

Lakeview SSA 27

Commission Meeting Minutes

February 8, 2024, 8:30 AM

Sheil Park, 3505 N Southport Ave Fl 2 Rm E, Chicago, IL 60657

Attendance: Helen Bailey, Chuck Stewart, Kaitlyn Hurley, Mike Schuba

Staff: Becca Girsch, Robert Morvay, Alyssa Lombardo, Erik Carlson, Julie Star

Public Attendance: Megan Schneider

Call to Order

Helen Bailey called the meeting to order at 8:35 AM.

Reading of Mission Statement

Helen Bailey read the mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Kaitlyn Hurley motioned to approve the January 12, 2024 Meeting Minutes, and was seconded by Chuck Stewart. All in favor. Motion carried.

President's Report

- Commission Roster Update
 - In Luis Monje's absence, Robert Morvay delivered the President's Report.
 - Robert reported that Helen Bailey and Mike Schuba's SSA Commission renewals are in progress, and we should be hearing back about their renewal any time now. He also noted that Megan Schneider, who was attending the meeting as a member of the public, was currently filling out her application paperwork to join the SSA officially. Unfortunately, Matt Lederer's application was delayed by an Ethics Statement that was lost in the mail.
- Security Conversation (Continued)
 - Robert briefly recapped the Security Conversation began at the January SSA meeting. To kick off the continuing conversation, Becca Girsch informed the commission of smash and grabs that occurred since the last meeting, particularly at Galleria Liquor and Sephora. She had met with Ward 44 and the owner of Galleria to discuss this, and unfortunately there was not any great solution to permanent temper crime. Becca noted that she would be doing a Southport safety walk on the Friday following this meeting, and giving businesses face to face opportunities to discuss the issues with the CPD and State's Attorney.
 - Becca noted that the owner of Galleria Liquor had suggested putting in planters near the sidewalk next to the business to prevent easy access to getaway cars, Robert had measured some furniture from Paulina Point, which is over-congested with furniture, and suggested that some of this furniture could easily be moved. Chuck asked if there had been any conversation about the perpetrators, and Becca noted that all the CPD said

SSA 27 Mission Statement

Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's West Lakeview community through neighborhood promotion, business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Roscoe Village Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.

is that they had leads. Helen said that she thought the best thing was to make crime less convenient, so she is for moving the furniture.

- Robert noted that although there is no strong permanent solution to the crime problem other than continuing to brainstorm new methods, he did state that the rising crime rates could be a public relations nightmare for the area and the SSA, and Becca mentioned that the Rebate program is a good way to decrease the risk because it's a program that could be more utilized if it was easier and more effort was put into marketing it. Kaitlyn noted that while she still felt negatively about the Security rebate from an effectiveness perspective, she agreed with Robert and Becca that it is good for PR. Robert said that he will draft an update to the Security Rebate to present at the March SSA meeting. Megan recommended adding security shutters to eligible rebate projects, and Robert replied that he would do so.

Treasurer's Report

- 2023 Budget Modification
 - Helen Bailey reported that while completing the 2023 End of Year Budget Close-Out, the staff discovered an oversight in the end of year personnel expenses that was not accounted for during the December Budget Modification, leading to personnel being ~\$8,500 over budget. Becca and Robert then presented a Budget Modification proposal to make the small changes required to rectify the oversight, with ~80% of the required funds being able to be taken from other admin lines and the rest easily taken from the Streetscape Elements Line. Helen noted that this was a necessary change to prevent an audit finding, and requested a motion.

Chuck Stewart motioned to approve the 2023 Budget Modification as presented, and was seconded by Kaitlyn Hurley. All in favor. Motion carried.

- 2024 Cost Allocation
 - Helen noted that Becca had prepared a proposed update to the Cost Allocation for the SSA that serves to better match each staff member's time allocated to SSA projects as opposed to Chamber and Friends of Lakeview projects. She noted that there is no Chamber Board Meeting in February month for this to be approved, so while she would ultimately request that this be approved by the commission, that it be done with the acknowledgement that it will not be approved by the board until Mid-March and will not take effect until April 1st.
 - Becca presented the proposal, noting that many other chambers do 50/50 between Chamber and SSA on all administrative and personnel expenses, and that in respect of staff time allocation, the SSA 27 has done 47% SSA/53% Chamber. With alterations to the staff allocation due to careful time tracking, Becca's proposal would ultimately see 45% SSA/55% Chamber. Notable changes to the allocation included Robert's SSA time allocation being upped from 85% to 88%, while various other staff members had their SSA time minimized. The 2% allocation change represents a total administrative savings of \$11,297.66, which frees up funds on the SSA side for other projects.

SSA 27 Mission Statement

Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's West Lakeview community through neighborhood promotion, business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Roscoe Village Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.

Kaitlyn Hurley motioned to approve the Cost Allocation as presented, with the acknowledgement that it will not go into effect until April 1st, and was seconded by Helen. All in favor. Motion carried.

