Adjourn

Erin Schwartz motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:43 AM.

Lakeview SSA 27

Commission Meeting Minutes

November 9, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Jill Heise, Terese McDonald, Amy Novotny, Erin Schwartz, Nabil Zahrah

Absent: Darian Campise, Luis Monje, Chuck Stewart

Staff: Lee Crandell, Dillon Goodson

Guests: Matt Lederer, Lisa Santos, Doug Zylstra

Nabil Zahrah noted that a quorum was not present.

Public Comment

There was no public comment.

Presentation by Friends of Lakeview

Nabil Zahrah introduced Lisa Santos, president of Friends of Lakeview, a 501(c)(3) nonprofit partner of the Lakeview Chamber of Commerce. Lisa shared the mission of Friends of Lakeview and noted that the organization, which has its roots in the 2011 Lakeview Area Master Plan, is intended to complement the SSA's service area, focusing more on residential blocks that do not receive SSA funding, as well as operating some programs that involve non-tax revenue. She discussed Friends of Lakeview's interest in working together with the SSA to complete the ultimate Low-Line vision of connecting Southport and Paulina with a continuous pathway beneath the 'L' tracks, but said that the Friends of Lakeview Board was awaiting the SSA's direction with regards to the two plaza spaces at Ashland before proceeding.

Call to Order

With a quorum present, Nabil Zahrah called the meeting to order at 9:27 AM.

Reading and Approval of Minutes

Terese McDonald motioned to approve the meeting minutes from October 12, 2017, seconded by Erin Schwartz; motion carries.

2018 Public Relations Contract

Commissioners revisited the presentation by Zapwater Communications at the previous Commission meeting and noted their overall satisfaction with their work and the successful metrics generated to date. Terese McDonald motioned to authorize a 12 month extension of Zapwater's contract with the Lakeview Chamber of Commerce totaling \$30,000, not including billable fees, seconded by Erin Schwartz; motion carries.

Low-Line Committee Report

- Paulina Plaza: Jill Heise and Dillon Goodson shared the Low-Line Committee report. At the last Committee meeting, PORT presented updated budget numbers for the Paulina and Ashland Plazas, with a total project cost for both spaces estimated at approximately \$310,000, subject to change. The SSA has received CTA approval to proceed with improvements at the Paulina Plaza

and it should be possible to complete most of these improvements in 2018, depending on how much excess carryover is available for use in 2018. PORT is currently bidding out the various aspects of the Paulina Plaza improvements, which will be presented to the Commission in January for a vote along with bids related to construction of the Ashland Plazas, but Jill suggested that the Commission should consider authorizing an order with Landscape Forms now so they can begin fabrication of five custom seating elements, which will take an estimated 22 weeks to complete. The Commission discussed the proposal and PORT's advisement that Landscape Forms offers competitive pricing and an extensive service plan, making them uniquely qualified to complete this project task. Jill Heise motioned to authorize an order not to exceed \$80,000 with Landscape Forms for the custom seating elements at the Paulina Plaza, seconded by Erin Schwartz; motion carries.

Streetscape Committee Report

- **Tree Planting & Maintenance:** Terese McDonald reported that approximately 30 new trees will be planted throughout the SSA this November, with most of the trees concentrated on Ashland and Lincoln avenues. The total cost of tree planting this year will be approximately \$30,000, and this work was previously approved by the Commission. If the budget modification is approved under the Treasurer's Report, Terese stated that an additional \$10,000 will be allocated towards tree pruning to address priority trees throughout the SSA.

