

Lakeview SSA 27

Commission Meeting Minutes

July 12, 2018, 8:30 AM

Saint Luke Academy, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: Jason Aragon

Staff: Lee Crandell, Dillon Goodson

Guests: Morgan Bellock, Molly Mara

Call to Order

Terese McDonald called the meeting to order at 8:35 AM.

Public Comment

There was no public comment.

Presentation by Zapwater Communications

Morgan Bellock and Molly Mara of Zapwater Communications, the SSA's contracted public relations firm, introduced themselves. They mentioned a recent article about Lakeview's public art initiative that was featured in *Curbed Chicago* and offered ideas for clarifying the SSA's leadership of the project.

Commissioners discussed how Zapwater's campaign objectives might need to be modified to help achieve broader awareness within the community about the SSA and the projects it produces. Zapwater presented a recap of their public relations strategy in the first half of 2018, and ended by previewing plans for the third quarter. Commissioners did not share any objections to Zapwater's approach.

Reading and Approval of Minutes

- **SSA Commission Meeting on June 7, 2018:** Matt Lederer motioned to approve the minutes from the SSA Commission meeting on June 7, 2018, seconded by Chuck Stewart; motion carries.
- **Special SSA Commission Meeting on June 14, 2018:** Darian Campise motioned to approve the minutes from the special SSA Commission meeting on June 14, 2018, seconded by Chuck Stewart; motion carries.

2019 Budget, Work Plan and Sole Service Provider

Matt Lederer presented the final 2019 Budget and Work Plan and asked Dillon Goodson to explain any changes. Dillon reported that the equalized assessed value (EAV) had increased by 8% based on the latest figures released by the Cook County Clerk, but that the SSA's proposed budget was not modified. Commissioners discussed the benefits of keeping the levy amount below the tax rate cap, and continued a previous conversation about litter abatement. Erin Schwartz motioned to approve the 2019 Budget and Work Plan as presented, and for the Lakeview Chamber of Commerce to remain the sole service provider of SSA 27 in 2019, seconded by Amy Novotny; motion carries.

Security Rebate Pilot Program

- **3217 N. Southport Ave:** The applicant has installed multiple security cameras with views of the public way, with a total project cost of \$767.24. Dillon Goodson explained that some of the cameras were installed prior to the application's submission, and that the maximum eligible rebate would therefore need to be based off a cost of \$328.55. Commissioners discussed the application. Luis Monje motioned to approve a rebate of \$164.28, or 50% of the total eligible project cost, whichever is less, seconded by Erin Schwartz; motion carries.

Low-Line Committee Report

Darian Campise shared that work is progressing on Phase 1 of the Low-Line project, with the Paulina Plaza scheduled for completion in early August. A ribbon cutting will likely be held later this summer.

Streetscape Committee Report

Luis Monje reported that the SSA's first sidewalk seating area near Sheil Park at 3505 N. Southport Ave. had been installed. Commissioners discussed ways to recognize artists and the SSA on plaques that could be displayed next to projects like the sidewalk seating area and some of the other murals that are in process. Luis also shared the following updates:

- **Lincoln Hub Mural:** Artist Don't Fret prepared an alternate mural concept for 2864 N. Lincoln Ave. that was ultimately selected and approved by the tenant of the building, and this concept differs from the original artwork that the Commission reviewed in April as part of the artist's plan to activate multiple storefronts along Lincoln Avenue. Commissioners discussed their preference for the artist's original submission, but asked to see an amended concept combining elements of both submissions with a classic Don't Fret aesthetic. Luis suggested that Commissioners could share additional feedback on their favorite Don't Fret murals after the meeting to provide additional feedback for staff to communicate to the artist.
- **Southport CVS Mural:** Four artists identified by the Streetscape Committee for the Southport CVS mural are preparing site-specific concepts for the SSA Commission to review, including Tracee Badway, Nate Otto, Ouizi, and Tony Passero. Commissioners reviewed their past work.

Treasurer's Report

Matt Lederer shared the SSA's financials through May.

President's Report

Terese McDonald recapped conversations with Aldermen Pawar and Tunney about the SSA's 2019 Budget and Work Plan. She thanked Commissioners and Chamber staff for moving projects forward.

Staff Report

Lee Crandell reported that the Lakeview Chamber and Friends of Lakeview's summer programming had launched, including the Low-Line Market and Lakeview Live.

Adjourn

Erin Schwartz motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:46.