

Lakeview SSA 27

Commission Meeting Minutes

January 17, 2019, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: None

Staff: Lee Crandell, Rebecca Girsch, Dillon Goodson

Guests: Chris Comes, Doug Havrilla, Mary Markarian, Lisa Ripson

Call to Order

Terese McDonald called the meeting to order at 8:33 AM.

Public Comment

Doug Havrilla and Mary Markarian introduced themselves.

Presentation by Ripson Communications

Terese McDonald introduced Ripson Communications as the SSA's new neighborhood public relations firm. Lisa Ripson and Chris Comes presented an overview of their recommended campaign approach for Lakeview and asked for feedback. Commissioners said they wanted PR efforts to focus on how Lakeview offers broad appeal and to tell stories about lesser known aspects of the neighborhood. Ripson Communications discussed how they could leverage stories about community programming and work with concierges to generate more awareness about Lakeview. Commissioners suggested FAM tours focusing on experiences beyond Wrigleyville and highlighting the SSA's public art projects.

Reading and Approval of Minutes

Amy Novotny motioned to approve the minutes from the SSA Commission meeting on December 13, 2018, seconded by Chuck Stewart; motion carries.

Low-Line Committee Report

Darian Campise updated Commissioners on Friends of Lakeview's fundraising for Phase 2 and said that engineering of the light boxes is ongoing.

Streetscape Committee Report

Luis Monje reported that the Streetscape Committee was seeking community input on future public seating locations and that the responses would be shared with the Committee at its January meeting.

Treasurer's Report

Matt Lederer shared the SSA's financials through November 2018. He estimated that the SSA might end 2018 with more carryover funds than what was originally budgeted and discussed ways the SSA could more accurately predict carryover in the future.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Lee Crandell previewed the Lakeview Chamber's upcoming events and said that the Lakeview neighborhood guide would be released soon.
- **Friends of Lakeview:** Erin Schwartz recapped the first Lakeview Public Art Committee meeting held on January 15 and commented about how the Committee's work would help streamline decision making at future SSA Commission meetings.

Staff Report

- **2018 Lakeview Gift Card Holiday Promotion:** Dillon Goodson recapped the 2018 Lakeview Gift Card holiday promotion, which concluded Dec. 31, 2018. Approximately 216 customers received \$20 Bonus Cards for every \$100 gift card they purchased in Lakeview Gift Cards. Participation was slightly higher than previous years, with customers purchasing and earning nearly \$100,000 in gift cards. Commissioners asked to see an updated report showing how individual merchants are performing and indicated they would determine in February whether to make any changes to the program.
- **2019 Community Programming:** Dillon Goodson and Amy Novotny recapped conversations at previous SSA Commission and Community Events & Placemaking Grant Program Task Force meetings about new events that the SSA could potentially launch. Commissioners discussed opportunities for new programming at the Lincoln Hub intersection and the north end of Southport and discussed how to target new audiences with programming that currently isn't available in the neighborhood. Of the event concepts presented, Commissioners liked the ideas of a new Lincoln Hub flea market, Paulina Plaza pop-up vendors and beer tastings, and a game day spanning the Low-Line pathway. Dillon said that Lakeview Chamber staff would move these event ideas forward and share periodic updates with the Commission for their feedback.

Announcements

Dillon Goodson asked Commissioners whether they would like to hold a joint Lakeview/Wicker Park Bucktown SSA meetup in late February. Commissioners liked the idea, and Dillon said he would follow up with a date and more information.

Adjourn

Amy Novotny motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:37 AM.

Lakeview SSA 27

Commission Meeting Minutes

February 14, 2019, 8:30 AM

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

Present: Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Doug Zylstra

Absent: Jason Aragon, Erin Schwartz, Chuck Stewart

Staff: Lee Crandell, Dillon Goodson

Guests: TJ Walczak

Call to Order

Terese McDonald called the meeting to order at 8:33 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Amy Novotny motioned to approve the minutes from the SSA Commission meeting on January 17, 2019, seconded by Paul Leamon; motion carries.

Low-Line Committee Report

- **Ashland Plazas:** Darian Campise shared samples of the proposed finishes for the light boxes that will flank both sides of the Ashland Plazas as well as the white translucent "lens" that will cover the lighting element. She noted that the designers at PORT Urbanism conducted extensive testing on both materials to determine how they will perform when tagged with graffiti and other forms of vandalism. She also updated the Commission on engineering of the light displays that will be featured along the pathway, reminding Commissioners that PORT originally proposed the idea of CTA trains passing overhead triggering the lighting program. In order to accomplish this effect, PORT and subcontractor Chicago Lightworks are using audio frequencies to indicate when a train is arriving and set the light display in motion. According to the design team, this is the most effective way to approach this design challenge with the highest degree of accuracy, but as with any technology, there's always a chance the equipment may need to be fine tuned. Commissioners discussed the materials and program. Darian Campise motioned to approve the light box materials with a \$16,000 budget for programming the light displays as presented, seconded by Doug Zylstra; motion carries.

Streetscape Committee Report

- **North Southport Sidewalk Seating Area:** Luis Monje shared estimated costs for benches that are proposed as part of the SSA's sidewalk seating area on the 3600 block of N. Southport Ave. Noting that the Commission had already voted to approve the design, he asked for a vote to authorize the bench order, estimating the cost to be approximately \$9,316.02, subject to change. Doug Zylstra motioned to approve the order not to exceed \$10,000 with manufacturer Forms+Surfaces, seconded by Amy Novotny; motion carries.
- **Public Seating Approach:** Luis Monje updated the Commission on recent discussions within the Streetscape Committee about phasing out the People Spot program in favor of new sidewalk seating that combines elements of People Spots in a compact configuration with seating, tables, landscaping, and games. He explained that these seating areas could eventually be deployed throughout the SSA, sitting on sidewalks as narrow as 8 ft. wide. Commissioners discussed whether the new seating areas would

incorporate off-the-shelf site furnishings or whether the SSA would need to explore custom options. They commented about how there might be cost advantages to readymade site furnishings, but if there aren't off-the-shelf options that accomplish the Commission's vision, then the SSA should explore a custom design. Matt Lederer motioned to authorize a design exploration fee not to exceed \$1,000 with PORT Urbanism for the new compact sidewalk seating configuration, seconded by Paul Leamon; motion carries.

Community Events & Placemaking Grant Program Task Force Report

- **Appointment of New Members:** Amy Novotny noted that applications were due tomorrow for the SSA's 2019 Community Events & Placemaking Grant Program and that the Task Force would meet in early March to evaluate 2019 projects. She asked Commissioners whether anyone else would like to join the Task Force. TJ Walczak volunteered. Amy Novotny motioned to appoint TJ Walczak to the Community Events & Placemaking Grant Program Task Force, seconded by Darian Campise; motion carries.

