

Lakeview SSA 27

Commission Meeting Minutes

September 10, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

Present: Jason Aragon, Darian Campise, Kaitlyn Hurley, Matt Lederer, James Miller, Erin Schwartz, TJ Walczak

Absent: Russell Huxhold

Staff: Dillon Goodson, Nicole McLellan

Guests: Helen Bailey, Ria Tjong

Call to Order

Erin Schwartz called the meeting to order at 8:31 AM.

Reading of Mission Statement

Erin Schwartz read the mission statement.

Public Comment

Erin Schwartz performed a roll call to confirm attendance for the record, and asked Helen Bailey and Ria Tjong to introduce themselves.

Helen Bailey informed the Commission that she owns Pioneer Realty, located in SSA 27 boundaries at 3039 N. Lincoln Ave. Helen Bailey noted that she has been involved with Lakeview Chamber and SSA 27 initiatives in the past, and is interested in further engaging with the community by applying to be a SSA 27 Commissioner.

Ria Tjong introduced herself as the owner of Truly Chiropractic, located in SSA 27 boundaries at 3058 N. Lincoln Ave. Ria Tjong informed the Commission that she has worked in Lakeview for many years, forging connections with many different local business owners over time, and is interested in becoming more engaged in the community through SSA 27.

Erin Schwartz noted that candidates with an interest in applying for the role of SSA 27 Commissioner can submit a statement of interest and other information to Nicole McLellan for the Commission's consideration.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the SSA 27 Commission Meeting on August 13, 2020, seconded by James Miller; motion carries.

Public Relations RFP

Erin Schwartz noted that SSA 27's PR contract with vendor Ripson Group expires on December 31, 2020, and the Commission will create a Public Relations Task Force to assist with writing the Request for Proposals and reviewing the PR proposals. Erin Schwartz and Kaitlyn Hurley volunteered to serve on the Task Force. Erin Schwartz noted that community members may also contribute to the Task Force, and Matt Lederer recommended inviting Terese McDonald, Candyality and Lisa Santos, Southport Grocery &

SSA 27 Mission Statement

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Cafe to join. Matt Lederer also inquired if Ripson Group could attend an upcoming Commission meeting to present on their work in 2020.

Committee & Task Force Reports

- **Community Events & Placemaking Grant Task Force:** Darian Campise provided updates regarding the approved applicants for the 2020 Community Events & Placemaking Grant program:

- A Very Harry Celebration: August 29-30, 2020
- Volunteering Untapped: September 13, 2020
- Dog Days of Summer: September 19, 2020
- Paint Southport: October 10, 2020

James Miller encouraged that all grant recipients get in touch with local businesses to collaborate, and Kaitlyn Hurley recommended sending all event information to local community groups and Aldermen for inclusion in their newsletters to reach a wider audience.

- **Lakeview Gift Card Task Force:** Erin Schwartz provided an update that the summer launch of the Lakeview Gift Card promotion ran from July 17 - August 31, 2020, and roughly \$30,000 in gift cards and bonus cards were distributed. Erin Schwartz added that the SSA 27 Commission previously voted to approve a holiday launch of the Lakeview Gift Card, and needed to confirm the activation period for the bonus cards. Darian Campise motioned to approve auto activation of bonus cards for 90 days following purchase, seconded by Matt Lederer; motion carries.

- **Streetscape Committee**

- **Curbies:** Matt Lederer updated the Commission that the curbies were successfully installed at 2909 N Lincoln and 3356 N Lincoln on August 19, 2020.
- **Holiday Decor Contract:** Matt Lederer noted that the Streetscape Committee reviewed several holiday decor proposals, and has recommended the proposal from Artistic Holiday Designs. Matt Lederer provided an overview of the proposal, noting that Artistic Holiday designs will help bring lighting elements to SSA 27. Kaitlyn Hurley motioned to approve a holiday decor contract with Artistic Holiday Designs at a not-to-exceed of \$70,000, seconded by James Miller; motion carries.
- **Holiday Decor Rebate:** Matt Lederer proposed the idea of a holiday decor rebate, which would provide a rebate for 50% of costs up to \$500 for those with holiday decor and aim to increase foot traffic to SSA 27 during the holiday season. James Miller motioned to approve \$10,000 from SSA budget category 1.06 holiday decorations for a holiday decoration rebate program, seconded by Jason Aragon; motion carries.
- **Litter Abatement RFP:** Matt Lederer noted that current litter abatement vendor Cleanstreet is ending its litter abatement services, and SSA 27 is currently issuing an RFP for a litter abatement vendor through the end of 2020, and into 2021-2022.
- **Tree Care & Planting:** Matt Lederer noted that the Streetscape Committee recommended to allocate \$60,000 from SSA budget category 2.02 Landscaping to tree care and planting, and an RFP is in process to receive proposals on tree care. Darian Campise motioned to allocate \$60,000 from SSA budget category 2.02 Landscaping to tree care and planting, seconded by Jason Aragon; motion carries.
- **Streetscape Maintenance:** There were no updates.

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- **Big Belly Relocations:** Matt Lederer informed the Commission that the Streetscape Committee is planning to relocate the following BigBellies to ensure more equitable access to litter receptacles:
 - Relocate the Big Belly located at 2959 N. Lincoln Avenue to 3001 N. Lincoln Ave
 - Relocate the Big Belly located at 3356 N. Lincoln Avenue to 3410 N. Lincoln Ave
 - Relocate the Big Belly located at 3400 N. Southport Ave to 1402 W. Belmont Ave

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 noted that the SSA 27 Commission may hold up to 11 Commissioners, and opened the floor for Commissioners to make recommendations on potential Commissioner candidates.

Treasurer's Report

Matt Lederer presented SSA 27 financials through July 31, 2020, and noted that SSA 27 has spent 35% of its budget to-date. James Miller noted that there may be business closures in the coming months, and inquired how the budget could be utilized for support methods. Ideas included decorating empty storefronts, additional rebate programs, and a ribbon-cutting package.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson provided updates from the Recovery Task Force, including potential measures to undertake during the winter months to support local businesses. Dillon Goodson added that the Lakeview Chamber will soon begin assembling its 2021 budget.
- **Friends of Lakeview:** Dillon Goodson informed that Taste of Lakeview Taco Fest will take place September 18-20, and that Friends of Lakeview will soon begin assembling its 2021 budget.

Staff Report

Nicole McLellan noted that she is exploring some of the ideas suggested by the Recovery Task Force.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Jason Aragon motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:30 AM.

Next Regular Meeting Date: October 8, 2020, 8:30 AM

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