

Lakeview SSA 27

Commission Meeting Minutes

January 11, 2018, 8:30 AM

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

Present: Darian Campise, Jill Heise, Luis Monje, Erin Schwartz, Nabil Zahrah

Absent: Terese McDonald, Amy Novotny, Chuck Stewart

Staff: Lee Crandell, Dillon Goodson

Guests: Allie Duncan, Paul Leamon, Matt Lederer, Molly Mara, Doug Zylstra

Nabil Zahrah noted that a quorum was not present.

Presentation by Zapwater Communications

Nabil Zahrah introduced Allie Duncan and Molly Mara, publicists with Zapwater Communications, the SSA's retained public relations firm. Allie and Molly proposed strategic objectives to guide the SSA's communications efforts in the first six months of 2018, including campaign ideas to promote the Lakeview community. Commissioners asked Zapwater about metrics to measure the effectiveness of public relations campaigns and tasked Zapwater with proposing a set of benchmarks to be reviewed at the end of 2018. Commissioners discussed focusing most of the SSA's resources towards reaching local media outlets in 2018 and stressed the importance of highlighting stories throughout all portions of the SSA. Zapwater said it would revise its 2018 proposal for the Commission based on their feedback.

Call to Order

Noting that a quorum was now present, Nabil Zahrah called the meeting to order at 8:56 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Erin Schwartz motioned to approve the meeting minutes from December 14, 2017, seconded by Luis Monje; motion carries.

Security Rebate Pilot Program

Dillon Goodson recapped the initial 2017 pilot of the SSA's Security Rebate Program, including ways the SSA has informed the public about the new program. A total of three applicants were awarded an average of approx. \$400 each, for a total of \$1,181.77 in funding awarded in 2017. Commissioners discussed ways to increase program participation and awareness of the available funds, such as conducting additional outreach to properties affected by crime and amending the guidelines to offer more of an incentive to applicants. Luis Monje motioned to extend the pilot program through June 2018 with no changes to the guidelines or application, seconded by Erin Schwartz; motion carries.

Low-Line Committee Report

- Jill Heise reported on ongoing conversations with the CTA about the scope of construction of the proposed Low-Line Plazas at Paulina and Ashland. Meanwhile, Chamber staff is conducting

additional outreach to adjacent Low-Line properties with construction of both spaces targeted for 2018.

Streetscape Committee Report

- **Sidewalk Seating Areas:** Nabil Zahrah shared final design concepts for the sidewalk seating area near Sheil Park at 3505 N. Southport Ave. Based on initial feedback from the Chicago Park District, Site Design Group made some revisions to the designs, including shortened benches and a more simplified sidewalk art motif. Commissioners shared their thoughts on the sidewalk art motif and discussed how it helps create a visual draw that could attract pedestrians walking past the Park District building. Darian Campise motioned to approve the final designs as presented, seconded by Jill Heise; motion carries 4-1 with Erin Schwartz abstaining. Dillon Goodson shared that he was awaiting final approval from the Park District on the revised designs and that he would submit a permit application soon.

Treasurer's Report

- Lakeview Chamber staff shared the 2017 financials through November.

President's Report

Nabil Zahrah stated that the SSA was in need of new chairs to lead the Low-Line and Streetscape Committees and provided an overview of both Committees.

Staff Report

- **Lakeview Gift Card:** Dillon Goodson recapped the 2017 Lakeview Gift Card holiday promotion, which concluded Dec. 31, 2017. Approximately 190 customers received \$20 Bonus Cards for every \$100 gift card they purchased in Lakeview Gift Cards. Participation was consistent with previous years, with customers purchasing and earning nearly \$100,000 in gift cards.
- **Other Updates:** Dillon Goodson said that he would be sending Commissioners an email containing important 2018 dates, including a mandatory City forum for new Commissioners.

Election of Officers

Nabil Zahrah presented a written statement of interest for Terese McDonald, a nominee for SSA Commission Chairperson, and asked Matt Lederer, a nominee for First Vice-Chairperson/Treasurer, to introduce himself. Dillon Goodson explained that Chuck Stewart had offered to continue serving as Treasurer until Matt is formally appointed to the SSA Commission by City Council this spring. Nabil Zahrah motioned to appoint Terese McDonald as SSA Commission Chairperson following the end of Nabil's term on February 15, seconded by Jill Heise; motion carries. Nabil Zahrah motioned to appoint Chuck Stewart as interim First Vice-Chairperson/Treasurer, to be replaced by Matt Lederer immediately upon his appointment to the SSA Commission by City Council, seconded by Luis Monje; motion carries.

Adjourn

Luis Monje motioned to adjourn the meeting, seconded by Jill Heise; meeting adjourned at 9:30 AM.