Treasurer's Report

Matt Lederer shared the SSA's financials through December 2018, noting that the SSA's budgeted carryover is close to the actual funds remaining on the balance sheet at the end of last year. He reported that the 2018 audit is underway and reminded Commissioners that the 2020 budgeting process will begin in April.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Lee Crandell recapped the recent safety seminar and Annual Meeting, hosted by the Lakeview Chamber of Commerce.
- **Friends of Lakeview:** Lee Crandell updated Commissioners on Friends of Lakeview's fundraising for the Lakeview Low-Line.

Staff Report

- **2018 Lakeview Gift Card Holiday Promotion:** Dillon Goodson presented data on merchant redemptions of the Lakeview Gift Card from 2017 through early 2019, noting the top performing businesses. Commissioners discussed how they'd like to establish a task force to revisit the original goals of the Lakeview Gift Card program, relying on survey data from customers and businesses, and determine whether any changes need to be made. Matt Lederer motioned to appoint a task force composed of Terese McDonald, Matt Lederer and Darian Campise, seconded by Amy Novotny; motion carries.

Announcements

Dillon Goodson invited Commissioners to a joint Wicker Park Bucktown/Lakeview SSA meet-up taking place on Monday, February 25 at 6:00 PM. He also reminded new Commissioners that they must attend a City-mandated New Commissioner Forum on Wednesday, February 20 at 9:00 AM at the Harold Washington Library.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Amy Novotny; meeting adjourned at 9:23 AM.

Lakeview SSA 27

Commission Meeting Minutes

March 14, 2019, 8:30 AM

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

Present: Darian Campise, Matt Lederer, Terese McDonald, Luis Monje, Erin Schwartz, Doug Zylstra

Absent: Jason Aragon, Paul Leamon, Amy Novotny, Chuck Stewart

Staff: Lee Crandell, Dillon Goodson

Guests: None

Call to Order

Terese McDonald called the meeting to order at 8:34 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the SSA Commission meeting on February 14, 2019, seconded by Darian Campise; motion carries.

Low-Line Committee Report

Dillon Goodson updated the Commission on the timeline for construction of the remaining Phase 1 Low-Line elements, funded by the SSA.

Streetscape Committee Report

- **Public Seating Plan:** Luis Monje updated Commissioners on conversations within the Streetscape Committee about transitioning management of the People Spot program over to the SSA's 501(c)(3) non-profit partner organization, Friends of Lakeview. According to Luis, Friends of Lakeview is open to considering a proposal outlining how they could potentially accept sponsorships from businesses interested in hosting a People Spot on their block, but the organization feels like it will need more time to pitch the idea to the community and secure partners, targeting 2020 for the rollout of this new partnership. Luis mentioned that the Streetscape Committee has also discussed the idea of selling People Spots to a local business or other community, with the SSA prioritizing more sidewalk seating in its future plans. Commissioners discussed a few different scenarios and asked for the Streetscape Committee to report back after conversations had progressed.
- **People Spots:** Based on past observations, community feedback and conversations within the Streetscape Committee and SSA Commission, Luis Monje recommended options for where to place the People Spots in 2019 and asked Commissioners for feedback. Matt Lederer motioned to approve the following 2019 locations, seconded by Doug Zylstra; motion carries: the "Wave" People Spot at 3543-3553 N. Southport Ave. and the "Original" People Spot at 3418-3426 N. Lincoln Ave.

Community Events & Placemaking Grant Program Task Force Report

- **Approval of Grant Funding for 2019 Projects:** Terese McDonald recapped the Task Force's review of a total of 16 applications that individuals and organizations submitted in response to the SSA's 2019 Community Events & Placemaking Grant Program. The Task Force recommended projects that demonstrated how they'd be able to maximize the impact on the community while activating the SSA's priority public spaces. She shared the details of projects that were recommended by the Task Force and asked the Commissioners for input. Following discussion, Doug Zylstra motioned to approve \$18,250 in funding for

the following projects according to the maximum amounts listed below, seconded by Erin Schwartz; motion carries:

- A Very Harry Celebration: \$2,500.00
 - Belmont Theater District Backyard BBQ: \$4,500.00
 - Bitter Pops 5-2 Fest: \$5,000.00
 - BlaineFlix: \$500.00
 - Chicago Family Bike Fest: \$2,000.00
 - Summer Workouts on St. Alphonsus Terrace - Core Power Yoga: \$250.00
 - Summer Workouts on St. Alphonsus Terrace - Lakeshore Sport & Fitness: \$250.00
 - Summer Workouts on St. Alphonsus Terrace - Pure Barre Chicago Lakeview: \$250.00
 - Ward 47 Fresh Market & Artisan Fare: \$3,000.00
- **Lincoln Hub Flea Market:** Dillon Goodson updated the Commission on plans for the Lincoln Hub Flea Market, a new event first discussed by the SSA Commission last year. He said that staff met with three potential partners that responded to the SSA's request for qualifications for event management services, including Amdur Productions, Chicago Special Events Management, and OrangeBeautiful/Show of Hands. He noted that Show of Hands indicated they did not wish to move forward with SSA consideration this year. Commissioners discussed each company's experience and plans for the event, noting how it was important for the SSA to partner with a company that demonstrates an ability to grow the event into a recurring neighborhood tradition with connections to local vendors that complement the neighborhood's business mix. They discussed how Chicago Special Events Management has existing relationships with businesses in the Lincoln Hub area due to their management of Oktoberfest, which could help them succeed in executing the Flea Market this year. Erin Schwartz motioned to approve a contract with Chicago Special Events Management for management of the Lincoln Hub Flea Market in 2019, not to exceed \$20,000, seconded by Darian Campise; motion carries.

Treasurer's Report

Matt Lederer shared the SSA's financials through January 2019. He noted that the first of the SSA's annual tax disbursements had been paid to the SSA and estimated approximately \$54,000 in carryover funds last year, closely aligning with what the SSA had budgeted to spend in 2019.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Lee Crandell previewed a new promotion, Lakeview Restaurant Week, taking place at the end of March.
- **Friends of Lakeview:** Lee Crandell reported that Friends of Lakeview continues raising funds for the Lakeview Low-Line and expects an announcement soon on a major contribution. Erin Schwartz reported on the Lakeview Public Art Committee's review of 2019 artist applications, estimating that nearly 200 artists submitted their qualifications and work samples this year.

Staff Report

Dillon Goodson referred Commissioners to the written staff report.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by Luis Monje; meeting adjourned at 9:20 AM.

