

Lakeview SSA 27

Commission Meeting Minutes

August 11, 2016, 8:30 AM

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

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

Absent: Darian Campise, Colleen Daley, Matt Lederer, Jeremy Wechsler

Staff: Lee Crandell, Dillon Goodson

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

Public Comment

There was no public comment.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from July 7, 2016, seconded by Terese McDonald; motion carries.

Presentation by Traffic PR & Marketing

Dillon Goodson informed the Commission that Traffic PR & Marketing was unable to attend the meeting. He shared a publicity report outlining the firm's work in June and July, which garnered 51,194,988 earned media impression for Lakeview and neighborhood programming. Representatives from Traffic PR & Marketing have been assisting the SSA in developing a neighborhood brand for Lakeview and its subdistricts. Terese McDonald and Luis Monje volunteered to participate in future meetings with the firm.

Treasurer's Report

Chuck Stewart reported on the 2016 financials through June. Lee Crandell shared that the SSA's EAV increased by approximately \$22 million in 2015, meaning that the budget would not have to decrease. He outlined a series of budget adjustments. Jill Heise and Luis Monje recommended reallocating the leftover funding to security. Melissa Salvatore motioned to approve the following budget adjustments, seconded by Chuck Stewart; motion carries 5-2:

- Decrease SSA Share of 7.0 Payroll Tax & Benefits by \$6,498 to \$18,699
 - Reduced Total State Unemployment Insurance by \$4926.75 to \$2,517
 - Reduced Total Health Insurance by \$5,400 to \$5,400
- Decrease SSA Share of 6.0 SSA Management by \$260 to \$56,660 and re-categorize
 - Decrease 6.01 SSA Annual Report by \$300
 - Increase 6.02 SSA Audit by \$1960
 - Decrease 6.05 Office Utilities by \$2700
 - Decrease 6.06 Office Supplies by \$1300
 - Decrease 6.07 Office Equipment Lease/Maintenance by \$1590
 - Decrease 6.09 Postage by \$950
 - Decrease 6.10 Meeting Expense by \$750
 - Decrease 6.11 Subscriptions/Dues by \$2130
 - Decrease 6.12 Banking Fees by \$300
 - Decrease 6.13 Monitoring/Compliance by \$900

- Increase 6.17 Liability/Property Insurance by \$3100
- Increase 6.19 Office/Admin Services by \$5600
- Increase 2.05 Streetscape Elements by \$6,758

Staff Report

Dillon Goodson shared the scorecard. He noted that surveying for additional trees on Lincoln Ave. is ongoing; an RFP for 2017-18 litter abatement services would be released soon; safety programs in other neighborhoods and cities were being evaluated; and, that the Low-Line Plaza would be activated with art and other activities throughout the remainder of 2017. He asked Commissioners whose first terms are expiring to submit new applications to the City by the end of August.

Low-Line Projects

Dillon Goodson reminded Commissioners that the 2017 budget included funding for additional projects along the Low-Line beneath the CTA 'L' tracks, a concept that was originally envisioned in the 2011 Lakeview Area Master Plan. He shared examples from Chicago and other cities of similar projects that utilize art and other amenities to activate public spaces. Melissa Salvatore suggested that a dog park beneath the 'L' tracks at Ashland would be well received by the community. Nabil Zahrah suggested that a small skate park at Ashland would provide teens with something to do. Jill Heise expressed support for the dog park and something else interactive to complement it on the opposite side of Ashland. Chuck Stewart proposed the idea of having games, such as bocce ball or cornhole. Lee Crandell noted that vendor spaces could work well beneath the auxiliary exit at the Paulina CTA station. Dillon Goodson summarized the Commission's feedback, noting that a combination of interactive and utilitarian spaces was desired on the east and west sides of Ashland, whereas the Paulina space could mirror the Low-Line Plaza at Southport with art and eventually vendors. He shared that, in response to an RFP, two proposals were received to design a series of art partitions at the Low-Line Plaza at Southport, and asked for the Commission's approval to proceed with one. Melissa Salvatore motioned to approve a \$7,000 agreement with Latent Design for Low-Line Plaza art partitions, seconded by Chuck Stewart; motion carries.

Adjourn

Chuck Stewart motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:43 AM.