

Lakeview SSA 27

Commission Meeting Minutes

May 9, 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, Chuck Stewart, TJ Walczak, Doug Zylstra

Absent: Erin Schwartz

Staff: Lee Crandell, Dillon Goodson (by phone)

Guests: Amy Pooley

Call to Order

Terese McDonald called the meeting to order at 8:33 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 April 11, 2019, seconded by Jason Aragon; motion carries.

Presentation by The A.C.T. Group

Amy Pooley from the SSA's auditor, The A.C.T. Group, shared the results of the 2018 audit of the SSA. She noted that there were no discrepancies or issues found.

Acceptance of 2018 SSA Audit

Matt Lederer motioned to accept the 2018 audit, seconded by Chuck Stewart; motion carries.

2019 Artist Selection

Lee Crandell and Dillon Goodson recapped the 2019 public request for artist qualifications and review by the Lakeview Public Art Committee, noting that approximately 200 artists applied to have their artwork considered for 2019 project opportunities. Lee reported that the Lakeview Public Art Committee recommended concepts from seven artists for six project sites following multiple rounds of review. Commissioners reviewed the artist concept recommendations and discussed ways to publicize the collection of public art installations in West Lakeview. Paul Leamon motioned to approve concepts from the following artists, seconded by Matt Lederer; motion carries:

- Site 1 (Ashland Mural Wall - Northeast): Mauricio Ramirez
- Site 2 (Ashland Mural Wall - Southeast): Antonio Beniquez
- Site 3 (Ashland Mural Wall - Northwest): Sharon Dowell
- Site 4 (Ashland Mural Wall - Southwest): Felix "FLEX" Maldonado
- Site 5 (Low-Line Art Panels at Southport Plaza): Chad Kouri
- Site 6 (Low-Line Art Panels, Ashland to Paulina Plazas): Kate Lewis and Zor Zor Zor

Committee & Task Force Reports

- **Low-Line Committee:** Darian Campise updated the Commission that staff is working with stakeholders to finalize the timeline for construction of the remaining Phase 1 Low-Line elements, funded by the SSA.

- **Streetscape Committee:** Paul Leamon reported that the committee reviewed the latest design concepts for modular sidewalk seating areas that would create interesting focal points on narrow sidewalks throughout the SSA while providing places for people to sit. He also previewed plans for transitioning People Spots to another entity or phasing the program out, with input from the Commission.
- **Lakeview Gift Card Task Force:** Terese McDonald recapped the second Lakeview Gift Card Task Force meeting and summarized feedback gathered through a survey of participating businesses and gift card customers. She estimated that the task force would finalize recommended changes to the program for the Commission to review in June. Commissioners underscored the importance of finding a solution to help spread the benefit of the program across multiple participating businesses.

Treasurer's Report

Matt Lederer shared the SSA's financials through March 2019. He explained that the SSA received a TIF rebate of \$10,595 in 2018 that would be applied towards the SSA's 2020 budget.

- **2020 Budget Discussion:** Matt Lederer recapped the 2020 SSA budgeting process, noting that much of the remaining portion of the meeting would be devoted to gathering any final feedback from Commissioners on projects and programs for next year. Lee Crandell presented on the joint Strategic Blueprint of the Lakeview Chamber, SSA 27 and Friends of Lakeview, highlighting the document's three strategic focus areas and recommended strategies. Commissioners shared the following new project and program ideas:
 - Create new programming and marketing initiatives focused on driving more robust consumer spending, targeting tourists and using influencers to tell Lakeview's story
 - Create a new shopping stroll or crawl event, similar to the Lincoln Avenue Beer Stroll and Southport Holiday Stroll & Cocktail Crawl, and grow holiday programming
 - Continue to bring dynamic new public spaces to Lakeview, especially sidewalk seating areas, and explore creating a dog park in partnership with the Lakeview Chamber or Friends of Lakeview

Partner Board Reports

- Lee Crandell shared highlights from the latest written staff report for the Lakeview Chamber and Friends of Lakeview.

Staff Report

- **Lincoln Hub Flea Market:** Lee Crandell updated Commissioners on Chicago Special Events Management's (SEM) preparations for Lincoln Hub Nest, the new home goods market supported in part through sponsorship from the SSA. He explained that SEM has been focused on recruiting vendors ahead of the first event, which is scheduled for Saturday, June 1, and promoting the new series via print and social media. Commissioners suggested tying in a community garage sale happening on the same day of Lincoln Hub Nest to help attract more of a crowd.

Adjourn

Doug Zylstra motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:37 AM.