Lakeview SSA 27

Commission Meeting Minutes

April 11, 2019, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer (by phone), Terese McDonald, Erin Schwartz, TJ Walczak, Doug Zylstra

Absent: Luis Monje, Amy Novotny, Chuck Stewart

Staff: Dillon Goodson

Guests: None

Call to Order

Terese McDonald called the meeting to order at 8:34 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

Doug Zylstra motioned to approve the minutes from the SSA Commission meeting on March 14, 2019, seconded by Jason Aragon; motion carries.

Low-Line Committee Report

Dillon Goodson updated the Commission on the timeline for construction of the remaining Phase 1 Low-Line elements, funded by the SSA.

Streetscape Committee Report

Dillon Goodson previewed the Streetscape Committee's preliminary plans for compact sidewalk seating areas that would create interesting focal points on narrow sidewalks throughout the SSA while providing places for people to sit. He also shared that the Streetscape Committee is accepting proposals from tree care vendors to conduct a survey of the street trees in the SSA and create a tree management plan.

Lakeview Gift Card Task Force Report

Terese McDonald and Darian Campise reported on the first Lakeview Gift Card Task Force meeting, during which Commissioners re-evaluated the original goals of the SSA's local shopping rewards program and discussed which of the goals are still relevant. As a next step, Terese and Darian said that the Task Force would distribute surveys to participating businesses and gift card customers and then meet later in April to discuss the survey results and how the current program is meeting its goals.

Treasurer's Report

Matt Lederer shared the SSA's financials through February 2019. He presented the following updates:

- **2019 Budget Modification:** Matt Lederer and Dillon Goodson reviewed proposed budget modifications. Dillon explained that the Lakeview Chamber tracks staff time and revenue for the

Chamber, SSA and Friends of Lakeview in order to determine how to allocate costs related to labor and admin/overhead. The Chamber and Friends of Lakeview passed their 2019 budgets in December 2018, five months after the SSA, and had updated information for their cost allocation on methodology, which would result in a net zero impact on the budget. Other proposed modifications include allocating additional funding to complete the remaining SSA-funded portions of the Low-Line project this year and decreasing other line items due to cost savings on SSA contracts with third-party vendors. Doug Zylstra motioned to accept the cost allocation methodology and approve the following budget modifications as presented, seconded by Jason Aragon; motion carries:

- Decrease 1.03 Free Wi-Fi Program by \$7,000.00
 - Decrease 2.02 Landscaping by \$3,500.00
 - Decrease 2.04 Way Finding/Signage by \$2,000.00
 - Increase 2.05 Streetscape Elements by \$22,500.00
 - Decrease 3.01 Garbage/Recycling Materials Program by \$10,000.00
 - Decrease 6.04 Office Rent by \$500.00
 - Increase 6.17 Liability/Property Insurance by \$1,500.00
 - Decrease 6.20 Admin/Office Services by \$1,000.00
 - Increase 7.01 Executive Director by \$3,100.00
 - Decrease 7.02 Community Development Director by \$1,000.00
 - Decrease 7.03 Office Manager & Bookkeeper by \$450.00
 - Decrease 7.04 Business Services Director by \$2,900.00
 - Decrease 7.05 Events & Marketing Manager by \$750.00
 - Increase 7.06 Seasonal Events Staff by \$2,000.00
- **2020 SSA Budgeting Process:** Matt Lederer outlined the City's process and timeline for submitting the 2020 SSA budget and work plan, noting that the final version is due in July. He explained that the Commission would spend time at the May meeting discussing project ideas for 2020 and advised that Commissioners should come prepared with their input, especially since the draft budget is due to the City earlier this year. Dillon Goodson asked Commissioners to revisit the Strategic Blueprint, with a particular emphasis on the document's recommended strategies for addressing the SSA's program of work.

President's Report

Terese McDonald shared ideas for new SSA programs that the Commission could consider in the 2020 budget.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson recapped Lakeview Restaurant Week, which helped drive significant traffic to participating Lakeview restaurants at the end of March, and provided updates on the Lincoln Hub Flea Market and other SSA-funded third-party events.
- **Friends of Lakeview:** Erin Schwartz invited SSA Commissioners to attend the next Lakeview Public Art Committee meeting on Monday, April 29 at 5:30 PM at the Lakeview Chamber offices (1409 W. Addison St.). She said that the committee would spend the meeting reviewing site-specific concepts submitted by artists and making recommendations about which projects

should be executed in 2019, noting that most of the projects fall within the SSA boundaries and would be subject to final approval by the SSA. She joined Dillon Goodson in reporting that artist Ouizi would begin installation of her mural at 3637 N. Southport Ave. soon, and that staff was planning a flower giveaway for mothers to take place as part of the mural's dedication on Mother's Day. The Commission discussed working with local schools to execute future art projects.

Staff Report

- **Annual Ethics Statements:** Dillon Goodson reminded Commissioners that their annual ethics statements are due to the City of Chicago and Cook County boards of ethics by the end of the month, with penalties for Commissioners who miss the submission deadlines.
- **Neighborhood Public Relations Update:** Dillon Goodson recapped the results of the work performed by the SSA's public relations firm, Ripson Communications, in the first quarter of 2019, noting that it resulted in approximately 14 million media impressions for stories about the neighborhood. He previewed some of Ripson Communications' other campaign objectives for spring, including promotion of the Vamonde "Beyond Wrigley" adventure that encourages visitors to Wrigleyville to explore all that West Lakeview has to offer. Commissioners expressed their satisfaction in the direction of the SSA's public relations work and asked for more regular updates via the tracking scorecard Dillon presented.

Announcements

Terese McDonald welcomed TJ Walczak as the newest SSA Commissioner.

Adjourn

Doug Zylstra motioned to adjourn the meeting, seconded by Paul Leamon; meeting adjourned at 9:08 AM.

Lakeview SSA 27

Commission Meeting Minutes

May 9, 2019, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Chuck Stewart, TJ Walczak, Doug Zylstra

Absent: Erin Schwartz

Staff: Lee Crandell, Dillon Goodson (by phone)

Guests: Amy Pooley

Call to Order

Terese McDonald called the meeting to order at 8:33 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

Doug Zylstra motioned to approve the minutes from the SSA Commission meeting on April 11, 2019, seconded by Jason Aragon; motion carries.

Presentation by The A.C.T. Group

Amy Pooley from the SSA's auditor, The A.C.T. Group, shared the results of the 2018 audit of the SSA. She noted that there were no discrepancies or issues found.

Acceptance of 2018 SSA Audit

Matt Lederer motioned to accept the 2018 audit, seconded by Chuck Stewart; motion carries.

