

Lakeview SSA 27

Commission Meeting Minutes

November 8, 2018, 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, Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: Lisa Santos, TJ Walczak

Call to Order

Terese McDonald called the meeting to order at 8:31 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the SSA Commission meeting on October 11, 2018, seconded by Chuck Stewart; motion carries.

SSA Commission Nomination

Terese McDonald introduced TJ Walczak and asked him to share information about his background and interest in becoming a Commissioner on the Board of SSA 27. Commissioners discussed the candidate and his qualifications. Doug Zylstra motioned to nominate TJ Walczak to fill the vacancy on the SSA 27 Board of Commissioners, seconded by Paul Leamon; motion carries.

Security Rebate Program

- **Brown Elephant – Howard Brown Health (3020 N. Lincoln Ave.):** The applicant has applied to install four security cameras with a total project cost of \$3,925.00. Commissioners discussed the application and suggested that the front-facing camera should be positioned closer to the window to capture a more detailed view of the public way. Matt Lederer motioned to approve a rebate of \$500.00, or 13% of the total project cost, whichever is less, seconded by Chuck Stewart; motion carries.

Belmont Theater District Website

Dillon Goodson updated Commissioners on the Belmont Theater District, an initiative to promote Lakeview's theaters that receives some of its funding from SSA 27. He reported that the Lakeview Chamber, along with its partners at the Lakeview East Chamber of Commerce and local theaters, were exploring a redesign of the website BTDChicago.com and received proposals from three firms for the project. Commissioners reviewed the proposals and discussed the goals of the proposed redesign. Darian Campise motioned to approve a contract not to exceed \$2,500, representing SSA 27's total contribution towards the project, with Matt Cotten & Associates, seconded by Chuck Stewart; motion carries. Dillon suggested that additional funding would come from SSAs 8 and 17.

Low-Line Committee Report

- **Low-Line Phase 1 Orders:** Darian Campise recapped the November 6 Low-Line Committee meeting. She reported that Lakeview Chamber staff has begun coordinating the construction of the Phase 1 Ashland Plazas that will be funded by SSA 27, and that the improvements are targeted for implementation in Spring 2019. Darian reported that there haven't been any significant changes to the design concepts since the Commission last reviewed them. The total estimated cost for remaining SSA-funded construction on the Low-Line is estimated to be \$160,000. PORT, the SSA's contracted design firm, has recommended selecting Landscape Forms to fabricate the custom-designed light boxes, and a Landscape Forms subcontractor to program the lighting component. The light boxes will take six months to engineer and build and the total cost should not exceed \$60,000. Matt Lederer motioned to affirm the revised estimated budget for Phase 1B not to exceed a total of \$160,000 for SSA 27, and to authorize a contract with Landscape Forms and its designated subcontractor not to exceed \$60,000 for the fabrication of nine light boxes at the east and west Ashland Plazas, seconded by Chuck Stewart; motion carries. Darian said the remaining orders would be placed in Spring 2019.

Streetscape Committee Report

- **Tree Planting & Tree Care:** Luis Monje shared the Streetscape Committee report and asked the Commission to consider authorizing up to \$40,000 for tree planting and pruning as part of its budget modification discussion to fulfill tree care needs identified by the Committee in 2018. Darian Campise motioned to approve contracts not to exceed a total of \$40,000 with Bartlett Tree Experts and Seven-D Construction for tree pruning and planting, and suggested that the Streetscape Committee should finalize plans during its November meeting, seconded by Erin Schwartz; motion carries.

Treasurer's Report

- **2018 Budget Projection & Modification:** Matt Lederer shared an update on the SSA's year-to-date financials, including a projection for expenses through the end of 2018, and asked Commissioners to consider a budget modification to account for this projection. He explained how SSA budget priorities can change mid-year, and that the SSA can only spend \$50,000 of the funds it carries forward into the 2019 fiscal year because that is the amount that was budgeted. Darian Campise motioned to approve the following zero-sum modifications to the 2018 budget, seconded by Amy Novotny; motion carries:
 - Decrease 1.02 Special Events by \$11,000.00
 - Decrease 1.03 Free Wi-Fi Program by \$7,000.00
 - Increase 1.05 Decorative Banners by \$500.00
 - Increase 1.06 Holiday Decorations by \$5,000.00
 - Decrease 1.07 Print Materials by \$5,000.00
 - Decrease 1.08 Display Advertising by \$5,000.00
 - Increase 1.09 PR/Media Relations by \$750.00
 - Increase 2.02 Landscaping by \$36,600.00

- Decrease 2.06 Public Art by \$15,000.00
- Increase 4.01 Site Marketing by \$150.00
- Decrease 6.01 SSA Annual Report by \$250.00
- Decrease 6.02 Audit by \$650.00
- Increase 6.03 Bookkeeping by \$1,050.00
- Increase 6.05 Utilities by \$500.00
- Increase 6.06 Office Supplies by \$200.00
- Increase 6.07 Office Equipment Lease/Maintenance by \$1,000.00
- Decrease 6.08 Office Printing by \$700.00
- Increase 6.09 Postage by \$150.00
- Decrease 6.10 Meeting Expense by \$150.00
- Increase 6.11 Subscription/Dues by \$301.00
- Increase 6.12 Banking Fees by \$50.00
- Increase 6.13 Monitoring/Compliance by \$100.00
- Increase 6.16 Storage Fees by \$525.00
- Increase 6.17 Liability/Property Insurance by \$2,100.00
- Decrease 6.18 Conferences/Training by \$1,000.00
- Decrease 6.19 Admin/Office Services by \$900.00
- Decrease 7.01 Executive Director by \$2,326.00
- 2018-19 SSA Audit: Matt Lederer reported that two firms replied to the SSA's RFP for an accountant to complete the SSA's audit of 2018 and 2019 financials, and recommended the selection of The A.C.T. Group based on their competitive pricing and experience working with the Lakeview Chamber. Darian Campise motioned to authorize the selection of The A.C.T. Group as the SSA's auditor per Matt's recommendation, seconded by Paul Leamon; motion carries.

President's Report

- **Update on Joint SSA 27/Lakeview Chamber/Friends of Lakeview Strategic Blueprint:** Terese McDonald recapped the strategic visioning process and highlighted the values and recommended strategies identified in the blueprint, noting how the document will help clarify how each of the three entities works together to accomplish a shared vision. Commissioners discussed an overview of the strategic blueprint and suggested that they would like to see a renewed focus on activating vacant storefronts and creating other pop-ups throughout the SSA. Commissioners expressed excitement over the plan and its new joint mission statement. Doug Zylstra motioned to adopt the joint strategic blueprint as presented, seconded by Luis Monje; motion carries.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:41 AM.