

Lakeview SSA 27

Commission Meeting Minutes

July 13, 2017, 8:30 AM

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

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

Absent: Terese McDonald

Staff: Lee Crandell, Dillon Goodson

Guests: Jason Aragon, Manuel Galvan, Erin Harkey, Doug Havrilla, Paul Leamon, Lisa Santos

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

Public Comment

Nabil Zahrah welcomed the guests in attendance, who each introduced themselves.

Reading and Approval of Minutes

Darian Campise motioned to approve the meeting minutes from June 8, 2017, seconded by Luis Monje; motion carries.

2018 Budget, Work Plan and Sole Service Provider

Nabil Zahrah presented the final 2018 Budget and Work Plan and introduced Lee Crandell to explain budget categories 6.0 SSA Management and 7.0 Personnel. Lee presented the cost allocation plan for both categories and explained that as the Sole Service Provider, the Lakeview Chamber employs all staff working on the SSA and carries all overhead costs for the office. As such, it allocates a percentage of some costs for personnel and overhead to the SSA based on what can fairly be attributed to the work of the SSA, with the SSA reimbursing the Chamber for this share of expenses. He added that while much of the staff time is spent administering external contracts, staff time is also spent directly on programming and services to advance the SSA's mission, for example monitoring vacancies and recruiting new businesses to the area. Commissioners acknowledged that the amount of services provided by the SSA is directly related to the level of staffing the SSA supports, and requested to receive annual updates about expenses related to SSA management and personnel.

Dillon Goodson explained the following changes to the budget, based on Commissioner feedback:

- 1.06 Holiday Decorations: Decreased by \$10,000 to \$35,000.
- 2.05 Streetscape Elements: Increased by \$10,700 to \$170,700 to provide for the installation of a second sidewalk seating area on Southport outside Blaine Elementary School.
- Seven sub-categories were reduced from \$100 to \$0 based on feedback from the City, and the remaining \$700 was reallocated to 2.05 Streetscape Elements.

Erin Schwartz motioned to approve the 2018 Budget and Work Plan, and for the Lakeview Chamber of Commerce to remain the sole service provider of SSA 27 in 2018, seconded by Chuck Stewart; motion carries.

Presentation by the Chicago Department of Cultural Affairs and Special Events (DCASE)

Nabil Zahrah introduced Erin Harkey, Projects Administrator for the Chicago Department of Cultural Affairs and Special Events (DCASE). Erin gave an overview of DCASE's Year of Public Art program, which aims to introduce new artwork in all 50 Wards throughout the city, and commended SSA 27 for participating in the program by devoting a portion of its budget for a new mural.

Facade Improvement Program

- Budget Revision - Doña Tola (3751 N. Southport Ave.): Dillon Goodson presented a revision to the original budget for the proposed facade improvements at Doña Tola (3751 N. Southport Ave.). The applicant sought a less expensive alternative to the original option it proposed for an accordion door, with a revised total project cost of \$8,664.61. Darian Campise motioned to approve the maximum eligible rebate of \$4,332.31, or 50%, whichever is less, seconded by Jill Heise; motion carries.

Low-Line Committee Report

- Jill Heise reported that Chamber staff and PORT have shared draft drawings for Low-Line improvements at Southport, Ashland and Paulina with the CTA and were in the process of seeking their input. She added that a Committee meeting would be scheduled if necessary to review their comments and determine next steps.

Streetscape Committee Report

- Melissa Salvatore reported on the Streetscape Committee's conversations about sidewalk seating areas, noting that the Committee had decided to proceed with a second sidewalk seating area outside Blaine Elementary School on Southport.

Lakeview Gift Card

Dillon Goodson shared that the Lakeview Chamber recently evaluated the Lakeview Gift Card program and four program alternatives in response to a request by the Commission. He presented findings from this research and reminded Commissioners of the original goal of the Lakeview Gift Card program when it launched in 2014: "To incentivize shopping locally to keep dollars in Lakeview, and encourage shoppers to visit stores during the slow season in January and February." Based on this goal, Lakeview Chamber staff shared the opinion that the Lakeview Gift Card remains the best solution on the market. Discussion was deferred to a future meeting.

Treasurer's Report

Chuck Stewart shared the 2017 financials through May and noted that budget modifications would be presented in August for the Commission's consideration.

President's Report

Nabil Zahrah mentioned a project spearheaded by CDOT, local aldermen and SSA 33 in Wicker Park to make bicycle improvements along Milwaukee Avenue. He suggested that the CDOT contact for the project should present to the SSA at a future meeting, and that the SSA should consider similar improvements along Lincoln Avenue from Diversey to Addison.

Staff Report

Dillon Goodson shared highlights from the written staff report.

Adjourn

Jill Heise motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:38 AM.