2019 Artist Selection

Lee Crandell and Dillon Goodson recapped the 2019 public request for artist qualifications and review by the Lakeview Public Art Committee, noting that approximately 200 artists applied to have their artwork considered for 2019 project opportunities. Lee reported that the Lakeview Public Art Committee recommended concepts from seven artists for six project sites following multiple rounds of review. Commissioners reviewed the artist concept recommendations and discussed ways to publicize the collection of public art installations in West Lakeview. Paul Leamon motioned to approve concepts from the following artists, seconded by Matt Lederer; motion carries:

- Site 1 (Ashland Mural Wall - Northeast): Mauricio Ramirez
- Site 2 (Ashland Mural Wall - Southeast): Antonio Beniquez
- Site 3 (Ashland Mural Wall - Northwest): Sharon Dowell
- Site 4 (Ashland Mural Wall - Southwest): Felix "FLEX" Maldonado
- Site 5 (Low-Line Art Panels at Southport Plaza): Chad Kouri
- Site 6 (Low-Line Art Panels, Ashland to Paulina Plazas): Kate Lewis and Zor Zor Zor

Committee & Task Force Reports

- **Low-Line Committee:** Darian Campise updated the Commission that staff is working with stakeholders to finalize the timeline for construction of the remaining Phase 1 Low-Line elements, funded by the SSA.

- **Streetscape Committee:** Paul Leamon reported that the committee reviewed the latest design concepts for modular sidewalk seating areas that would create interesting focal points on narrow sidewalks throughout the SSA while providing places for people to sit. He also previewed plans for transitioning People Spots to another entity or phasing the program out, with input from the Commission.
- **Lakeview Gift Card Task Force:** Terese McDonald recapped the second Lakeview Gift Card Task Force meeting and summarized feedback gathered through a survey of participating businesses and gift card customers. She estimated that the task force would finalize recommended changes to the program for the Commission to review in June. Commissioners underscored the importance of finding a solution to help spread the benefit of the program across multiple participating businesses.

Treasurer's Report

Matt Lederer shared the SSA's financials through March 2019. He explained that the SSA received a TIF rebate of \$10,595 in 2018 that would be applied towards the SSA's 2020 budget.

- **2020 Budget Discussion:** Matt Lederer recapped the 2020 SSA budgeting process, noting that much of the remaining portion of the meeting would be devoted to gathering any final feedback from Commissioners on projects and programs for next year. Lee Crandell presented on the joint Strategic Blueprint of the Lakeview Chamber, SSA 27 and Friends of Lakeview, highlighting the document's three strategic focus areas and recommended strategies. Commissioners shared the following new project and program ideas:
 - Create new programming and marketing initiatives focused on driving more robust consumer spending, targeting tourists and using influencers to tell Lakeview's story
 - Create a new shopping stroll or crawl event, similar to the Lincoln Avenue Beer Stroll and Southport Holiday Stroll & Cocktail Crawl, and grow holiday programming
 - Continue to bring dynamic new public spaces to Lakeview, especially sidewalk seating areas, and explore creating a dog park in partnership with the Lakeview Chamber or Friends of Lakeview

Partner Board Reports

- Lee Crandell shared highlights from the latest written staff report for the Lakeview Chamber and Friends of Lakeview.

Staff Report

- **Lincoln Hub Flea Market:** Lee Crandell updated Commissioners on Chicago Special Events Management's (SEM) preparations for Lincoln Hub Nest, the new home goods market supported in part through sponsorship from the SSA. He explained that SEM has been focused on recruiting vendors ahead of the first event, which is scheduled for Saturday, June 1, and promoting the new series via print and social media. Commissioners suggested tying in a community garage sale happening on the same day of Lincoln Hub Nest to help attract more of a crowd.

Adjourn

Doug Zylstra motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:37 AM.

Lakeview SSA 27

Commission Meeting Minutes

June 13, 2019, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, TJ Walczak, Doug Zylstra

Absent: Chuck Stewart

Staff: Lee Crandell, Dillon Goodson

Guests: None

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

Doug Zylstra motioned to approve the minutes from the SSA Commission meeting on May 9, 2019, seconded by TJ Walczak; motion carries.

Committee & Task Force Reports

- **Low-Line Committee:** Darian Campise and Dillon Goodson updated Commissioners on the construction of the remaining SSA portion of the Low-Line. They shared that coordination with project stakeholders is ongoing and mentioned the possibility that Phases 1B and 2 of the project might need to be phased over the course of two years.
- **Streetscape Committee:** Luis Monje updated Commissioners on the Streetscape Committee's latest meeting.
 - **Tree Survey & Management Plan Contract:** Luis Monje presented two proposals the SSA received in response to its RFP for a vendor to conduct a tree survey and create a tree management plan for the service area. Commissioners discussed the proposals and noted the experience and price savings of Bartlett Tree Experts. Luis Monje motioned to approve an \$8,360 contract with Bartlett Tree Experts to complete the tree survey and management plan in 2019, seconded by Jason Aragon; motion carries.
- **Lakeview Gift Card Task Force**
 - **Program Recommendations:** Terese McDonald recapped the work of the Lakeview Gift Card Task Force, noting that the Task Force revised the program goals to focus more on engaging multiple businesses. Commissioners discussed a series of changes recommended by the Task Force, including whether technology could supplement the gift card to incentivize customers to spend gift card funds across multiple businesses. Matt Lederer motioned for the SSA to remain committed to the Lakeview Gift Card

program with the following changes and additions, seconded by Luis Monje; motion carries:

- Launch a concurrent “shop local” campaign
- Shift the activation date of Bonus Cards, so they activate January 1 and expire March 31
- Collect email addresses from all Lakeview Gift Card purchasers and send targeted marketing emails, including special promotions and featured businesses
- Partner with participating businesses to offer exclusive discounts available only to customers who use their gift cards to make a purchase
- Strengthen the connection between the Lakeview Holiday Gift Guide and the Lakeview Gift Card, exploring the launch of a “wish book” in 2019

President’s Report

Terese McDonald recognized Lee Crandell for his service to the neighborhood throughout the past four years as Executive Director of the Lakeview Chamber.

Treasurer’s Report

Matt Lederer shared the SSA’s financials through April 2019.

- **2020 Draft Budget & Work Plan:** Matt Lederer reported on the recommended 2020 Draft Budget & Work Plan. He explained increases in line items to support the creation of additional community programming and the launch of a new grant program to support small business marketing, while noting how the anticipated completion of the SSA’s portion of the Low-Line in 2019 would create opportunities for new streetscape projects in 2020. Commissioners shared their feedback on the draft budget and discussed programming ideas. Paul Leamon motioned to accept the 2020 Draft Budget & Work Plan as-is, seconded by TJ Walczak; motion carries. Matt said he would work with staff to finalize the budget with the revised EAV figures once they are released in June.
- **Approval of Budget for 2019 Public Art Projects:** Dillon Goodson updated Commissioners on coordination with the artists previously selected to create new murals at six sites in 2019. He asked Commissioners to approve a budget for the SSA-funded murals. Matt Lederer motioned to approve a total project budget of \$45,000 for the artists selected by the SSA Commission in May, seconded by Amy Novotny; motion carries.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Lee Crandell reported on PorchFest, commenting on how much the event has grown since its launch in 2018. He also shared the dates of a summer sidewalk showcase and business marketing series hosted by the Lakeview Chamber.
- **Friends of Lakeview:** Lee Crandell reminded Commissioners that the Low-Line Market season had begun. He announced that the Chicago Cubs presented a \$25,000 sponsorship for the Low-Line at the Lakeview Chamber’s Lead Off Luncheon. Commissioners discussed whether Friends of Lakeview could explore the creation of a new dog park on Greenview.