Treasurer's Report

- **2017 Budget Projection & Modification:** Nabil Zahrah shared the 2017 financials through September and asked Dillon Goodson to share budget projections through the end of the SSA's fiscal year in December. While the SSA will remain under budget in all master categories and most subcategories, Dillon advised on a few subcategories that are underfunded based on projections and proposed a series of recommended budget modifications for consideration. Terese McDonald motioned to approve the following modifications to the 2017 budget, seconded by Jill Heise; motion carries:
 - Increase 1.06 Holiday Decorations by \$750.00
 - Increase 2.02 Landscaping by \$10,000.00 to accommodate winter tree pruning
 - Decrease 2.04 Way Finding/Signage by \$5,130.00
 - Decrease 2.05 Streetscape Elements by \$10,000.00
 - Increase 2.06 Public Art by \$2,500.00
 - Increase 6.02 Audit by \$190.00
 - Increase 6.07 Office Equipment Lease/Maintenance by \$700.00
 - Increase 6.11 Subscription/Dues by \$80.00
 - Increase 6.14 Equipment Purchase/Maintenance by \$300.00
 - Increase 6.16 Storage Fees by \$610.00
- Based on the SSA's projected expenses through December, Dillon anticipated that there will be additional unspent funds at the end of the year that will need to be carried over into 2018. There were also some unspent funds from 2016 that are still on the SSA's balance sheet. Together, he estimated approximately \$60,000 in additional unspent funds between 2016 and 2017 and

shared a few potential budget scenarios for allocating this funding towards the Low-Line project, sidewalk seating areas, or some combination of the two. The Commission discussed the best use for these funds and suggested that both projects should be prioritized if possible. Action deferred to a future meeting.

Staff Report

- Lakeview Gift Card: Dillon Goodson previewed the Lakeview Gift Card holiday promotion and asked the Commission to consider changing the maximum eligible rebate per household from \$250 to an amount divisible by \$20 to make sales transactions and communication efforts more straightforward. Amy Novotny motioned to change the maximum eligible rebate per household to \$300, seconded by Erin Schwartz; motion carries.
- Lakeview Live: Lee Crandell recapped the Lakeview Chamber's "Lakeview Live! Concerts on the Curb" event series, which the SSA previously agreed to support with a contingency fund via a memorandum of understanding (MOU) approved by the Commission in June. Due to beer sales and other event income being lower than anticipated, Lee reported that the Chamber needed to rely on \$5,345.26 in SSA funding of the \$6,250 allowed under the MOU. Commissioners discussed the event series and commented that increasing the frequency to every week in July and August was a nice change, while acknowledging that it may have also been one factor that impacted beer sales.

Adjourn

Jill Heise motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:31 AM.

Lakeview SSA 27

Commission Meeting Minutes

December 14, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Terese McDonald, Luis Monje, Amy Novotny, Chuck Stewart, Nabil Zahrah

Absent: Jill Heise, Erin Schwartz

Staff: Lee Crandell, Dillon Goodson

Guests: Megan Hinchy, Paul Leamon, Patrick Shine, Doug Zylstra

Call to Order

Nabil Zahrah called the meeting to order at 8:35 AM.

Public Comment

Megan Hinchy, a community partner interested in the Low-Line project, and Patrick Shine, a local resident, introduced themselves.

Reading and Approval of Minutes

Terese McDonald motioned to approve the meeting minutes from November 9, 2017, seconded by Amy Novotny; motion carries.

2018-19 Landscaping Contract

Terese McDonald reported that the Streetscape Committee reviewed five proposals submitted by qualified landscaping firms in response to the SSA's RFP for landscaping services in the 2018-19 seasons. The Committee interviewed two prospective vendors on December 7 and voted to recommend retaining BrightView's landscaping services. Terese McDonald motioned to approve a \$53,840 per year contract with BrightView for 2018-19, seconded by Darian Campise; motion carries.

2017 Tree Trimming Proposal

Nabil Zahrah shared that the Streetscape Committee reviewed proposals from two tree care vendors to trim trees along portions of Ashland Avenue within the service area before the end of the year. The Committee recommended selecting Bartlett Tree Experts to provide tree trimming services this winter, noting that Bartlett already had experience trimming trees on Southport, Lincoln and Belmont on behalf of SSA 27. Terese McDonald motioned to approve a \$10,000 agreement with Bartlett Tree Experts with a scope covering most of the priority trees on Ashland between Diversey and Addison, seconded by Chuck Stewart; motion carries.

