

## **Lakeview SSA 27**

Commission Meeting Minutes

May 11, 2017, 8:30 AM

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

**Present:** Darian Campise, Jill Heise, Luis Monje, Erin Schwartz, Chuck Stewart, Nabil Zahrah

**Absent:** Terese McDonald, Melissa Salvatore

**Staff:** Lee Crandell, Dillon Goodson

**Guests:** Doug Havrilla, Paul Leamon, Amy Novotny

Nabil Zahrah called the meeting to order at 8:36 AM.

### **Public Comment**

Doug Havrilla, a Lakeview resident and Lakeview Chamber of Commerce Board chair, introduced himself. Paul Leamon, owner of Beermiscuous, introduced himself and stated his interest in serving on the SSA Commission. Amy Novotny, franchisee and studio director of Arthur Murray Lakeview and SSA Commission nominee, introduced herself.

### **Reading and Approval of Minutes**

Luis Monje motioned to approve the meeting minutes from April 13, 2017, seconded by Darian Campise; motion carries. Darian Campise motioned to approve the meeting minutes from May 2, 2017, seconded by Chuck Stewart; motion carries.

### **Old Business**

- 2018 Budget Feedback: Nabil Zahrah thanked the Commission for participating in a special meeting on May 2 to discuss the SSA's 2018 Budget and Work Plan.

### **Lincoln Hub Pop-Up Program**

Nabil Zahrah introduced the Lincoln Hub Pop-Up Program, which aims to attract people and investment to the area of Lincoln Ave. from Diversey to Belmont by activating vacant and underutilized storefronts with retail and art. Dillon Goodson shared that there are currently more than two dozen vacancies along these four blocks of Lincoln Ave., representing a major opportunity to make a difference. Commissioners discussed the details and logistics of the program. Luis Monje recommended allowing merchants to participate in the program for free during their first month, but suggested introducing a participation fee during later months. Nabil Zahrah suggested creating shared spaces that house multiple retailers and artists. Darian Campise motioned to allocate \$25,000 in funding towards the program from 1.02 Special Events within the SSA's 2017 budget, seconded by Jill Heise; motion carries.

### **Lakeview Gift Card**

Lee Crandell presented an overview of the Lakeview Gift Card program, noting that it replaced the Shop Lakeview program in 2014. He shared that the Commission considered several different program options in 2014 before deciding on the Lakeview Gift Card model serviced through EML Payments (formerly known as Store Financial). Dillon Goodson reported on Lakeview Gift Card data, noting that \$211,725 in Lakeview Gift Cards have been purchased by consumers in three years because of the program, which

has received \$67,865 in SSA funding over the same period, meaning a return on investment of \$3.12 for every dollar spent. Commissioners discussed whether the program was successful in encouraging people to keep their money in the neighborhood. Luis Monje questioned whether the program could be structured differently to incentivize customers to spend their gift card funds at multiple businesses, including those that they wouldn't otherwise patronize. Commissioners asked to see examples of other local shopping programs at a future meeting.

#### **Low-Line Committee Report**

Jill Heise updated Commissioners on the first round of designs for the Low-Line nodes at Ashland and Paulina, and the art partitions at Southport. She shared that the next Low-Line Committee meeting was scheduled for May 17, 2017.

#### **Streetscape Committee Report**

Nabil Zahrah updated Commissioners on the sidewalk seating area at Sheil Park and shared alternate seating options that were prepared by Site Design, noting that the Committee prefers the modern benches that were originally proposed.

#### **Treasurer's Report**

Chuck Stewart presented the 2017 financials through March, noting that most of the SSA's core program expenses are typically incurred beginning in the summer. Commenting that much of the SSA's funding for sidewalk maintenance wasn't spent on snow shoveling at the Lincoln Hub due to the mild winter, Dillon Goodson recommended spending some of these funds on power washing portions of Southport at the conclusion of the water main and streetscape project.

#### **Staff Report**

Dillon Goodson shared the staff report, highlighting updates related to National Bike Month, the SSA's public relations contract, and spring/summer landscaping.

#### **Adjourn**

Chuck Stewart motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:53 AM.