

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.