2018 Meeting Schedule

Darian Campise motioned to approve the 2018 meeting schedule, below, seconded by Chuck Stewart; motion carries.

Thursday, January 11, 2018, 8:30 AM

Thursday, February 8, 2018, 8:30 AM

Thursday, March 8, 2018, 8:30 AM

Thursday, April 12, 2018, 8:30 AM

Thursday, May 10, 2018, 8:30 AM
Thursday, June 14, 2018, 8:30 AM
Thursday, July 12, 2018, 8:30 AM, Annual Meeting
Thursday, August 9, 2018, 8:30 AM
Thursday, September 13, 2018, 8:30 AM
Thursday, October 11, 2018, 8:30 AM
Thursday, November 8, 2018, 8:30 AM
Thursday, December 13, 2018, 8:30 AM

Unless otherwise specified, meetings will be held at Sheil Park, 3505 N. Southport Ave.

Low-Line Committee Report

- Dillon Goodson shared the Low-Line Committee report, updating the Commission on progress related to the planned Low-Line improvements at Ashland and Paulina. PORT is responding to some additional requests for information from the CTA, which it expects will be resolved in January. Until then, PORT has decided to hold off on posting the bid packages, but still anticipates that contractors will be lined up in the first quarter of 2018 to execute various aspects of the improvements.

Streetscape Committee Report

- Terese McDonald reported on the Streetscape Committee's meeting on December 7. She shared feedback from the Chamber's urban planning intern on her evaluation of the People Spots, and indicated that Committee members seem to agree that the People Spots performed better in their new locations in 2017. The Committee has been discussing possible improvements, such as added shade and more comfortable seating, and will discuss 2018 locations in January. She also updated the Commission on both sidewalk seating areas and shared that, due to some concerns from officials at Blaine Elementary School, the Committee has voted to look for a different location for the second sidewalk seating area elsewhere on the north end of Southport.

Treasurer's Report

- Chuck Stewart shared the 2017 financials through October. Commissioners discussed loss collection, or the allowance provided in the SSA's annual budget to offset current year taxes that are not received when due.

President's Report

Nabil Zahrah stated that officer elections would take place at the Commission meeting in January 2018.

Staff Report

- Trick or Treat on Southport: Lee Crandell recapped Friends of Lakeview's Trick or Treat on Southport event, which the SSA previously agreed to support with a contingency fund via a memorandum of understanding (MOU) approved by the Commission in June. Due to unseasonably cold weather during the event, which affected beer sales, Friends of Lakeview

needed to rely on \$730.73 in SSA funding of the \$6,250.00 allowed under the MOU. However, Lee reported that in the past couple years, the SSA's expenses have been greatly reduced from when the SSA was the sole funding source for the event as a result of new sponsorships and revenue from the sale of food and drinks.

- Other Updates: Lee Crandell shared that he, Terese McDonald and Doug Havrilla represented the SSA and Chamber at a 19th Police District community leadership meeting with Superintendent Eddie Johnson on November 9. Lee asked the Superintendent what community leaders can do to help create an environment where the the police can more successfully do their job and reported on a few tips that the Chicago Police Department shared for enhancing communication.

New Business

Luis Monje asked about ways the SSA engages seniors living in the service area and whether programming could be introduced to attract participation from more seniors. Dillon Goodson shared information from the Lakeview Area Master Plan about outreach that was conducted to gather feedback from different demographics, including seniors, and Commissioners discussed other ideas for reaching this audience.

Announcements

Dillon Goodson invited Commissioners to attend a social gathering on Tuesday, January 9 at 5:30 PM at Schubas Tavern (3159 N. Southport Ave.). He also previewed the January SSA Commission meeting and asked Commissioners to come prepared to share ideas to help guide Zapwater Communications' public relations approach in 2018.

Adjourn

Terese McDonald motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:12 AM.