Staff Report

- **Multi-Year Administrative Blueprint:** Lee Crandell presented recommendations about administrative steps to help support the implementation of the joint Strategic Blueprint that was recently adopted by the SSA in partnership with the Lakeview Chamber and Friends of Lakeview. He highlighted projects focused on incubating small businesses, accomplishing the Low-Line vision, neighborhood rebranding, and master planning. Following discussion, Matt Lederer motioned to affirm the recommendations of the Multi-Year Administrative Blueprint as-presented, seconded by Doug Zylstra; motion carries.
- **Community & Business Survey Results:** Lee Crandell shared the preliminary results of the Lakeview Chamber's 2019 Community & Business Survey, noting that additional evaluation was needed before the final results could be presented.

Announcements

Dillon Goodson recapped the first Lincoln Hub Nest market and informed Commissioners that the July event would be rescheduled to take place during the same weekend as the August event.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:46 AM.

Lakeview SSA 27

Commission Meeting Minutes

July 11, 2019, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer (by phone), Terese McDonald, Luis Monje (by phone), Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: Amy Novotny, TJ Walczak

Staff: Dillon Goodson

Guests: None

Call to Order

Terese McDonald called the meeting to order at 8:33 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

Doug Zylstra motioned to approve the minutes from the SSA Commission meeting on June 13, 2019, seconded by Erin Schwartz; motion carries.

Committee & Task Force Reports

- **Low-Line Committee:** Darian Campise and Dillon Goodson updated Commissioners on the construction of the remaining SSA portion of the Lakeview Low-Line.
- **Streetscape Committee:**
 - **Holiday Décor Contract:** Luis Monje provided an overview of the proposed changes to the SSA's 2019 holiday décor contract that were recommended by the Streetscape Committee. This includes doubling the number of lights and increasing the amount of ornaments on the tree at the intersection of Lincoln/Southport/Wellington and replacing the ribbon and bows along street poles with a wider candy cane striped option. He also reported that the SSA would reinstall a menorah and work with the Chabad of Lakeview to provide community programming this year. Commissioners discussed how any programming should be inclusive of all holidays and suggested using the upcoming Streetscape Committee meeting to brainstorm other ideas. Doug Zylstra motioned to approve a contract not to exceed \$43,000 with Southport Construction that includes the installation of a holiday tree at the intersection of Lincoln/Southport/Wellington and decorations on the SSA's light poles, seconded by Jason Aragon; motion carries with 6 voting in favor and 1 opposed.
 - **People Spot Transition Plan:** Luis Monje reported that the City of Chicago has approved in principal the donation of the SSA's People Spots to Friends of Lakeview, which could then facilitate the sale or sponsorship of the People Spots, pending board approval and

further input by the City's Law Department. The Streetscape Committee is finalizing bid documents to allow the SSA to begin soliciting the sale or sponsorship of the SSA's People Spots, and the Committee has been discussing permanent solutions to replace both of these temporary assets.

President's Report

Terese McDonald recapped the positive feedback the SSA received from Aldermen during conversations about the 2020 budget and work plan.

Treasurer's Report

Matt Lederer shared the SSA's financials through May 2019.

- **2020 Budget, Work Plan and Sole Service Provider:** Matt Lederer presented the proposed final 2020 Draft Budget & Work Plan. He explained that the equalized assessed value (EAV) had increased by approximately 16% based on the latest figures released by the Cook County Clerk and recommended increasing the budget by \$40,000 to accommodate the following new programs in the work plan:
 - Developing a new printed neighborhood guide to promote local businesses
 - Piloting a new technology to gather real-time pedestrian data in the SSA
 - Creating a Lakeview neighborhood snapshot report capturing neighborhood demographics and other economic data to attract tenants and fill vacant storefronts
 - Providing supplemental security as-needed during select special events and holidays, pending further evaluation and discussion

Commissioners shared feedback on the final budget and work plan. They discussed limiting the scope of any supplemental security program until the Commission had a chance to conduct further research. Doug Zylstra motioned to approve the 2020 Budget and Work Plan, and for the Lakeview Chamber of Commerce to remain the sole service provider of SSA 27 in 2020, seconded by Jason Aragon; motion carries.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson updated the Commission on upcoming community programming hosted by the Lakeview Chamber.
- **Friends of Lakeview:** Erin Schwartz invited Commissioners to a fundraising ride at SoulCycle to support the Lakeview Low-Line. She shared that Friends of Lakeview would have an announcement soon about a major donation to support Phase 2 of the project.

Staff Report

- **Short-Term Priorities to Support the Strategic Blueprint:** In his new role as Executive Director, Dillon Goodson recommended a series of short-term priorities for the next year in support of the Strategic Blueprint adopted in 2018 by SSA 27 and its partner entities, the Lakeview Chamber of Commerce and Friends of Lakeview. The three priorities included growing the capacity of all three organizations by bringing in additional revenue and creating new staff roles; building a stronger and better-connected Lakeview by forming new relationships within the

community and striving for a more diverse and welcoming neighborhood; and anticipating future needs by developing new resources focused on supporting local businesses and by preparing for major capital improvement projects and strategic planning needs. Doug Zylstra motioned to affirm the document as presented, seconded by Chuck Stewart; motion carries.

Announcements

- Dillon Goodson updated Commissioners on Lincoln Hub Nest market, scheduled for the first weekend in August, and reported that Chicago Special Events Management was not receiving a strong response from vendors. Commissioners shared concerns that the event might not meet its expectations without a larger presence of vendors. Paul Leamon motioned to cancel the event, seconded by Chuck Stewart; motion carries.
- Dillon Goodson updated Commissioners that job applications for SSA program manager were due by July 15, and that the response has been strong. He said he is targeting for the new staff member to start work in August.

Adjourn

Doug Zylstra motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:45 AM.

Lakeview SSA 27

Commission Meeting Minutes

September 12, 2019, 8:30 AM

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

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

Absent: Jason Aragon, Darian Campise, Paul Leamon, Amy Novotny

Staff: Dillon Goodson, Nicole McLellan

Guests: Christopher Comes, Lisa Ripson

Call to Order

Terese McDonald called the meeting to order at 8:32 AM.