Programming Update

- Live Ice Sculpting Recap
 - Robert reported that the Live Ice Sculpting went well to his expectations with ~125 attendees in and out throughout Saturday and ~100 on Sunday. Robert was on site for the whole event and took many photos and videos that are now available on the SSA website. Notably, Ripson provided Robert and the Ice Sculpting Team opportunities to showcase the ice sculpting on both WGN and Fox News both prior to and during the event, which he felt was to the event's benefit.
- Earth Day Event
 - Robert reported that although the introduction of the Earth Day Event last year was impacted heavily by Nicole's departure occurring at the same time as well as by weather, it had a large turnout regardless so the community interest in this is clearly there. Robert noted that he is deep into brainstorming big plans to evolve the event this year for when it returns on Saturday, April 20th, including the return of electronics recycling alongside clothing/shoes recycling, partnering with a composting firm to provide composting at the event and educate attendees about at-home composting solutions, reaching out to a common Market vendor who supplies honey to provide free honey and information about saving bees, and partnering with a local community garden to raise awareness of the options available in the city for sustainable living. He welcomed suggestions for potential partners.
 - Helen noted that recycling was a great idea, and noted that she'd like to see the "reuse" idea of 'reduce reuse recycle', partnering with an organization like Rebuilding Exchange.
 - Kaitlyn recommended a Family Bingo Card, encouraging attendees to take a picture of the card for benefits at local businesses.
 - Julie Star knew of a truck service with donation availability, and would give Robert the contact information.
 - Kaitlyn recommended having a community trash pickup event on Earth Day, and Meg recommended getting the businesses involved, having anchor locations for those picking up trash to take breaks and hang out.
 - Mike asked where the central locations will be for the recycling, and Becca noted that last year it was Southport Station and outside St. Alphonsus. Robert noted it will likely be the same this year, with possibly some expansion to other areas of the street due to the trash pickup.

SSA 27 Mission Statement

Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's West Lakeview community through neighborhood promotion, business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Roscoe Village Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.

Committee & Task Force Reports

- Streetscape Committee
 - CDOT Maintenance Agreement
 - Robert presented the updated CDOT Maintenance Agreement, and noted that there were some minor changes in wording throughout, although no real changes in actual meaning, alongside the addition of language that states that the SSA can reach out to CDOT at any point if we are unable/unwilling to meet the terms of the agreement down the line. Robert strongly recommended approving the Agreement, especially considering the SSA was reaching crunch time for Brightview's need to purchase landscaping materials for the newly installed planters in advance of the Spring.

Mike Schuba motioned to approve the CDOT Maintenance Agreement as presented, and was seconded by Kaitlyn Hurley. All in favor. Motion carried.

- Southport "Shop North of Addison" Signage
 - Robert reported that he and Becca were talking about ways to implement signage to encourage consumers on Southport to continue North of Addison, with the primary roadblock being the lack of available space for implementing any traditional signage or art in the block leading up to Addison. They came up with a concept that utilizes the back of the pre-existing wayfinding kiosk in front of Anthropologie in conjunction with sidewalk decal stickers often used during the COVID-19 pandemic. Benefits of this would be that the stickers could utilize different types of SSA messaging running along Southport from Eddy north to Waveland, that it'd be innovative, be cost effective, and the decals can easily be removed at any time. Robert created a rough mockup of the concept for the Commission to look over, and noted if they liked the idea he could get a cost estimate on the decals with the goal of having them up alongside the Q2 Kiosk Refresh that utilize the Master Plan branding. Chuck asked if we could look into a community board for Southport at some point. The commission was in support of the idea, and Robert noted he would begin looking into pricing options.
 - In addition, Robert touched on an idea Luis had brought up to him about a long-term Southport-spanning welcome SSA investment project that he called the "Southport Corridor Walk", that would aim to connect Southport, similar to the signage project. This would be similar to the Rainbow Pylons of Northalsted, with each installation featuring information on the history of Lakeview. This would be a more long-term project, but it's certainly something that we can look into a feasibility study for. Robert did note that he was involved in a project to redo the gold paint on the Pylons, and that was a \$1m project in itself, so we'd certainly need grants to implement any kind of large wayfinding sculptures. Kaitlyn noted a desire to paint the corners of sidewalks rather than wayfinding structures, noting that she saw something wonderful to that effect in Alberta, on Bear Street in Banff.

SSA 27 Mission Statement

Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's West Lakeview community through neighborhood promotion, business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Roscoe Village Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.

- Public Art Committee
 - Mural Project Update Robert reported that throughout January, the Public Art Committee whittled down the potential candidates from a total of 64 artists down to 10, utilizing both online and in-person review sessions. He noted that he had requested final site concept mock-ups and projected installation budgets from those finalists to be returned to him by February 25th, and at their February 26th meeting, the Public Art Committee will select 3 artists/concepts (one main and two backup) to recommend for SSA approval at the March meeting. Although the SSA had nothing to approve yet, Robert provided sample art from the ten finalist artists for the SSA to review.

Partner Board Report

- Becca reported that the Chamber had closed their books and begun their audit process, and gave an overview of upcoming Chamber Programming.
- Erik reported that the annual chamber meeting will occur on March 13th at Stage 773, and tickets would be available soon after the time of this meeting.

Staff Report

- Alyssa Lombardo noted that the Community Event Grant Applications are out and would be open until March 1st.
- Erik reported that the Chamber Maker's Market would be named Local on Lincoln,, and would occur at 3175 N Lincoln Ave in March and in Q3, and already had attracted interest from various artisans. Erik noted if the project goes well in 2024, the SSA may want to consider taking on the project starting in 2025.

New Business

- Robert noted that New Business had often been a dead category, and recommended that commissions bring ideas based on things they see in other communities to discuss during new business.

Announcements

- Robert reported that Dave Garfield's Commission Seat would expire on February 14th, and presented a parting message from Dave.

Adjourn

Chuck Stewart motioned to adjourn the February 8, 2024 SSA Commission Meeting at 9:32 AM, and was seconded by Kaitlyn Hurley. All in favor. Motion carried.

Next Regular Meeting Date: March 14 at 8:30 AM

SSA 27 Mission Statement

Our mission is to support a resilient local economy and high quality of life for the benefit of businesses and residents in Chicago's West Lakeview community through neighborhood promotion, business development, advocacy, and public space enhancements. We are a partnership between the Lakeview Roscoe Village Chamber, SSA 27 and Friends of Lakeview, and we support each other to advance our common mission.