



Commission Meeting Minutes

Minutes from Monday, January 29, 2018 – 9:00am at Carbon Arc Bar & Board

- **Perfunctory Business**
 - Commissioners Present: Anthony Qaiyum, Zach Maiorca, Melaina Prest, Chris Dallas, Ben Munro, Todd Feinberg
 - Others Present: Ryan Warsing (LSRCC), Sean Cooper (LSRCC), Kimberly Bares (PLACE Consulting), Jeremy Barndt (PLACE), Tony Pelikan (PLACE), Simone Martin-Newberry
 - Commissioners Absent: Shelley Young, Pat Bader
- **Meeting called to order at 9:08am – M. Prest (motion), C. Dallas (second)**
- **Todd Feinberg** welcomed to SSA Commission
- **Minutes from 11/30/17 meeting approved – Z. Maiorca (motion), T. Feinberg (second)**
- **2017/18 Financials approved – B. Munro (motion), C. Dallas (second)**
 - In 2017, the SSA received **\$239,503 out of \$242,994** in expected taxes
 - In 2017, the SSA received **\$3,400 out of \$3,400** in TIF Rebates
 - In 2017, the SSA spent **\$210,783 of its \$246,394** budget
 - **\$32,120** in 2017 tax levies will be carried over to 2018
 - In 2018, the SSA has received **\$3,695 out of \$238,619** in expected taxes
 - In 2018, the SSA has spent **\$6,927 of its \$270,143** budget
 - **Profit and Loss** – R. Warsing presented detailed YTD profit/loss and balance sheet
- **Updates**
 - **Holiday decorations** were taken down and stored on schedule
 - **Streetscape improvements** to Leland/Lincoln Ave mean new opportunities for the SSA
- **New Business**
 - **APPROVED** – 2018 Meetings Calendar
 - **APPROVED** – Revised 2018 budget – **B. Munro (motion), Z. Maiorca (second)**
 - New funding for street pole **banner repairs**, “Do Business Here” **storefront ads**, **“Adopt-A-Meter”** art program
 - Increased funding for **PaintWorks** mural program, branded **bike racks**, **Master Planning**, **SSA personnel**
 - \$5,000 proposed for **lighting retrofits** rejected, moved to ‘Holiday Decorations’
 - New/increased funding was offset by landscaping/snow removal savings and 2017 carry over; the 2018 levy is actually 1.8% smaller than the 2017 levy
 - K. Bares led the Commission in part three of its **Strategic Planning**
 - K. Bares presented four **Opportunity Sites** within the neighborhood that should be targeted with future SSA initiatives
 - J. Barndt discussed the **Melrose Market**, a variable retail market in Seattle, that should be studied for inspiration in Lincoln Square
 - K. Bares discussed best practices by **comparing SSA #21 to other SSAs** in Rogers Park, Wicker Park/Bucktown, and Andersonville



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- S. Martin Newberry discussed three new **branding options** for the SSA. It was concluded that an SSA #21 logo should incorporate the words “Neighborhood Improvement” and de-emphasize “SSA #21.” Commissioners gravitated to the font and structure of logo A, and the message evoked by Logo B. Updates will be submitted to the SSA Commission.



- A:



- B:

- **Announcements**
 - Z. Maiorca, P. Bader, A. Qaiyum, and T. Feinberg need to submit updated applications
 - Next meeting – **9:00am Thursday, February 15th at Bistro Campagne**
- **Meeting adjourned at 11:25am**