

Lakeview SSA 27

Commission Meeting Minutes

February 8, 2018, 8:30 AM

Sheil Park, 3505 N. Southport Ave., Chicago, IL 60657

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

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: Doug Havrilla, Paul Leamon, Matt Lederer, Alexis Smith, Michael Valitchka, Doug Zylstra

Call to Order

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

Public Comment

Nabil Zahrah asked members of the public to introduce themselves and invited them to address the Commission throughout the meeting. Noting that he had to leave early, Michael Valitchka, a resident who lives near the Lincoln Hub, expressed support for the SSA installing a People Spot on Lincoln Avenue south of Wellington.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from January 11, 2018, seconded by Chuck Stewart; motion carries.

Community Events & Placemaking Support Program

Nabil Zahrah introduced a proposed Community Events & Placemaking Support Program. Lee Crandell presented a framework for the new program, which would support the development of more events and public programming serving the Lakeview community by offering assistance, including SSA funding, to qualifying applicants. Commissioners discussed the types of applicants that would be eligible and the program guidelines, including the following components:

- An applicant would be eligible to receive funding for up to 25% of their project, not to exceed \$5,000, with 90% of the funding paid upfront by the SSA.
- Events must take place in 2018 and be located adjacent to, or in, the SSA boundaries.
- Funds may not be used for profit margins.
- Applications would be due by March 31, 2018.
- Applications would be reviewed by an Events & Marketing Task Force in early April, and finalists would be selected and funding approved at the April SSA Commission meeting.

Terese McDonald motioned to approve the program framework with the following changes, seconded by Erin Schwartz; motion carries:

- "Up to" 90% of an approved program will be paid for by the SSA upfront, subject to change according to the SSA Commission.
- Exceptions may be considered by the Commission to allow 501(c)(3) non-profit organizations to profit from fundraising events.

Lee said that the application and guidelines would be posted soon, and that the SSA Commission should consider appointing the Task Force during the March SSA Commission meeting.

Low-Line Committee Report

- Jill Heise reported that the CTA and SSA continue to engage in ongoing conversations about the scope of construction of the proposed Low-Line Plazas at Paulina and Ashland, and that the Chamber will be signing off on the work order for the seating elements this week. Construction is still on track to continue in 2018.

Streetscape Committee Report

- **People Spots:** Terese McDonald provided a summary of the Streetscape Committee's discussion about People Spots during the January meeting, which included considerations about where the People Spots should be located in 2018, whether design changes should be considered to encourage people to linger longer in the People Spots, and future streetscape improvements that could make permanent improvements on streets similarly to People Spots. She asked Commissioners to share their feedback so that the Streetscape Committee could make recommendations for 2018 during its February meeting. Commissioners commented that People Spots are successful in activating the street and driving traffic to adjacent businesses, and therefore, the amenity must be distributed fairly throughout the SSA to ensure that all adjacent properties share in the benefit. However, they also acknowledged that keeping People Spots in consistent, predictable locations is important for the continued economic development of the immediate neighborhood. Commissioners shared different ideas for what makes a People Spot successful, including how it shapes the image of the neighborhood and whether it improves foot traffic along commercial corridors, and suggested that the success of future People Spots should be judged on these qualifications. Doug Havrilla, a resident living near the Lincoln Hub, expressed support for installing a People Spot on Lincoln Avenue south of Wellington. The Commission deferred action until the March SSA Commission meeting.

Treasurer's Report

- **2018 Budget Modification:** Chuck Stewart invited Lee Crandell to present a proposed modification to the SSA's 2018 Budget. Lee explained that the Lakeview Chamber tracks staff time and revenue for the Chamber, SSA and Friends of Lakeview in order to determine how to allocate costs related to labor and admin/overhead. The Chamber and Friends of Lakeview passed their 2018 budgets in December 2017, five months after the SSA, and had updated information for their cost allocation methodology. Based on the more recent information, he recommended changes to the SSA Budget and Cost Allocation, which would have a net zero impact on the budget. Terese McDonald motioned to accept the cost allocation methodology and approve the following budget modification as presented, seconded by Chuck Stewart; motion carries:
 - Decrease 6.01 SSA Annual Report to \$2,385
 - Decrease 6.02 SSA Audit to \$6,332
 - Decrease 6.03 Bookkeeping to \$530
 - Decrease 6.04 Office Rent to \$14,525
 - Decrease 6.05 Office Utilities to \$2,342
 - Decrease 6.06 Office Supplies to \$956
 - Decrease 6.07 Office Equipment Lease/Maintenance to \$1,891
 - Decrease 6.08 Office Printing to \$742
 - Increase 6.09 Postage to \$434
 - Decrease 6.11 Subscriptions/Dues to \$610
 - Decrease 6.12 Banking Fees to \$53
 - Decrease 6.16 Storage Space Fees to \$477
 - Decrease 6.17 Liability/Property Insurance to \$10,881

- Increase 6.18 Conferences & Training to \$4,220
- Decrease 6.20 Admin & Office Services to \$8,806
- Decrease 7.01 Executive Director (Lee Crandell) to 55% SSA Funded
- Increase 7.02 Community Development Manager (Dillon Goodson) to 97% SSA Funded
- Increase 7.04 Business Services Manager (Kimberly Morris) to 37% SSA Funded
- Increase 7.05 Events & Marketing Manager (Jessica Costello) to 22% SSA Funded
- Cost Allocation
 - Labor – Specific: For time spent on programs that can be easily attributed to either SSA, Chamber or Friends of Lakeview, allocate to the appropriate entity based on an annual time study.
 - Labor – General & Shared: For time spent on general or shared programs and tasks that can't easily be attributed to any one entity or that are shared goals by all three entities, allocation will be split based on a revenue-based allocation based on the most recent audited year, which for 2016 was:
 - SSA: 73.5%
 - Chamber: 20.5%
 - Friends of Lakeview: 6%
 - Admin/Overhead: Expenses easily attributable to one entity will be directly allocated to that entity. For shared expenses, we will use a direct labor-based allocation, splitting admin/overhead based on the average overall staff time allocated to each entity according to the above labor allocations for full-time staff, which is:
 - SSA: 53%
 - Chamber: 29%
 - Friends of Lakeview: 18%

President's Report

- **Committee Appointments:** Nabil Zahrah asked Commissioners and meeting guests whether they would be interested in serving on the Streetscape or Low-Line Committees. The following people expressed interest, and Terese McDonald motioned to appoint them, seconded by Luis Monje; motion carries:
 - Streetscape Committee: Paul Leamon and Doug Zylstra
 - Low-Line Committee: Chuck Stewart

Staff Report

Dillon Goodson invited Commissioners to attend a safety seminar hosted by the Lakeview Chamber of Commerce with the 19th District Chicago Police Department on Tuesday, February 13 at 9:00 AM at Sheil Park. He was also joined by staff and Commissioners in thanking Nabil Zahrah and Jill Heise for their service to the SSA, noting that their terms were set to expire on February 15.

Adjourn

Terese McDonald motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:47 AM.