

## **Lakeview SSA 27**

Commission Meeting Minutes

August 10, 2017, 8:30 AM

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

**Present:** Darian Campise, Terese McDonald, Luis Monje, Erin Schwartz, Chuck Stewart, Nabil Zahrah

**Absent:** Jill Heise, Melissa Salvatore

**Staff:** Lee Crandell, Dillon Goodson

**Guests:** Jason Aragon, Doug Havrilla, Paul Leamon, Amy Novotny, Lisa Santos, Katharine Wakem, Jessica Wobbekind

### **Public Comment**

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

### **Presentation by West Town SSA #29 and Wicker Park Bucktown SSA #33**

Nabil Zahrah introduced Katharine Wakem, SSA Program Director for West Town SSA #29, and Jessica Wobbekind, Managing Director for Wicker Park Bucktown SSA #33, to speak about SSA strategic planning. Both speakers discussed the importance of engaging the community in assessing the SSA's greatest needs and spoke about how they measure progress against a succinct set of goals. They highlighted a few projects and programs that resulted from their plan, including a traffic calming initiative, street design guidelines and a streetscape enhancement project that is drawing inspiration from SSA 27's Lincoln Hub project from 2015. Commissioners asked the speakers to share whether their SSAs utilize public relations firms and whether their experience has resulted in success for their districts. Based on their experiences, the speakers both agreed that PR firms can be beneficial for an SSA, and that establishing clear goals and expectations can help ensure success.

### **Call to Order**

Nabil Zahrah called the meeting to order at 9:10 AM.

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

Terese McDonald motioned to approve the meeting minutes from July 13, 2017, seconded by Luis Monje; motion carries.

### **Security Rebate Pilot Program**

- Mystery Street Recording Co. (2827 N. Lincoln Ave.): The applicant is upgrading its current security camera system and installing new exterior cameras, including at least one camera facing the public way, with a total project cost of \$1,164.86. Commissioners discussed the application. Terese McDonald motioned to approve a rebate of \$500.00, or 50% of the total project cost, whichever is less, seconded by Chuck Stewart; motion carries.

### **Lakeview Gift Card**

Dillon Goodson recapped the findings of the Lakeview Chamber's research into the Lakeview Gift Card and program alternatives, which was originally presented at the July 2017 Commission meeting. Commissioners suggested that gift card program could be improved if customers were better

incentivized to shop with their cards at multiple businesses, and acknowledged that businesses that devote more resources to promoting their participation in the program typically benefit the most from the program. They agreed that the current program seems to be the best solution on the market, and that overall it is meeting its original goals. They discussed ways to boost customer spending at multiple businesses and suggested that lowering the maximum rebate per household for Bonus Cards could allow more customers to take advantage of the program, generating more spending across multiple businesses. Darian Campise motioned to remain committed to the current program, but to reduce the maximum rebate for Bonus Cards to \$250 per household per year, seconded by Erin Schwartz; motion carries.

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

- Southport Art Partitions: Commissioners reviewed three quotes for the fabrication and installation of four art partitions in the west side of the Southport Plaza space. Terese McDonald motioned to authorize a contract with Vero Design + Build, LLC, seconded by Chuck Stewart; motion carries. The total cost of the approved contract is \$26,297, but Dillon Goodson shared that this number would likely increase slightly due to anticipated revisions to the designs. The total cost will remain less than \$30,000, per the Commission's previous authorization for the project at the June 2017 Commission meeting.

### **Streetscape Committee Report**

- Terese McDonald updated the Commission on progress with proposed sidewalk seating areas on Southport. Based on community feedback, Site Design will need to make some revisions to the designs, which will result in the project getting pushed back to 2018.

### **Treasurer's Report**

Chuck Stewart shared the 2017 financials through June and proposed a series of budget modifications for the current fiscal year. Darian Campise motioned to approve the following budget modifications to the 2017 SSA budget, seconded by Erin Schwartz; motion carries:

- Decrease 1.06 Holiday Decorations by \$5,000.00
- Decrease 1.09 PR/Media Relations by \$3,000.00
- Decrease 1.10 Local Shopping Rewards Program by \$6,000.00
- Decrease 2.03 Facade Enhancement Program - Rebates by \$667.69
- Increase 2.05 Streetscape Elements by \$11,167.69
- Increase 3.01 Garbage/Recycling Materials Program by \$5,000.00
- Decrease 4.02 Group Purchasing Program by \$500.00
- Decrease 4.03 Supplemental Transit by \$500.00
- Decrease 4.04 Shuttle by \$500.00

### **Adjourn**

Terese McDonald motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:36 AM.