

Lakeview SSA 27

Commission Meeting Minutes

December 13, 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, Luke Miller

Guests: David H. Coleman, Tito Valdez Jr., TJ Walczak

Call to Order

Terese McDonald called the meeting to order at 8:30 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the following meetings, seconded by Chuck Stewart; motion carries:

- SSA Commission Meeting on November 8, 2018
- Neighborhood PR Task Force Meeting on December 6, 2018

Security Rebate Program

- **2019 Guidelines and Application:** Dillon Goodson asked the Commission whether they wanted to make any changes to the SSA's Security Rebate Program guidelines and application, and if the program is approved for release in 2019. Commissioners discussed whether the program guidelines should be modified to offer rebates for other types of security systems, such as panic buttons, alarms and intercoms, however some Commissioners were concerned that these kinds of improvements wouldn't necessarily benefit the public way. Darian Campise motioned to approve the Security Rebate Program guidelines and application for 2019 with no changes, seconded by Erin Schwartz; motion carries.

2019 Neighborhood Public Relations Contract

Terese McDonald recapped the Neighborhood Public Relations Task Force meeting on December 6. She reported that the Task Force reviewed proposals from six firms and had voted to recommend the selection of Ripson Communications as the SSA's 2019 firm. Dillon Goodson shared feedback he received from some of the different firms' references he contacted. Lee Crandell detailed an alternate approach to a traditional PR firm that would see the SSA shifting the PR contract in-house rather than using an outside PR firm. Commissioners discussed the different proposals. Paul Leamon motioned to approve a \$30,000 contract for neighborhood public relations services with Ripson Communications for 2019, seconded by Chuck Stewart; motion carries. Matt Lederer asked staff to regularly share the firm's progress with the Commission, and to have the firm present at a couple Commission meetings.

Low-Line Committee Report

Darian Campise shared the Low-Line Committee report and said that the light boxes had been ordered for the Phase 1B SSA and Phase 2 Friends of Lakeview portions.

Streetscape Committee Report

- **2019 Litter Abatement Contract:** Luis Monje recapped the Streetscape Committee's review of the 2019 litter abatement proposals that the SSA received in response to its RFP. Commissioners reviewed revised proposals from two of the companies: Cleanslate, the SSA's existing litter abatement vendor, and Cleanstreet. Commissioners discussed how they were satisfied with the existing level of service, but wanted to explore a lower-cost alternative. Doug Zylstra motioned to approve a \$70,980 contract with Cleanstreet, seconded by Jason Aragon; motion carries.
- **People Spot Feedback:** Luke Miller, the Lakeview Chamber's urban planning intern, presented the results of a business survey he conducted to gather feedback about the People Spot that was located on the 3100 block of N. Lincoln Ave. in 2018. Overall, businesses reported that they saw moderate use of the People Spot in 2018 and welcomed having an interesting focal point on their block, but they thought the benefit of the People Spot might be better suited for a different part of the neighborhood. Dillon Goodson indicated that the Streetscape Committee could discuss this feedback and prepare a recommendation for the SSA Commission's consideration in the coming months.
- **North Southport Sidewalk Seating Area:** Dillon Goodson presented proposed designs for a second sidewalk seating area on the 3600 block of N. Southport Ave. Noting that the Streetscape Committee had already voted to recommend the sidewalk seating area concept, Matt Lederer motioned to approve the design as presented with a total cost not to exceed \$15,000, seconded by Chuck Stewart; motion carries.
- Luis Monje mentioned the SSA's 2018 holiday decorations and shared positive feedback

Community Events & Placemaking Grant Program Task Force Report

Amy Novotny reported on the Community Events & Placemaking Grant Program Task Force's meeting on November 29. She gave an overview of the 2018 projects that received SSA funding and detailed changes to the 2019 application and guidelines, which are now live with a deadline of February 15. The Task Force will convene again in 2019 to review the applications and make a recommendation to the Commission about which projects to fund next year.

Treasurer's Report

Matt Lederer shared the SSA's financials through October 2018.

President's Report

- **2019 Meeting Schedule:** Chuck Stewart motioned to approve the 2019 meeting schedule, below, seconded by Matt Lederer; motion carries:
 - Thurs., Jan. 17, 2019, 8:30 am
 - Thurs., Feb. 14, 2019, 8:30 am
 - Thurs., Mar. 14, 2019, 8:30 am
 - Thurs., Apr. 11, 2019, 8:30 am

- Thurs., May 9, 2019, 8:30 am
- Thurs., Jun. 13, 2019, 8:30 am
- Thurs., Jul. 11, 2019, 8:30 am
- Thurs., Aug. 8, 2019, 8:30 am
- Thurs., Sept. 12, 2019, 8:30 am
- Thurs., Oct. 10, 2019, 8:30 am
- Thurs., Nov. 14, 2019, 8:30 am
- Thurs., Dec. 12, 2019, 8:30 am

Partner Board Reports

- **Lakeview Chamber of Commerce:** Lee Crandell shared that the Southport Holiday Stroll and Cocktail Crawl, which took place December 7, was a success. The Chamber estimated that more than 350 tickets were sold and initial feedback from businesses and attendees was very positive. Revenue from the event more than covered the SSA's Holiday Stroll expenses, so that tax funds were not needed to support the event for the first time this year.
- **Friends of Lakeview:** Lee Crandell announced that approximately \$45,000 had been raised to date for Phase 2 of the Low-Line project, which will include Friends of Lakeview's pathway and urban park at Marshfield Ave.

Staff Report

- **Trick or Treat on Southport:** Lee Crandell recapped Trick or Treat on Southport and reported that the event broke even and would not need to rely on any SSA funding.

Adjourn

Amy Novotny motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:37 AM.