

Lakeview SSA 27

Commission Meeting Minutes

November 16, 2016, 8:30 AM

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

Present: Jill Heise, Matt Lederer, Terese McDonald, Luis Monje, Erin Schwartz, Jeremy Wechsler, Nabil Zahrah

Absent: Darian Campise, Colleen Daley, Melissa Salvatore, Chuck Stewart

Staff: Lee Crandell, Dillon Goodson, Vince Ziols

Guests: Colleen Ryan

Nabil Zahrah noted that a quorum was not present.

Presentation by Traffic PR & Marketing

Colleen Ryan, Founder and Managing Director of Traffic PR & Marketing, provided an overview of the public relations services they provide to SSA 27. Since the beginning of their contract in May 2016, Traffic has focused on promoting SSA programs and neighborhood news and events. Colleen Ryan shared an example of a WGN "Around Town" segment secured by Traffic, which encouraged visitors to spend a day in Lakeview shopping at local businesses. Terese McDonald encouraged Traffic to promote the north end of Southport, north of Addison. Nabil Zahrah asked Chamber staff to begin sharing Traffic's monthly activity reports with the Commission.

With a quorum present, Nabil Zahrah called the meeting to order at 9:03 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from October 13, 2016, seconded by Matt Lederer; motion carries.

Facade Improvement Program

- Doña Tola (Extension Request): Nabil Zahrah presented a request for an extension in regards to the façade improvements at 3751 N. Southport Ave. The applicant explained that work has been temporarily stopped and they are looking to hire a new general contractor. Matt Lederer motioned to approve a one-time extension through April 15, 2017, seconded by Erin Schwartz; motion carries.

Treasurer's Report

Nabil Zahrah proposed a series of adjustments to the SSA's 2016 budget. Based on a projection of expenses through the end of the calendar year, he anticipated a carryover of approximately \$54,000, which is close to the \$50,000 carryover budgeted for the 2017 budget and work plan. Terese McDonald motioned to approve the following budget adjustments, seconded by Jill Heise; motion carries:

- Decrease 1.02 Special Events by \$4,000
- Increase 2.02 Landscaping by \$1,000
- Increase 3.01 Garbage/Recycling Materials by \$3,000
- Decrease 6.03 Bookkeeping by \$500
- Decrease 6.05 Utilities by \$500
- Increase 6.07 Office Equipment Lease/Maintenance by \$250
- Increase 6.08 Office Printing by \$750
- Decrease 6.10 Meeting Expense by \$50

- Decrease 6.11 Subscription/Dues by \$200
- Decrease 6.12 Banking Fees by \$250
- Increase 6.13 Monitoring/Compliance by \$500
- Increase 6.17 Liability/Property Insurance by \$1,000
- Decrease 6.18 Legal Fees by \$1,500
- Decrease 6.19 Admin/Office Services by \$1,500
- Increase 6.20 Intern Stipends by \$2,000

Staff Report

Dillon Goodson shared the scorecard, informing the Commission that approximately 30 new trees had been planted throughout the service area, including more than a dozen installed in new tree pits on Lincoln Ave. between Wellington and Barry. The SSA funded this work. He also shared that the SSA's 2017 Budget and Work Plan was approved by City Council on Nov. 1, 2016. Lee Crandell provided a preview of the Lakeview Chamber's new website, which gives more prominence to SSA 27 while providing additional resources for consumers.

Placemaking Committee

Nabil Zahrah proposed the creation of a Placemaking Committee that would meet regularly to provide vision, direction and ideas for placemaking projects within the SSA. Matt Lederer motioned to create the committee, seconded by Jeremy Wechsler; motion carries. Nabil Zahrah motioned to appoint Jill Heise as chair of the Placemaking Committee, seconded by Terese McDonald; motion carries. Nabil Zahrah motioned to appoint Darian Campise, Jill Heise, Matt Lederer, Luis Monje, Melissa Salvatore, Erin Schwartz and Nabil Zahrah to serve on the Placemaking Committee, seconded by Matt Lederer; motion carries.

People Spots

Dillon Goodson presented on the SSA's Three-Year Plan, which was adopted in 2015 and established two primary goals to guide the prioritization of future public space enhancements. The first goal focuses on developing focal points, or memorable places that serve as the identifiable centers of neighborhood sub-districts. The second goal focuses on creating connections by bridging gaps in the street wall to connect areas of business activity. Vince Ziols, the Chamber's urban planning intern, reported on his observations of both People Spots in 2016 and shared recommendations for improvements, based on evaluation guidelines from three organizations. Luis Monje suggested that a People Spot could work well on Lincoln Ave. between Barry and Belmont.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Jill Heise; meeting adjourned at 9:57 AM.