

Lakeview SSA 27

Commission Meeting Minutes

August 13, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

Present: Darian Campise, Matt Lederer, James Miller, Erin Schwartz, TJ Walczak

Absent: Jason Aragon

Staff: Bennett Berman, Dillon Goodson, Nicole McLellan

Guests: Kaitlyn Hurley, Russell Huxhold, Tami Mizrahi, Ashley Rooney, Mike Vicars

Call to Order

Erin Schwartz called the meeting to order at 8:33 AM and performed a roll call to confirm attendance for the record.

Reading of Mission Statement

Erin Schwartz read the mission statement.

Public Comment

Ashley Rooney, Mike Vicars, and Tami Mizrahi presented their work on the beautification of the cul-de-sac area near Lakewood & Barry. Mike Vicars inquired about the availability of SSA 27 funds to support the completion of this project. Nicole McLellan replied she will check in with the DPD to confirm the location's eligibility so that the Commission may make a final determination at the next Commission meeting on September 10, 2020. Mike Vicars noted that the community is hoping for \$1,000 worth of plants, and September may be too late for the planting season. Matt Lederer motioned to approve \$1,000 from SSA 27 budget category 2.05 Streetscape Elements for plants for the community project located at Lakewood & Barry, contingent on confirmation from DPD that this location is eligible to receive SSA 27 funds, seconded by TJ Walczak; motion carries.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the SSA 27 Commission Meeting on July 9, 2020, seconded by TJ Walczak; motion carries.

Dine Out West Lakeview: Erin Schwartz informed the Commission that Phase 1 of Dine Out West Lakeview has ended and the \$15,000 contingency fund approved by SSA 27 remains in full. Erin Schwartz asked the Commission to reaffirm the \$15,000 contingency fund for Phase 2 Dine Out. Nicole McLellan provided a reminder that Phase 2 will expand sidewalk seating and service for restaurants, and Dillon Goodson added that Phase 2 Dine Out also includes the closure of Southport Avenue between Waveland and Grace. Dillon Goodson informed the Commission that Shop Out Lakeview will be on hold due to City restrictions on outdoor retail. Matt Lederer motioned to reaffirm the \$15,000 contingency fund for Phase 2 of Dine Out West Lakeview; seconded by James Miller; motion carries.

Committee & Task Force Reports:

- **Public Art Committee:** Erin Schwartz announced that the next Public Art Committee meeting will take place on October 6. Erin Schwartz noted that the Committee will consider future murals and other public art projects, such as mosaics and that all Commissioners are welcome to

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attend. Erin Schwartz added that the Public Art Committee voted to approve the installation titled *Impossible Geometry* by Kate Lewis at the Southport art panels. Matt Lederer motioned to approve the installation of *Impossible Geometry* by Kate Lewis for \$5,000 at the Southport Plaza, seconded by Darian Campise; motion carries.

- **Streetscape Committee:**

- **People Spots:** Matt Lederer informed the Commission that DPD has required a city ordinance for the sale of People Spots, and payment will go to SSA 27, rather than Friends of Lakeview.
- **Curbs:** Matt Lederer stated that installation of curbs is expected in late August, with one planned adjacent to the Starbucks near the Paulina Brown Line station, and the other at Car Care on Lincoln.
- **Holiday Decorations:** Matt Lederer provided an overview of the 2020-2021 holiday decor RFP process, and informed the Commission that the Streetscape Committee would like to pursue additional decor and lighting elements to increase business foot traffic during the holiday season. Matt Lederer added that increasing the holiday decor budget would help achieve this. Kaitlyn Hurley inquired whether holiday decor is kept by the Commission year-to-year, and Matt Lederer stated that the Commission is interested in leasing decorations. Matt Lederer motioned to approve increasing budget category 1.06 holiday decorations to \$70,000 to accommodate additional decor and lighting elements, seconded by James Miller; motion carries.
- **Litter Abatement:** Nicole McLellan stated that for two weeks, CleanStreet was not fully servicing all litter receptacles, and a partial refund was issued. Nicole McLellan added that SSA 27 will soon issue a litter abatement RFP for 2021-2022, so this is something to keep in mind when reviewing vendor proposals.

President's Report

Erin Schwartz reminded the Commission that the following Commissioners are ending their term in February 2021: Erin Schwartz, Darian Campise, and Jason Aragon, all of whom must wait at least one year before re-election. Erin Schwartz asked the Commission to have at least one candidate in mind for the next meeting.

Treasurer's Report

Nicole McLellan presented an updated budget summary showing expenditures through June 2020 and anticipated expenses through the end of 2020, compared to the original 2020 budget. Matt Lederer noted the document anticipates \$120,000 in carryover for 2020, in addition to \$50,000 in carryover from 2019, and Nicole McLellan stated that the Commission budgeted \$120,000 in carryover toward the 2021 budget. Dillon Goodson reminded the Commission that the needs of the business community will continue to evolve and those needs should be considered in the 2020 budget.

Partner Board Reports

- **Lakeview Chamber of Commerce:** There were no updates.
- **Friends of Lakeview:** Dillon Goodson informed the Commission that Lakeview Taco Fest in its usual format will not be possible this year, so Friends of Lakeview is planning to execute Taste of Lakeview's Taco Fest, which will allow restaurants to offer taco platters for dine-in or take-out,

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along with cocktails and cocktail kits. Dillon Goodson added that Friends of Lakeview is planning on executing a Split the Pot Raffle fundraiser in the coming months.

Staff Report:

- **Lakeview Low-Line:** Nicole McLellan noted that the CTA provided an updated draft of the Low-Line License Agreement, which is currently under review.
- **Lakeview Gift Card Promotion:** Nicole McLellan reminded the Commission that the current Lakeview Gift Card promotion is running until August 31, 2020, and there have been approximately \$8,300 in gift card sales to-date.
- **Holiday Programming:** Nicole McLellan informed the Commission that the Streetscape Committee recommended the creation of a Lakeview Holiday Gift Basket over the holidays as a way to promote SSA 27 businesses. Nicole McLellan added that staff have discussed several considerations, including pre-order, timeline, and execution, and believe this program would be feasible to accomplish in 2020. Erin Schwartz noted that the gift baskets should be available in advance of all winter holidays and be inclusive in language and graphics. Matt Lederer motioned to approve the allocation of \$5,000 from SSA 27 budget category 1.02 Special Events for the holiday gift basket initiative, seconded by Erin Schwartz; motion carries.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Erin Schwartz motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:36 AM.

Next Regular Meeting Date: September 10, 2020, 8:30 AM

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