

Lakeview SSA 27

Commission Meeting Minutes

April 11, 2019, 8:30 AM

Sheil Park, 3505 N. Southport Ave., Chicago, IL 60657

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer (by phone), Terese McDonald, Erin Schwartz, TJ Walczak, Doug Zylstra

Absent: Luis Monje, Amy Novotny, Chuck Stewart

Staff: Dillon Goodson

Guests: None

Call to Order

Terese McDonald called the meeting to order at 8:34 AM.

Reading of Mission Statement

Terese McDonald read the SSA 27 mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Doug Zylstra motioned to approve the minutes from the SSA Commission meeting on March 14, 2019, seconded by Jason Aragon; motion carries.

Low-Line Committee Report

Dillon Goodson updated the Commission on the timeline for construction of the remaining Phase 1 Low-Line elements, funded by the SSA.

Streetscape Committee Report

Dillon Goodson previewed the Streetscape Committee's preliminary plans for compact sidewalk seating areas that would create interesting focal points on narrow sidewalks throughout the SSA while providing places for people to sit. He also shared that the Streetscape Committee is accepting proposals from tree care vendors to conduct a survey of the street trees in the SSA and create a tree management plan.

Lakeview Gift Card Task Force Report

Terese McDonald and Darian Campise reported on the first Lakeview Gift Card Task Force meeting, during which Commissioners re-evaluated the original goals of the SSA's local shopping rewards program and discussed which of the goals are still relevant. As a next step, Terese and Darian said that the Task Force would distribute surveys to participating businesses and gift card customers and then meet later in April to discuss the survey results and how the current program is meeting its goals.

Treasurer's Report

Matt Lederer shared the SSA's financials through February 2019. He presented the following updates:

- **2019 Budget Modification:** Matt Lederer and Dillon Goodson reviewed proposed budget modifications. Dillon explained that the Lakeview Chamber tracks staff time and revenue for the

Chamber, SSA and Friends of Lakeview in order to determine how to allocate costs related to labor and admin/overhead. The Chamber and Friends of Lakeview passed their 2019 budgets in December 2018, five months after the SSA, and had updated information for their cost allocation on methodology, which would result in a net zero impact on the budget. Other proposed modifications include allocating additional funding to complete the remaining SSA-funded portions of the Low-Line project this year and decreasing other line items due to cost savings on SSA contracts with third-party vendors. Doug Zylstra motioned to accept the cost allocation methodology and approve the following budget modifications as presented, seconded by Jason Aragon; motion carries:

- Decrease 1.03 Free Wi-Fi Program by \$7,000.00
 - Decrease 2.02 Landscaping by \$3,500.00
 - Decrease 2.04 Way Finding/Signage by \$2,000.00
 - Increase 2.05 Streetscape Elements by \$22,500.00
 - Decrease 3.01 Garbage/Recycling Materials Program by \$10,000.00
 - Decrease 6.04 Office Rent by \$500.00
 - Increase 6.17 Liability/Property Insurance by \$1,500.00
 - Decrease 6.20 Admin/Office Services by \$1,000.00
 - Increase 7.01 Executive Director by \$3,100.00
 - Decrease 7.02 Community Development Director by \$1,000.00
 - Decrease 7.03 Office Manager & Bookkeeper by \$450.00
 - Decrease 7.04 Business Services Director by \$2,900.00
 - Decrease 7.05 Events & Marketing Manager by \$750.00
 - Increase 7.06 Seasonal Events Staff by \$2,000.00
- **2020 SSA Budgeting Process:** Matt Lederer outlined the City's process and timeline for submitting the 2020 SSA budget and work plan, noting that the final version is due in July. He explained that the Commission would spend time at the May meeting discussing project ideas for 2020 and advised that Commissioners should come prepared with their input, especially since the draft budget is due to the City earlier this year. Dillon Goodson asked Commissioners to revisit the Strategic Blueprint, with a particular emphasis on the document's recommended strategies for addressing the SSA's program of work.

President's Report

Terese McDonald shared ideas for new SSA programs that the Commission could consider in the 2020 budget.

Partner Board Reports

- **Lakeview Chamber of Commerce:** Dillon Goodson recapped Lakeview Restaurant Week, which helped drive significant traffic to participating Lakeview restaurants at the end of March, and provided updates on the Lincoln Hub Flea Market and other SSA-funded third-party events.
- **Friends of Lakeview:** Erin Schwartz invited SSA Commissioners to attend the next Lakeview Public Art Committee meeting on Monday, April 29 at 5:30 PM at the Lakeview Chamber offices (1409 W. Addison St.). She said that the committee would spend the meeting reviewing site-specific concepts submitted by artists and making recommendations about which projects

should be executed in 2019, noting that most of the projects fall within the SSA boundaries and would be subject to final approval by the SSA. She joined Dillon Goodson in reporting that artist Ouizi would begin installation of her mural at 3637 N. Southport Ave. soon, and that staff was planning a flower giveaway for mothers to take place as part of the mural's dedication on Mother's Day. The Commission discussed working with local schools to execute future art projects.

Staff Report

- **Annual Ethics Statements:** Dillon Goodson reminded Commissioners that their annual ethics statements are due to the City of Chicago and Cook County boards of ethics by the end of the month, with penalties for Commissioners who miss the submission deadlines.
- **Neighborhood Public Relations Update:** Dillon Goodson recapped the results of the work performed by the SSA's public relations firm, Ripson Communications, in the first quarter of 2019, noting that it resulted in approximately 14 million media impressions for stories about the neighborhood. He previewed some of Ripson Communications' other campaign objectives for spring, including promotion of the Vamonde "Beyond Wrigley" adventure that encourages visitors to Wrigleyville to explore all that West Lakeview has to offer. Commissioners expressed their satisfaction in the direction of the SSA's public relations work and asked for more regular updates via the tracking scorecard Dillon presented.

Announcements

Terese McDonald welcomed TJ Walczak as the newest SSA Commissioner.

Adjourn

Doug Zylstra motioned to adjourn the meeting, seconded by Paul Leamon; meeting adjourned at 9:08 AM.