

Lakeview SSA 27

Commission Meeting Minutes

April 23, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

Present: Jason Aragon, Darian Campise, Matt Lederer, Erin Schwartz, TJ Walczak

Absent: None

Staff: Dillon Goodson, Nicole McLellan

Guests: Kaitlyn Hurley, Russell Huxhold, James Miller, Ahmad Sayles

Call to Order

Erin Schwartz called the meeting to order at 8:32 AM and noted that due to the government mandated stay-at-home order, the Open Meetings Act has temporarily suspended the need for a physical meeting location and attendance. Erin Schwartz made a motion to defer the need for physical quorum until in-person meetings can be safely held without risk of contagion, seconded by Matt Lederer; motion carries. Erin Schwartz added that in accordance with the Open Meetings Act, the web conferencing access link and meeting agenda will be posted on the SSA 27 webpage in advance of all Commission meetings.

Reading of Mission Statement

Erin Schwartz read the SSA 27 mission statement. Erin Schwartz performed a roll call to confirm attendance and asked Commissioners to state their name when making a motion or seconding a motion, so all motions are accurately captured.

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 March 12, 2020, seconded by TJ Walczak; motion carries.

Matt Lederer motioned to approve the minutes from the SSA 27 Community Events & Placemaking Grants Task Force meeting on December 9, 2019, seconded by Jason Aragon; motion carries.

Matt Lederer motioned to approve the minutes from the SSA 27 Streetscape Committee meeting on February 27, 2020, seconded by TJ Walczak; motion carries.

SSA Commission Candidates

Erin Schwartz introduced Kaitlyn Hurley and asked her to provide information about her background and interest in becoming a Commissioner on the Board of SSA 27. Kaitlyn Hurley shared her background in marketing and international affairs and past involvement in SSA 27 community events and initiatives. Kaitlyn Hurley added that she has a strong interest in the community and would like to contribute to its development. TJ Walczak motioned to nominate Kaitlyn Hurley to fill the vacancy on the SSA 27 Board of Commissioners pending receipt of her written statement of interest and resume, seconded by Matt Lederer; motion carries.

SSA 27 Mission Statement

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

Committee & Task Force Reports

- **Community Events & Placemaking Grant Program Task Force:** Nicole McLellan provided an overview of the steps taken to collect event contingency plans from all grant applicants, and explained that a handful of applicants chose to withdraw their grant application from consideration. Erin Schwartz added that Amy Novotony has ended her tenure on the SSA 27 Commission, and that there is room on the Task Force for a new Chair and task force members. Erin motioned to approve Darian Campise as Chair of the Community Events & Placemaking Grant Program Task Force, seconded by Matt Lederer; motion carries. Matt Lederer, James Miller, and Kaitlyn confirmed their interest in involvement and Nicole McLellan informed the Commission that she will reach out to share review materials and schedule a virtual meeting.
- **Streetscape Committee**
 - **Lincoln Hub Project:** Nicole McLellan shared options for maintenance updates at the Lincoln Hub.
 - **People Spots:** Nicole McLellan shared that there has been no movement on the approval of the People Spot donation, and the Commission should consider how to move forward with People Spots in 2020.

President's Report

Erin Schwartz, Nicole McLellan and Dillon Goodson shared that SSA 27 and the Lakeview Chamber have implemented the following measures to support businesses adversely affected by COVID-19: Digital Marketing Rebate Program; Health & Sanitation Rebate Addendum; safety supplies for distribution to businesses; Coronavirus Business Roundtable Calls; creation of new recovery task forces; a recovery framework; business feedback survey. Erin Schwartz asked the Commission to consider other ideas and bring these to the May 14, 2020 SSA Commission meeting.

James Miller left the meeting at 8:58 PM.

Treasurer's Report

- **2020 Budget Modification:** Matt Lederer and Dillon Goodson presented proposed budget modifications for the SSA 27 2020 Budget. Dillon Goodson noted that proposed budget modifications for categories 6-7 were majorly a result of recent staff changes and minor administrative adjustments. Matt Lederer motioned to approve the following zero-sum modifications to the 2020 budget, seconded by TJ Walczak; motion carries:
 - Decrease 1.02 Special Events by \$10,000
 - Increase 1.06 Holiday Decorations by \$10,000
 - Decrease 2.02 Landscaping by \$5,000
 - Decrease 2.05 Streetscape Elements by \$20,500
 - Increase 2.06 Public Art by \$15,500
 - Increase 5.02 Safety Improvement Program - Rebates by \$10,000
 - Increase 6.01 SSA Annual Report by \$500
 - Decrease 6.06 Office Supplies by \$250
 - Increase 6.07 Office Equipment Lease/Maintenance by \$166
 - Increase 6.10 Commission Meetings and Trainings by \$122
 - Increase 6.16 Storage Space Fees by \$62
 - Decrease 7.01 Executive Director by \$3,134

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- Decrease 7.02 Community Development Manager by \$14,200
- Increase 7.03 Office Manager & Bookkeeper by \$148
- Decrease 7.04 Business Services Director by \$1,694
- Increase 7.05 Events & Marketing Director by \$12,828
- Increase 7.06 Events & Marketing Staff by \$5,452
- **2021 Budget Planning:** Matt Lederer informed the Commission that 2021 budget planning will take place over the next couple months and to prepare project ideas for discussion at the May Commission meeting.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson shared updates on the Chamber's recent efforts to shift focus to supporting Lakeview businesses affected by COVID-19 and current planning for the recovery phase.
- **Friends of Lakeview:** Erin Schwartz informed the Commission that the Friends of Lakeview Board is brainstorming alternative fundraising ideas in case there are event cancellations.

Staff Report

- **Lakeview Low-Line Updates:** Nicole McLellan provided an overview of the Lakeview Low-Line License Agreement proposed by CTA and items the Lakeview Chamber will seek to clarify.
- **Lakeview Gift Card:** Nicole McLellan provided an overview of the annual SSA 27 Gift Card and Bonus Card promotion, and proposed moving the program launch up to a summer timeframe to help drive spending to local businesses. Erin Schwartz recommended the creation of a Lakeview Gift Card Taskforce to oversee changes to the program timeline and parameters, and Erin Schwartz and TJ Walczak confirmed their involvement. Darian Campise motioned to approve a summer roll-out of the Lakeview Gift Card & Bonus Card promotion pending confirmation on logistics, seconded by TJ Walczak; motion carries.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by TJ Walczak; meeting adjourned at 9:39 AM.

Next Regular Meeting Date: May 14, 2020, 8:30 AM via Zoom Web Conferencing

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