Reading of Mission Statement

Terese McDonald read the SSA 27 mission statement.

Public Comment

There was no public comment.

Presentation by Ripson Group

Christopher Comes and Lisa Ripson from the SSA's neighborhood public relations firm, Ripson Group, recapped their work in the first half of 2019 and recommended campaign objectives for the remainder of the year. Commissioners asked Ripson Group to prioritize opportunities to promote Lakeview during the holiday season, with a special focus on highlighting our small businesses.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the SSA Commission meeting on July 11, 2019, seconded by Erin Schwartz; motion carries.

Trick or Treat on Southport 2019 MOU

Dillon Goodson presented a proposed memorandum of understanding (MOU) between SSA 27 and Friends of Lakeview for Trick or Treat on Southport. The event was historically fully funded by SSA 27. However, because the event has income-generating potential that could offset the cost of the event, reducing the SSA's expenses, the MOU proposes that the SSA will support Trick or Treat on Southport in 2019 through a reimbursement for potential net losses from the program, not to exceed \$2,500. TJ Walczak motioned to approve the MOU as presented, seconded by Chuck Stewart; motion carries.

Committee & Task Force Reports

- **Low-Line Committee:** Nicole McLellan updated Commissioners that Phase 1B construction of the Lakeview Low-Line, funded by SSA, would resume in September. She estimated that Phase 2 construction, funded by Friends of Lakeview, would begin later in the fall.
- **Streetscape Committee:**

- **Holiday Décor Contract:** Nicole McLellan updated Commissioners on changes to the SSA's holiday décor that occurred since the last SSA Commission meeting, including the relocation of the menorah near the Paulina Station, which would present new programming opportunities with the Chabad of Lakeview. Commissioners suggested seeking sponsorship to help offset the cost of holiday programming in future years.
- **Committee Appointment:** Luis Monje invited Commissioners to consider joining the Streetscape Committee, noting that a nomination could be approved at a future Commission meeting.

Treasurer's Report

Matt Lederer shared the SSA's financials through July 2019 and mentioned that the Commission would consider modifications to the 2019 budget in November.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson updated the Commission on upcoming community programming hosted by the Lakeview Chamber.
- **Friends of Lakeview:** Erin Schwartz recapped the Lakeview Low-Line fundraising ride hosted by SoulCycle in August. Dillon Goodson mentioned that Taco Fest is coming up September 21-22 and invited Commissioners to attend.

Staff Report

Dillon Goodson welcomed Nicole McLellan as the Lakeview Chamber's Community Development Manager and highlighted her professional experience. He also mentioned that going forward, any staff updates would be communicated in-person at Commission meetings and captured in the minutes.

Security Rebate Program

- **Blo Blow Dry Bar (3821 N. Southport Ave.):** The applicant has applied to install shatter-resistant window film with a total project cost of \$504.00. Dillon Goodson noted that the application doesn't meet the eligibility requirements of the current program guidelines, but suggested that the Commission could revise the guidelines to open up funding to more businesses and residents making different kinds of improvements. Nicole McLellan shared examples of projects that are eligible as part of similar rebate programs in other communities. Commissioners discussed the application and whether to expand program eligibility. Erin Schwartz motioned to incorporate shatter-resistant window film into the list of eligible projects, seconded by TJ Walczak; motion carries. Matt Lederer motioned to approve a rebate of \$252.00, or 50% of the total project cost, whichever is less, seconded by TJ Walczak; motion carries.

Adjourn

Doug Zylstra motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:29 AM.

Lakeview SSA 27

Commission Meeting Minutes

October 10, 2019, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Matt Lederer, Terese McDonald, Luis Monje (via phone), Amy Novotny, Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: Paul Leamon, TJ Walczak

Staff: Cameron Carter, Dillon Goodson, Nicole McLellan

Call to Order

Terese McDonald called the meeting to order at 8:39 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

Matt Lederer motioned to approve the minutes from the SSA Commission meeting on September 12, 2019, seconded by Doug Zylstra; motion carries.

Committee & Task Force Reports

- **Streetscape Committee**

- **Curbies:** Nicole McLellan shared updated pricing for the curbies that was provided by the vendor Landscape Forms. Several locations along Lincoln Avenue are under consideration for curby placement. Terese McDonald noted that the curbies could be implemented through the various commercial hubs to ensure equal dispersion of SSA 27 funds across the SSA boundaries. Nicole McLellan clarified that the long-term vision is to distribute curbies throughout SSA 27 boundaries to create a sense of unification in the area, but this will take several years to fully execute. She also confirmed that the Streetscape Committee will work with PORT to consider other locations for curbies and will bring additional recommendations to a future Commission meeting. Doug Zylstra motioned to approve a contract not to exceed \$55,000 with Landscape Forms that includes the engineering, fabrication, and installation of sidewalk seating areas (also known as “curbies”) in SSA 27, seconded by Chuck Stewart; motion carries with all in favor.
- **People Spots:** Nicole McLellan gave an update that the People Spot bid documentation and application were finalized and have been sent to prospective sponsors and purchasers. The bid application deadline is October 21, and Nicole McLellan will bring updates to a future Commission meeting.

President’s Report

Terese McDonald announced that several Commissioner terms will expire on February 15, 2020, and Commissioners can recommend candidates to be considered for a seat on the Commission.

Treasurer's Report

Matt Lederer shared the SSA's financials through August 2019 and noted that the Commission could consider front-loading some of the costs associated with the curbies. Dillon Goodson added that modifications to the 2019 budget will be presented and discussed at the November Commission Meeting.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson updated the Commission on Lakeview Chamber's 2020 work planning.
- **Friends of Lakeview:** Dillon Goodson provided a recap of Taco Fest, which took place in September, and noted that Trick-or-Treat on Southport is coming up on October 28 and will feature additional programming.

Staff Report

- **Holiday Programming:** Nicole McLellan noted that the Tree Lighting Ceremony is taking place this year on Sunday, November 24 and the Menorah Lighting Ceremony is taking place on Sunday, December 22. She also noted that the Lakeview Gift Card bonus card program will launch on Friday, November 22. In previous years, bonus cards automatically activated upon first use and expired after three months. This year, all bonus cards will auto-activate on January 1, 2020 and auto-expire on March 31, 2020. There was consensus among the Commission that this change must be well-promoted to ensure consumer awareness. Terese McDonald suggested creating an informational handout to give out with gift card purchases, and Amy Novotony suggested adding an online check box to confirm purchaser-acceptance of terms and conditions. Nicole McLellan noted these suggestions, and added that the activation period will be clearly printed on the front of all bonus cards, and noted on all marketing collateral.
- **2019 Expiring Contracts:** Nicole McLellan informed the Commission that there are two SSA contracts expiring this year, and collected feedback from the Commission on the services provided by vendors. Nicole McLellan will begin the RFP process and bring updates to the November Commission meeting.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:30 AM.

