

## **Lakeview SSA 27**

Commission Meeting Minutes

July 9, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

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

**Absent:** None

**Staff:** Bennett Berman, Becca Girsch, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** Kaitlyn Hurley, Russell Huxhold

### **Call to Order**

Erin Schwartz called the meeting to order at 8:32 AM and performed a roll call to confirm attendance for the record.

### **Reading of Mission Statement**

Erin Schwartz read the 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 June 4, 2020, seconded by Darian Campise; motion carries.

### **Shop Out Lakeview & Expanded Sidewalk Seating**

Carisa Marconet provided an overview of Phase 1 of Dine Out Lakeview, informing the Commission that permits have been secured and the event will launch on July 10, 2020. Dillon Goodson then provided an overview of the proposed Phase 2 of Dine Out Lakeview, which would include expanded sidewalk seating for restaurants. Dillon Goodson also provided an overview of Shop Out Lakeview, a new program aimed at creating a safe outdoor space for customers to shop and support local businesses. Dillon Goodson explained that expanded seating provided by jersey barricade rentals will enable restaurants to safely fit additional tables outside and offer 'round-the-clock service, and proposed a rebate program funded by SSA 27 to support the cost of the barricades. Erin Schwartz requested clarification that the SSA funds approved for Phase 1 of Dine Out was a grant, and that the funds for Phase 2 of Dine Out would be distributed as rebates, and Dillon Goodson confirmed. Matt Lederer noted SSA 27 has adequate funds in SSA budget category 1.02 Special Events to support both programs. Kaitlyn Hurley noted she is comfortable with allocating funds to these programs in support of local business. Erin Schwartz motioned to approve the allocation of \$10,000 from SSA budget category 1.02 Special Events to the creation of a rebate program in support of expanded seating for Phase 2 of Dine Out, seconded by Jason Aragon; motion carries. Matt Lederer motioned to approve the allocation of \$5,000 from SSA budget category 1.02 Special Events to a contingency fund for Phase 2 of the 2020 Shop Out Lakeview program, seconded by Matt Lederer; motion carries, with an abstention from Erin Schwartz due to her role as a Friends of Lakeview Board Member.

#### **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 Grants Task Force:** Darian Campise recapped the Community Events & Placemaking Grants Task Force Meeting held on Tuesday, July 7, and gave an overview of the secondary review conducted on the 5 grant finalists. Following discussion of the below applications, Darian Campise motioned to approve \$16,500 in funding for the following projects according to the maximum amounts listed below, seconded by Jason Aragon; motion carries:
  - A Very Harry Celebration by Covenant Youth Collision: \$3500
  - Classical Corners by Cold Hands: \$750
  - Paint Southport by Spectra Fine Arts: \$5000, with no grant money to be allocated for artist prizes
  - Dog Days of Summer Event by A Dog's Best Friend: \$5000
  - Volunteering Event by Volunteering Untapped: \$2250, with the exclusion of funds for a public art project.
- **Streetscape Committee**
  - **People Spots:** Matt Lederer shared an update regarding the status of the People Spots, noting that DPD confirmed both People Spots could be donated by SSA 27 to Friends of Lakeview for Friends of Lakeview to process the sale to the approved bidders. Matt Lederer presented a Memorandum of Understanding between SSA 27 and FOL pertaining to the maintenance, donation and sale of the People Spots. Matt Lederer motioned to approve the MOU Regarding 2020 People Spots Donation and Sale, seconded by Darian Campise; motion carries, with an abstention from Erin Schwartz due to her role as a Friends of Lakeview Board Member.
  - **Curbies:** Matt Lederer updated the Commission that the order with Landscape Forms for the curby seating elements is moving forward, and the approximate cost of \$37,800 was below the not to exceed approved by the Commission at the October 10, 2019 Commission Meeting.
  - **Banner Replacements:** Matt Lederer informed the Commission that SSA 27 banners have not been replaced for several years, and recommended making a large replacement order. Kaitlyn Hurley inquired whether the Lakeview Chamber will rebrand in the near future, and Nicole McLellan confirmed this would not happen for some time, thus the order will be made for the current banner design. Matt Lederer motioned to approve banner replacements with Bannerville at a not to exceed of \$30,000, seconded by Jason Aragon; motion carries.
  - **Holiday Decorations:** Matt Lederer stated that an RFP has been issued for holiday decor and the Commission will likely confirm a vendor at the next Commission meeting on August 13, 2020.

## President's Report

There were no updates.

## Treasurer's Report

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- **2021 Budget, Work Plan and Sole Service Provider:** Nicole McLellan informed the Commission that the following minor changes were made to the 2021 budget following the SSA 27 Commission Meeting on June 4, 2020.
  - Increased 1.07 Print Materials by \$10,000 to account for neighborhood guide printing
  - Decreased 1.08 Display Advertising by \$5,000
  - Decreased 2.05 Streetscape Elements by \$15,000
  - Increased 4.07 Economic Impact Study by \$10,000 to account for neighborhood snapshot print and distribution
- Matt Lederer presented the final 2021 Budget & Work Plan and explained that the equalized assessed value (EAV) had increased by approximately 3% based on the latest figures released by the Cook County Clerk and recommended requesting the same total levy as in 2020. Matt Lederer motioned to approve the 2021 Budget and Work Plan, and for the Lakeview Chamber of Commerce to remain the sole service provider of SSA 27 in 2021, seconded by Darian Campise; motion carries.

#### **Partner Board Reports:**

- **Lakeview Chamber of Commerce:** There were no updates.
- **Friends of Lakeview:** There were no updates.

#### **Staff Report:**

- **July 2020 Lakeview Gift Card Promotion:** Nicole McLellan informed the Commission that the summer launch of the Lakeview Gift Card promotion will run from July 17 - August 31, and will be available online only.
- **Low-Line:** Nicole McLellan presented an updated draft of Lakeview Low-Line License Agreement. Nicole McLellan noted the Commission should carefully review the agreement and provide any feedback via email before the Commission takes a formal vote.

#### **Digital Marketing Rebate Program**

Erin Schwartz presented a request from Bras Galore owner Kathy Bonifas to add radio advertising as an eligible measure to the Digital Marketing Rebate Program. Matt Lederer inquired whether this will be beneficial to the majority of SSA 27 businesses, and Nicole McLellan noted that expanding eligible rebate measures could prove valuable to businesses. Darian Campise motioned to approve the addition of radio advertisements as an eligible measure for the SSA 27 Digital Marketing Rebate Program, seconded by Jason Aragon; motion carries with one opposition from Matt Lederer.

#### **SSA 27 Safety Initiatives**

Nicole McLellan provided a status update on the below initiatives:

- The Emergency Expanded Rebate Program approved by SSA 27 including window boarding has been retired.
- The standard Security Rebate Program including shatter resistant window film, exterior lighting and outdoor security cameras continues is approaching its project budget. Erin Schwartz motioned to approve a \$15,000 project budget in SSA budget category 5.02

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Safety Improvement Programs for the Security Rebate Program in 2020, seconded by Darian Campise; motion carries.

- The Health & Sanitation Rebate Program has a \$10,000 project budget, allocated from budget category 5.02 Safety Improvement Programs.

### **New Business**

There was no new business.

### **Announcements**

There were no new announcements.

### **Adjourn**

Matt Lederer motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:44 am.

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

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