

Lakeview SSA 27

Commission Meeting Minutes

June 8, 2017, 8:30 AM

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

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

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: Doug Havrilla, Paul Leamon

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

Public Comment

There was no public comment.

Reading and Approval of Minutes

Terese McDonald motioned to approve the meeting minutes from May 11, 2017, seconded by Jill Heise; motion carries.

Commissioner Nomination

Commissioners were presented with a statement of interest for Paul Leamon, owner of Beermiscuous. Terese McDonald motioned to nominate Paul Leamon to the SSA 27 Board of Commissioners, seconded by Erin Schwartz; motion carries, with Jill Heise recusing.

Security Rebate Pilot Program

- Froyo Chicago (3746 N. Southport Ave.): The applicant is upgrading its security camera system, with a total project cost of \$806.24. Commissioners discussed the application. Jill Heise motioned to approve a rebate of \$403.12 or 50% of the total project cost, whichever is less, seconded by Erin Schwartz; motion carries.

Lakeview Community Events

Lee Crandell shared a memo of understanding (MOU) and program budgets on behalf of the Lakeview Chamber of Commerce and Friends of Lakeview, a 501(c)(3) non-profit organization, for Lakeview Live: Concerts on the Curb and Trick or Treat on Southport. Because both events have income-generating potential that could offset the costs of the event, and because the SSA is prohibited from accepting this income, Lee proposed having the SSA support the events with a contingency fund to reimburse each organization for any net losses as a result of the programs. He explained that the events have been supported by the SSA in the past, but that the goal was to make the events self-sustaining going forward. Commissioners requested that the MOU be split in two for each organization. Terese McDonald motioned to approve separate MOUs for Lakeview Live: Concerts on the Curb and Trick or Treat on Southport between the SSA and the Lakeview Chamber of Commerce and Friends of Lakeview, respectively, as proposed, seconded by Chuck Stewart; motion carries.

2018 Draft Budget & Work Plan

Dillon Goodson recapped the budget feedback provided by the Commissioners in prior meetings and presented the draft 2018 budget and work plan with the following highlights:

- The budget is based on a 2017 levy total of \$773,217. This represents a change of 4.07% over 2016 and is below the threshold of 5%, which requires a community meeting, and the maximum potential levy limited by the rate cap of \$799,182.

- The budget assumes that the SSA will carryover \$50,000 into 2018. This is significantly less than the \$99,000 in carryover budgeted in 2017 due to the expectation that the SSA will spend more of the funds it has budgeted for the current calendar year.
- 1.02 Special Events: The SSA will spend more of its budget on developing new events, with the Chamber absorbing most of the costs related to existing events (Low-Line Market, Trick or Treat on Southport, Lakeview Live).
- 1.03 Free Wi-Fi Program: Funding has been set aside for the deployment and maintenance of two free public Wi-Fi hotspots in 2018, based on the Streetscape Committee's input.
- 1.07 Print Materials: The cost of designing and printing the Lakeview Holiday Gift Guide was moved to this line item from 1.10 Local Shopping Rewards Program. The increase also reflects additional funding for designing and printing a summer newsletter mailed to all PINs in the SSA.
- 1.10 Local Shopping Rewards Program: The cost of designing and printing the Lakeview Holiday Gift Guide was moved out of this line item to 1.07 Print Materials. Rebate funding was also decreased to \$15,000 under the assumption that the SSA would restructure the proportion of Bonus Cards distributed during the holiday promotion.
- 2.02 Landscaping: Decreased the budget for new trees and tree care to \$10,000, since the SSA will have planted trees in nearly all viable locations by the end of 2017. Accounted for a slight increase in the budget for contracted landscaping, since a new contract is forthcoming in 2018.
- 2.03 Facade Enhancement Program - Rebates: Remaining budget for future facade improvement program rebates phased out per Commission decision in 2016.
- 2.05 Streetscape Elements: Overall budget for streetscape elements reduced by approx. \$25,000 due to decrease in carryover budgeted in 2018 vs. 2017. This assumes that:
 - The development of SSA-sponsored Low-Line spaces at Southport, Ashland and Paulina will be phased over three years, receiving approx. \$75,000 in 2017, 2018 and 2019.
 - The sidewalk seating area outside Sheil Park will be completed in 2017. Future sidewalk seating areas will not be implemented until the Low-Line project is completed.
 - People Spots will not change locations in 2018 (new locations add approx. \$5,000 in costs per People Spot due to additional parts and architectural drawings required).
 - The SSA will only purchase new street furniture if necessary. Emergency maintenance will be prioritized for all streetscape assets (litter receptacles, bike racks, etc.).
- 3.01 Garbage/Recycling Materials Program: Contracted litter and graffiti abatement is set to increase to \$96,200 in 2018 under the contract that was approved by the Commission in 2016.
- 5.02 Safety Improvement Program - Rebates: Budget will increase to \$6,000 in 2018 after pilot program concludes and rebates are marketed to a broader audience. A minimum of 12 projects could be funded at \$500 per project.
- 5.04 Safety Communication and Education: Budget will increase to \$2,500 in 2018 to fund the rollout of a neighborhood-wide safety communication and education campaign, in conjunction with community partners.
- 7.00 Personnel: The SSA will fund 20% of Events and Marketing Manager salary to manage new SSA-sponsored events planned in 2018. Currently, this position receives no funding from the SSA.