Lakeview SSA 27

Commission Meeting Minutes

November 14, 2019, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Matt Lederer, Terese McDonald, Luis Monje, Erin Schwartz, Chuck Stewart, Paul Leamon, TJ Walczak

Absent: Amy Novotny, Doug Zylstra

Staff: Dillon Goodson, Nicole McLellan

Call to Order

Terese McDonald called the meeting to order at 8:37 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 October 10, 2019, seconded by TJ Walczak; motion carries.

Committee Appointments

Matt Lederer confirmed he would like to join the Streetscape Committee to fill the recent vacancy. There were no objections.

Committee & Task Force Reports

- **Low-Line Committee**
 - Darian Campise informed the Commission that Phase 1b of low-line construction was completed during October 2019, including installation of light boxes and paving, and that this is a great mile-stone achievement. Darian Campise noted that since the Low-Line Committee was created with the mission to oversee the completion of Phase 1b low-line construction, the Committee is retiring now that this goal has been met.

- **Streetscape Committee**
 - **Holiday Decor:** Luis Monje informed the Commission that holiday decorations are underway and will be completed by end of week, including decoration of street poles and tree installation and decoration at Lincoln Hub. Nicole McLellan confirmed the Tree-Lighting Ceremony will take place on Sunday, November 24, 2019; the Holiday Stroll & Cocktail Crawl will take place Friday, December 6, 2019; the Menorah-lighting ceremony will take place Sunday, December 22, 2019. Luis Monje added that a small giveaway could be arranged for the Tree-Lighting Ceremony to add excitement and festivity to the event.
 - **Leaf Removal:** Nicole McLellan informed the Commission that litter abatement vendor Cleanstreet will begin performing one day of leaf removal per week, in exchange for a litter abatement day. This will remain in effect until leaves have stopped falling. Luis Monje added that there should be a focus on removing leaves from the areas around

street grates. Terese McDonald added that given the early snow, an announcement should be made reminding business and property owners to shovel their walkways.

- **People Spots:** Nicole McLellan informed the Commission that a bid was received from Heritage Bicycles for The Cafe People Spot, and no bids were received for The Wave People Spot. In order to approve the sale of a People Spot, the Alderman must bring this as an ordinance before City Council in early 2020. The Commission will defer to the Streetscape Committee to make a recommendation on how to move forward in the case no bids are received for The Wave People Spot.

President's Report

Terese McDonald reminded the Commission to add upcoming holiday events, including the Tree Lighting Ceremony, to their calendars. Nicole McLellan confirmed that the Tree Lighting Ceremony will take place from 6 PM - 8 PM.

Treasurer's Report

- **2019 Q4 Budget Projections, Amendments & Carryover:** The Commission received an update on the SSA's year-to-date financials, including a projection for expenses through the end of 2019. Nicole McLellan walked the Commission through proposed 4th quarter budget modifications for categories 1-4, noting that these amendments were a result of change in size and scope of planned projects, and the addition of an unplanned project (4.07 Economic Impact Study). Dillon Goodson walked the Commission through proposed 4th quarter budget modifications for categories 6-7, noting that these changes were majorly a result of recent staff changes and minor administrative adjustments. Matt Lederer noted that these proposed modifications will result in \$93,695 of carryover, of which \$50,000 was budgeted for 2020. Matt Lederer explained that the remaining \$43,695 in carryover would not be available to spend until 2021 per city SSA regulations, and Nicole McLellan noted that rolling excess carryover into 2021 could be beneficial, as it would allow for additional programming. Matt Lederer motioned to move \$10,000 from 1.02 Special Events and \$10,000 from 2.05 Streetscape Elements to add \$20,000 to 2.02 Landscaping for the purpose of tree care and pruning to be performed in 2019, seconded by Chuck Stewart; motion carries.
- Matt Lederer motioned to approve the following zero-sum modifications to the 2019 budget, seconded by TJ Walczak; motion carries:
 - Decrease 1.02 Special Events by \$17,500
 - Increase 1.06 Holiday Decorations by \$5,000
 - Increase 1.09 PR/Media Relations by \$1,000
 - Increase 1.10 Local Shopping Reward Program by \$1,500
 - Increase 2.02 Landscaping by \$12,500
 - Decrease 2.05 Streetscape Elements by \$2,500
 - Decrease 4.01 Site Marketing by \$250
 - Increase 4.07 Economic Impact Study, Market Study, Branding Study, etc. by \$250
 - Increase 6.01 SSA Annual Report by \$500
 - Decrease 6.02 Audit by \$1,500
 - Increase 6.03 Bookkeeping by \$1,000
 - Increase 6.05 Utilities by \$350
 - Increase 6.11 Subscription/Dues by \$150
 - Increase 6.12 Banking Fees by \$30
 - Increase 6.13 Monitoring/Compliance by \$350
 - Increase 6.14 Equipment Purchase/Maintenance by \$250
 - Decrease 6.16 Storage Fees by \$250

- Increase 6.17 Liability/Property Insurance by \$250
- Decrease 6.18 Conferences & Trainings by \$1,000
- Increase 6.19 Admin/Office Services by \$4,500
- Decrease 7.02 SSA Program Manager by \$4,680
- Increase 7.06 Seasonal Event Staff by \$50
- Matt Lederer stated that the approved budget modifications result in \$50,000 in budgeted carryover to allocate to the 2020 budget, and \$23,695 in excess carryover to be approved in a city ordinance and allocated to the 2021 budget.

Ripson Contract Renewal

Nicole McLellan updated the Commission that in advance of Ripson's contract expiration on December 31, 2019, she met with Ripson colleagues to discuss 2019 review and tentative ideas for 2020. Nicole McLellan informed the Commission that as of October 2019, Ripson garnered 61 media mentions in print and on tv for the Lakeview Chamber of Commerce and SSA 27, which surpassed media mentions for 2018. Nicole McLellan said that in 2020, Ripson will add an increased focus on national coverage while maintaining the priority on local coverage, and the Commission added that moving forward, Ripson should also increase coverage for local business deals and promotions. Chuck Stewart motioned to approve the renewal of Ripson's PR contract through the end of 2020 under the same terms and cost as the 2019 contract, seconded by TJ Walczak; motion carries.

Darian Campise, Paul Leamon and Luis Monje left the meeting at 9:34 AM.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson updated the Commission on 2020 community programming and work planning.
- **Friends of Lakeview:** Dillon Goodson updated the Commission that Friends of Lakeview trademarked the term "Low-Line."

