

Lakeview SSA 27

Commission Meeting Minutes

November 9, 2017, 8:30 AM

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

Present: Jill Heise, Terese McDonald, Amy Novotny, Erin Schwartz, Nabil Zahrah

Absent: Darian Campise, Luis Monje, Chuck Stewart

Staff: Lee Crandell, Dillon Goodson

Guests: Matt Lederer, Lisa Santos, Doug Zylstra

Nabil Zahrah noted that a quorum was not present.

Public Comment

There was no public comment.

Presentation by Friends of Lakeview

Nabil Zahrah introduced Lisa Santos, president of Friends of Lakeview, a 501(c)(3) nonprofit partner of the Lakeview Chamber of Commerce. Lisa shared the mission of Friends of Lakeview and noted that the organization, which has its roots in the 2011 Lakeview Area Master Plan, is intended to complement the SSA's service area, focusing more on residential blocks that do not receive SSA funding, as well as operating some programs that involve non-tax revenue. She discussed Friends of Lakeview's interest in working together with the SSA to complete the ultimate Low-Line vision of connecting Southport and Paulina with a continuous pathway beneath the 'L' tracks, but said that the Friends of Lakeview Board was awaiting the SSA's direction with regards to the two plaza spaces at Ashland before proceeding.

Call to Order

With a quorum present, Nabil Zahrah called the meeting to order at 9:27 AM.

Reading and Approval of Minutes

Terese McDonald motioned to approve the meeting minutes from October 12, 2017, seconded by Erin Schwartz; motion carries.

2018 Public Relations Contract

Commissioners revisited the presentation by Zapwater Communications at the previous Commission meeting and noted their overall satisfaction with their work and the successful metrics generated to date. Terese McDonald motioned to authorize a 12 month extension of Zapwater's contract with the Lakeview Chamber of Commerce totaling \$30,000, not including billable fees, seconded by Erin Schwartz; motion carries.

Low-Line Committee Report

- Paulina Plaza: Jill Heise and Dillon Goodson shared the Low-Line Committee report. At the last Committee meeting, PORT presented updated budget numbers for the Paulina and Ashland Plazas, with a total project cost for both spaces estimated at approximately \$310,000, subject to change. The SSA has received CTA approval to proceed with improvements at the Paulina Plaza

and it should be possible to complete most of these improvements in 2018, depending on how much excess carryover is available for use in 2018. PORT is currently bidding out the various aspects of the Paulina Plaza improvements, which will be presented to the Commission in January for a vote along with bids related to construction of the Ashland Plazas, but Jill suggested that the Commission should consider authorizing an order with Landscape Forms now so they can begin fabrication of five custom seating elements, which will take an estimated 22 weeks to complete. The Commission discussed the proposal and PORT's advisement that Landscape Forms offers competitive pricing and an extensive service plan, making them uniquely qualified to complete this project task. Jill Heise motioned to authorize an order not to exceed \$80,000 with Landscape Forms for the custom seating elements at the Paulina Plaza, seconded by Erin Schwartz; motion carries.

Streetscape Committee Report

- **Tree Planting & Maintenance:** Terese McDonald reported that approximately 30 new trees will be planted throughout the SSA this November, with most of the trees concentrated on Ashland and Lincoln avenues. The total cost of tree planting this year will be approximately \$30,000, and this work was previously approved by the Commission. If the budget modification is approved under the Treasurer's Report, Terese stated that an additional \$10,000 will be allocated towards tree pruning to address priority trees throughout the SSA.

Treasurer's Report

- **2017 Budget Projection & Modification:** Nabil Zahrah shared the 2017 financials through September and asked Dillon Goodson to share budget projections through the end of the SSA's fiscal year in December. While the SSA will remain under budget in all master categories and most subcategories, Dillon advised on a few subcategories that are underfunded based on projections and proposed a series of recommended budget modifications for consideration. Terese McDonald motioned to approve the following modifications to the 2017 budget, seconded by Jill Heise; motion carries:
 - Increase 1.06 Holiday Decorations by \$750.00
 - Increase 2.02 Landscaping by \$10,000.00 to accommodate winter tree pruning
 - Decrease 2.04 Way Finding/Signage by \$5,130.00
 - Decrease 2.05 Streetscape Elements by \$10,000.00
 - Increase 2.06 Public Art by \$2,500.00
 - Increase 6.02 Audit by \$190.00
 - Increase 6.07 Office Equipment Lease/Maintenance by \$700.00
 - Increase 6.11 Subscription/Dues by \$80.00
 - Increase 6.14 Equipment Purchase/Maintenance by \$300.00
 - Increase 6.16 Storage Fees by \$610.00
- Based on the SSA's projected expenses through December, Dillon anticipated that there will be additional unspent funds at the end of the year that will need to be carried over into 2018. There were also some unspent funds from 2016 that are still on the SSA's balance sheet. Together, he estimated approximately \$60,000 in additional unspent funds between 2016 and 2017 and

shared a few potential budget scenarios for allocating this funding towards the Low-Line project, sidewalk seating areas, or some combination of the two. The Commission discussed the best use for these funds and suggested that both projects should be prioritized if possible. Action deferred to a future meeting.

Staff Report

- Lakeview Gift Card: Dillon Goodson previewed the Lakeview Gift Card holiday promotion and asked the Commission to consider changing the maximum eligible rebate per household from \$250 to an amount divisible by \$20 to make sales transactions and communication efforts more straightforward. Amy Novotny motioned to change the maximum eligible rebate per household to \$300, seconded by Erin Schwartz; motion carries.
- Lakeview Live: Lee Crandell recapped the Lakeview Chamber's "Lakeview Live! Concerts on the Curb" event series, which the SSA previously agreed to support with a contingency fund via a memorandum of understanding (MOU) approved by the Commission in June. Due to beer sales and other event income being lower than anticipated, Lee reported that the Chamber needed to rely on \$5,345.26 in SSA funding of the \$6,250 allowed under the MOU. Commissioners discussed the event series and commented that increasing the frequency to every week in July and August was a nice change, while acknowledging that it may have also been one factor that impacted beer sales.

Adjourn

Jill Heise motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:31 AM.