Commissioners agreed that the budget draft captured their feedback. They suggested that People Spots could still be moved in 2018, but that previous locations should be considered to help reduce the cost of moving People Spots. Terese McDonald requested additional funding for a second sidewalk seating area north on Southport next to Blaine Elementary School. Luis Monje asked for clarification on expenses related to personnel and the SSA's relationship with the Lakeview Chamber of Commerce and Friends of Lakeview, a 501 (c)(3) non-profit organization. Melissa Salvatore motioned to accept the draft budget as-is, seconded by Chuck Stewart; motion carries. Dillon Goodson asked for Commissioners to share any final input ahead of the July Commission meeting.

Low-Line Committee Report

- Ashland and Paulina: Jill Heise presented draft drawings for Low-Line improvements at Ashland and Paulina, which include hardscape enhancements, covered seating elements, additional lighting and art panels, among other proposed improvements. Commissioners responded positively to the design concepts and discussed the process of gathering community feedback.
- Southport Art Partitions: Jill Heise presented drawings for four art panels in the rear of the Southport Plaza Low-Line space, which were designed by PORT and recently approved by the Low-Line Committee. She asked the Commission to consider a vote to approve the designs with a total project cost estimated at \$30,000. Melissa Salvatore motioned to approve the designs and project budget as presented, seconded by Darian Campise; motion carries.

Streetscape Committee Report

- Sidewalk Seating Areas: Terese McDonald shared drawings for a proposed sidewalk seating area outside Sheil Park at 3505 N. Southport Ave., which include modern benches in different configurations and a sidewalk art motif. The goal of the project is to create a new focal point that bridges a gap in pedestrian activity on Southport. Commissioners shared different opinions about the sidewalk art motif and whether the colors should be bright or more neutral. Some Commissioners suggested that perhaps an artist could create a mural in the windows of Sheil Park in addition to, or instead of, having a pattern painted on the sidewalk, and that the Streetscape Committee should make the final determination. Terese McDonald reiterated her support for having a second sidewalk seating area installed at the north end of Southport next to Blaine Elementary School. Luis Monje suggested that other line items could be reduced in order to fund public space enhancements like sidewalk seating areas. Darian Campise motioned to approve the plans for the sidewalk seating area outside Sheil Park with an estimated total project cost of \$25,000 under the assumption that the sidewalk art motif was subject to change, seconded by Luis Monje; motion carries.

Treasurer's Report

Chuck Stewart presented the 2017 financials through April.

Staff Report

Dillon Goodson shared the staff report, noting that alternatives to the Lakeview Gift Card program were being considered and a recommendation would be made at an upcoming Commission meeting.

Adjourn

Chuck Stewart motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 10:02 AM.