

## **Lakeview SSA 27**

Commission Meeting Minutes

October 12, 2017, 8:30 AM

St. Luke, 1500 W. Belmont Ave., Chicago, IL 60657

**Present:** Darian Campise, Jill Heise, Terese McDonald, Amy Novotny, Erin Schwartz, Chuck Stewart, Nabil Zahrah

**Absent:** Luis Monje

**Staff:** Lee Crandell, Dillon Goodson

**Guests:** Sally Carpenter, Allie Duncan, Matt Lederer, Doug Zylstra

### **Call to Order**

Nabil Zahrah called the meeting to order at 8:33 AM.

### **Public Comment**

There was no public comment.

### **Presentation by Zapwater Communications**

Nabil Zahrah introduced Allie Duncan and Sally Carpenter from Zapwater Communications, the SSA's retained public relations firm. Zapwater provided background on the SSA's campaign goals and scope of work. According to Zapwater, the neighborhood has been mentioned in 39 media placements totaling more than 30 million media impressions since April as a result of their outreach to press. They shared examples of some of the media coverage that has been generated, and presented on media engagement tactics, including a Lakeview familiarization tour for out-of-town press and a sub-district branding exercise they have been leading. Terese McDonald encouraged Zapwater to continue treating the entire SSA equitably when promoting Lakeview.

### **Reading and Approval of Minutes**

Jill Heise motioned to approve the meeting minutes from September 14, 2017, seconded by Terese McDonald; motion carries.

### **Security Rebate Pilot Program**

- 1437 W. Belmont Ave. (Residential Building): The applicant is installing two exterior security cameras, with a total project cost of \$557.30. Commissioners discussed the application. Darian Campise motioned to approve a rebate of \$278.65, or 50% of the total project cost, whichever is less, seconded by Chuck Stewart; motion carries.

### **2017 Community Needs Assessment**

Dillon Goodson presented the results of a community needs assessment survey that was posted online during the Summer of 2017. Overall, the survey indicates that community members are satisfied with the Lakeview neighborhood and the work of SSA 27. Many respondents shared that they would like to see vacancies filled and additional efforts to ensure a vibrant business mix; a continued focus on improving public spaces; a coordinated effort to educate the community on how to stay safe; and marketing and communications initiatives to position Lakeview as a distinctive Chicago neighborhood.

Commissioners reflected on the survey feedback and ways the SSA can continue playing an active role in economic development, particularly with regards to filling street-level vacancies. They also discussed how it is important for the SSA to communicate its mission and focus areas so community members are aware of the ongoing efforts they are undertaking to address many of the common community concerns.

### **Low-Line Committee Report**

Jill Heise shared that the SSA is awaiting CTA approval of a one-year license agreement for the proposed improvements at the Paulina Plaza. They have suggested that a multi-year agreement will be necessary for both sides of Ashland, which will require additional levels of approval from the CTA Board. Based on this timeline, Jill said that Commissioners should not anticipate any construction happening in Low-Line Plazas this year beyond the installation of the four Southport art panels. Meanwhile, PORT is finalizing the project budget based on the phasing approach that was endorsed by the Commission in September and hopes to have bids out to contractors soon so construction can begin in Spring 2018. Jill also reported that the four Southport art panels will be installed on Friday, October 13, with original artwork by Sentrock to follow. She invited Commissioners to attend an unveiling ceremony for the art panels on Thursday, October 26 at 4:30 pm, and reminded Commissioners that the SSA was sponsoring a site-specific installation, titled *Octopus's Graveyard*, that will also be on display that same evening as part of the City of Chicago's Year of Public Art.

### **Streetscape Committee Report**

Terese McDonald reported that the Streetscape Committee has worked with Site Design Group to finalize sidewalk seating area designs for Sheil Park, which are awaiting feedback from the Park District, and that conversations are ongoing with Blaine Elementary School about a second sidewalk seating area near their building. Terese also updated the Commission that the Streetscape Committee had determined that the best approach for recognizing the SSA on the Lincoln/Ashland/Belmont mural would be to install two plaques at the pedestrian-level on both Lincoln and Ashland avenues. Finally, she shared that the Committee has been discussing ways to make litter collection more efficient throughout the SSA, including by piloting the removal of a few litter receptacles throughout the SSA's service area.

### **Treasurer's Report**

Chuck Stewart shared the 2017 financials through August. He noted that approximately 44% of the total SSA budget had been spent with several larger expenses anticipated in the fall, and advised that the SSA will likely have additional carryover beyond what was budgeted going into 2018 due to the fact that the proposed Low-Line Plaza improvements were not going to take place in this budget year. Chuck said that he will share a report on our projected expenses through the end of 2017 at the November Commission meeting so the Commission can make decisions about reallocating budget items or requesting additional carryover in 2018 after that meeting.

### **Staff Report**

- Lakeview Gift Card: Dillon Goodson presented a revised proposal from EML Payments, the company that services the Lakeview Gift Card program, based on the Commission's prior feedback that they wanted a shorter-term contract extension than the 3-year proposal the company originally proposed. Under the revised amendment to the contract, the SSA would pay

approximately \$2,400 in additional hosting fees over the course of the same three years, but would have the flexibility to terminate the contract after only one year. Commissioners discussed the two options and agreed that the one-year contract extension would provide more flexibility. Jill Heise motioned to accept the terms of the one-year contract amendment, seconded by Terese McDonald; motion carries. Dillon said that the Chamber would immediately sign the contract so that development could begin on a new online gift card sales platform, CardFront.

- POP at the Lincoln Hub: Dillon Goodson reported that a second pop-up storefront will open at the end of October or beginning of November showcasing a men's clothing store from Milwaukee called Milworks, and the Chamber is finalizing another pop-up partnership with a renowned local artist that will encompass multiple spaces and also include a mural outside at the Lincoln Hub. Unfortunately, a couple property owners backed out of the program after merchants had already been matched with their spaces, leaving the program in need of additional participating properties. Dillon said that the Chamber will begin promoting the pilot program in a few weeks with the goal of encouraging participants and property owners to apply to participate. Overall, while a few property owners have been eager to support the program by lending their vacant or underutilized spaces, many others have not been as flexible or interested, choosing to hold out for a long-term lease.

#### **Adjourn**

Erin Schwartz motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:43 AM.