

## **Lakeview SSA 27**

Commission Meeting Minutes

September 13, 2018, 8:30 AM

Sheil Park, 3505 N. Southport Ave., Chicago, IL 60657

**Present:** Matt Lederer, Terese McDonald, Luis Monje, Erin Schwartz, Chuck Stewart

**Absent:** Jason Aragon, Darian Campise, Paul Leamon, Amy Novotny, Doug Zylstra

**Staff:** Lee Crandell, Dillon Goodson

**Guests:** None

### **Call to Order**

Terese McDonald noted that quorum was not present.

### **Public Comment**

There was no public comment.

### **Southport Holiday Stroll**

Lee Crandell presented a draft memorandum of understanding (MOU) between SSA 27 and the Lakeview Chamber of Commerce for the Southport Holiday Stroll, explaining how the annual event will include a ticketed cocktail stroll in 2018, creating new revenue opportunities. Because the event has income-generating potential that could offset the total cost, reducing the SSA's expenses, and because the SSA is prohibited from accepting this income, the MOU proposes that the SSA will support the Southport Holiday Stroll in 2018 through a reimbursement for potential net losses from the program, not to exceed the \$3,000 typically earmarked for the event. Lee noted that several other SSA events have become self-sufficient over the past three years, no longer requiring SSA funding, and our hope is that the Southport Holiday Stroll could also be transitioned to become self-sufficient. Action deferred to a future meeting.

### **2019-20 Neighborhood Public Relations Contract**

Dillon Goodson noted that the SSA's existing contract with Zapwater Communications, Inc. would be expiring at the end of 2018 and asked Commissioners to consider whether to bid out neighborhood public relations services again for future years. Commissioners discussed the past work PR firms provided on behalf of the SSA, and how it can be difficult to measure the success of public relations more generally. They recommended that staff should draft an RFP for public relations so that the Commission could consider new proposals from PR firms, and suggested better defining the scope of work to include additional goals for measuring future successes. They also asked staff to explore whether the SSA's annual work plan and budget could accommodate an additional part-time staff member in lieu of subcontracting an outside PR firm.

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

Dillon Goodson shared that work on the Paulina Plaza is complete and a ribbon cutting will likely be scheduled soon around Friends of Lakeview's unveiling of designs for Phase 2 of the project.

## Streetscape Committee Report

- **Holiday Décor Contract:** Noting that the SSA Commission had already voted to authorize a \$35,000 contract with Southport Construction for the SSA's 2018 holiday decorations, Luis Monje recapped the Streetscape Committee's recent conversation about the contractor's scope of work and asked for input from Commissioners in attendance at the meeting. The Streetscape Committee recommended fresh cut garland and silver ribbon on alternating light poles throughout portions of the SSA, and expressed support for the installation of a holiday tree at the Lincoln Hub intersection of Lincoln/Southport/Wellington, possibly on the patio of St. Alphonsus Church. The Committee discussed working with a local community organization to install a Menorah at the intersection, and would invite symbols of other holidays as well, adding that the installations should be clearly labeled as SSA-supported. Commissioners agreed that it was important to celebrate as many different holidays as possible, and acknowledged that this might create a conversation within the community, which they said they would welcome, pointing to examples of holiday symbols supported by other communities around Chicago. Dillon Goodson reported that the City of Chicago did not express any concerns with the SSA's plan to fund a holiday tree that would possibly sit on private Church property. He said he's working with an engineer to evaluate the structural integrity of the patio to determine whether it can support the weight of the tree, or whether it will need to be moved to the sidewalk adjacent to the patio. Erin Schwartz asked for any decisions requiring a legal opinion to be discussed by the full Commission in addition to Committee-level conversation going forward.
- **Southport CVS Mural:** Dillon Goodson shared that he is beginning coordination on logistics with the artist selected for the Southport CVS mural, Ouizi, and that he is awaiting final approval from the property. He asked Commissioners to confirm the artist's stipend at a special meeting to be scheduled later in September.
- **Lincoln Hub Mural:** Dillon Goodson updated Commissioners on progress with artist Don't Fret's pop-up art activation at the Lincoln Hub, adding that unfortunately one of the participating property owners did not approve plans for a mural on the side of their building. Commissioners discussed how this could potentially impact the project, which also includes an artist-designed banner display, two storefront window murals, and two pop-up art kiosks featuring a Chicago-area restaurant and art sales. Commissioners expressed support for moving forward with the project without the mural, but said that if there are other issues with approvals, it is alright to table the project.

## Treasurer's Report

Matt Lederer shared the SSA's financials through July 2018. He reported that most of the SSA's tax collections had been received for the 2018 fiscal year, and that the SSA Commission should revisit the 2018 budget and make any necessary adjustments in the next couple months.

## Adjourn

The Chair adjourned the meeting at 9:40 AM.