Staff Report

- **Holiday Programming**
 - **2019 Wish Book:** Nicole McLellan informed the Commission that the 2019 Wish Book was completed and will be distributed throughout Lakeview and other areas of Chicago.
 - **2019 Lakeview Gift Card and Bonus Cards:** Nicole McLellan updated the Commission that the 2019 bonus card promotion will launch on Friday, November 22, 2019. The key change in the 2019 bonus card promotion is the activation date; instead of activating immediately upon purchase and expiring after three months, the bonus cards are set to activate on January 1, 2020 and expire on March 31, 2020. This change has been well-advertised on signs, marketing collateral, and the 2019 Wish Book. Following the Commission's recommendation at the October 10, 2019 meeting, Nicole McLellan coordinated a hand-out noting the change in bonus card activation period which will be distributed to all in-person purchasers of the Lakeview Gift Card.

Announcements

Dillon Goodson congratulated Nicole McLellan on reaching her three-month mark of employment with the Lakeview Chamber of Commerce.

Adjourn

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

Lakeview SSA 27

Commission Meeting Minutes

December 12, 2019, 8:30 AM

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

Present: Darian Campise, Matt Lederer, Terese McDonald, Luis Monje (via phone), Erin Schwartz, Chuck Stewart, Paul Leamon, Amy Novotny, Doug Zylstra (via phone)

Absent: Jason Aragon, TJ Walczak

Staff: Dillon Goodson, Nicole McLellan

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

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

Committee & Task Force Reports

- **Streetscape Committee**
 - **Holiday Programming - Tree Lighting Ceremony:** Luis Monje updated the Commission that the Tree Lighting Ceremony was well-received and had an estimated 500 people in attendance. A few Commissioners volunteered to hand out small, stuffed elves as a giveaway to kids and families which successfully created excitement in the crowd. Luis Monje also noted that the event featured various programming, including free hot chocolate at S&G, crafts and ornament-making with KidCreate Art Studio, performances by carolers, and appearances from holiday characters.
 - **Holiday Programming - Lakeview Gift Card:** Nicole McLellan provided an update on Lakeview Gift Card sales and informed the Commission that current sales are lower than in previous years. Chamber staff will focus on increased promotion through advertising, newsletters, and other methods until the promotion ends on December 31, 2019.
 - **Holiday Programming - Menorah Lighting Ceremony:** Nicole McLellan informed the Commission that the Community Menorah was installed at the corner of Lincoln and Marshfield and that the Menorah Lighting Ceremony will be held there on Sunday, December 22, followed by a post-lighting event at the Lakeview YMCA. Nicole McLellan said that Commissioners are encouraged to attend. Luis Monje and Terese McDonald noted that a small giveaway should be arranged for this event, since the giveaway at the Tree Lighting Ceremony was very well-received.
 - **2019 Tree Pruning:** Nicole McLellan presented a 2019 tree pruning proposal from Bartlett Tree Experts, following the Commission's vote at the November 14 meeting to approve \$20,000 in tree pruning for 2019. Nicole McLellan specified that the 2019 tree pruning will prioritize high-risk trees and over-extended branches. Matt Lederer

motioned to approve a contract not to exceed \$23,000 with Bartlett Tree Experts, seconded by Chuck Stewart; motion carries.

- **Tree Care Contract:** At the November 21 meeting, the Streetscape Committee agreed to recommend Bartlett Tree Experts for SSA 27 tree care and pruning. Nicole McLellan shared a 4-year contract proposal received from Bartlett Tree Experts, and the Commission requested to receive a contract for 1-2 years of tree care.
- **People Spots:** Paul Leamon motioned to approve donation of The Cafe People Spot to Friends of Lakeview, pending City and Aldermanic approval, seconded by Matt Lederer; motion carries with 9 in favor and 1 abstention from Erin Schwartz, given her position as Friends of Lakeview Board Member.
- **Sidewalking Seating Elements:** Amy Novotny motioned to approve 2020 installation of “curby” sidewalk seating on Lincoln Avenue, to ensure equal seating dispersion throughout SSA boundaries, seconded by Chuck Stewart; motion carries.
- **Community Events & Placemaking Grants Task Force**
 - Amy Novotny recapped the Community Events & Placemaking Grants Task Force meeting on December 9. Amy Novotny reported that the Task Force made some changes to the application to clarify requirements and expectations around budgeting and marketing. The application will be finalized and publicized in the coming weeks, with a deadline of February 14, 2020. The Task Force will convene again following the deadline to review the applications and make a recommendation to the Commission about which projects to fund in 2020.

President’s Report

Terese McDonald presented the Lakeview Chamber Financial Policies document, which was sent to Commissioners in advance of the meeting, and defines the relationship between the Lakeview Chamber of Commerce, SSA 27 and Friends of Lakeview. Chuck Stewart motioned to approve the revisions to the Lakeview Chamber Financial Policies, seconded by Amy Novotny; motion carries.

Terese McDonald added that her time as Commission Chair is coming to an end, and that Erin Schwartz is anticipated to take over her role following a vote of approval at the January Commission meeting.

Treasurer’s Report

- **Lakeview Low-Line Expenses:** Matt Lederer reaffirmed that the Commission previously approved a not-to-exceed of \$160,000 toward Low-Line expenses for 2019, and there are remaining invoices to be paid out. Matt Lederer motioned to approve Landscape Forms and affiliates as vendor for light boxes and subparts and Vero as vendor for art panels, seconded by Erin Schwartz; motion carries.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson updated the Commission that the Southport Holiday Stroll & Cocktail Crawl on December 6 was a sold-out event and well-received by attendees. Dillon Goodson informed the Commission that the annual Holiday Networking event was held on December 11 and thanked Commissioners for attending.
- **Friends of Lakeview:** Erin Schwartz announced that AARP signed on as a Low-Line Sponsor and that Friends of Lakeview is exploring several new fundraising avenues for 2020.

Staff Report

- **2020 Programming:** Nicole McLellan asked the Commissioners to begin brainstorming ideas for 2020 programming, with the aim of solidifying program criteria and requirements in early 2020.

- **2020 Meeting Schedule:** Matt Lederer motioned to approve the SSA 27 Commission 2020 Meeting Schedule, below, seconded by Chuck Stewart; motion carries.
 - Thursday, January 16, 2020 at 8:30am
 - Thursday, February 13, 2020 at 8:30am
 - Thursday, March 12, 2020 at 8:30am
 - Thursday, April 2, 2020 at 8:30am
 - Thursday, May 14, 2020 at 8:30am
 - Thursday, June 11, 2020 at 8:30am
 - Thursday, July 9, 2020 at 8:30am, Annual Meeting
 - Thursday, August 13, 2020 at 8:30am
 - Thursday, September 10, 2020 at 8:30am
 - Thursday, October 8, 2020 at 8:30am
 - Thursday, November 12, 2020 at 8:30am
 - Thursday, December 10, 2020 at 8:30am

Adjourn

Erin Schwartz motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:34 AM.