

Lakeview SSA 27

Commission Meeting Minutes

Jan. 14, 2016, 8:30 AM

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

Present: Darian Campise, Jill Heise, Matt Lederer, Melissa Salvatore, Lisa Santos, Erin Schwartz, Kevin Vaughan, Nabil Zahrah

Absent: Colleen Daley, Jeremy Wechsler

Staff: Lee Crandell, Dillon Goodson

Guests: Luis Monje

Lisa Santos called the meeting to order at 8:34 AM.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from December 10, 2015, seconded by Nabil Zahrah; motion carries.

Façade Improvement Program

- **2878 N. Lincoln Ave.:** Total cost is \$32,310 for a new primary neon sign, new tiling on the outer façade, a new glass entrance double door and sliding door, and replacement of the back window. Melissa Salvatore noted that the applicant is new to Lakeview and will occupy two formerly vacant spaces. Lisa Santos reminded the Commission of the goal of the Façade Improvement Program. Melissa motioned to approve a rebate of \$6,200 (19% of total project cost), seconded by Erin Schwartz; motion carries 6-2.

Treasurer's Report

Lisa Santos reported that almost all of the SSA's 2015 invoices had been paid, leaving the SSA with approximately \$105,000 in cash on hand. Kevin Vaughan reminded the Commission that he would be resigning effective at the conclusion of the January meeting.

President's Report

Lisa Santos provided an overview of the elections process.

Election of Officers

Lisa Santos nominated Nabil Zahrah for Chair, noting his contributions to the Commission. Kevin Vaughan motioned to appoint Nabil as Chair, seconded by Melissa Salvatore; motion carries. Nabil nominated Lisa for Treasurer, a position vacated by Kevin's resignation. Lisa explained that she would hold the position until a permanent replacement stepped forward. Nabil motioned to appoint Lisa as Treasurer, seconded by Matt Lederer; motion carries.

Staff Report

Dillon Goodson reported on the final numbers for the Lakeview Gift Card program. A total of \$92,665 in gift cards had been purchased or rebated as part of SSA promotions in 2015, an increase of 38% over 2014. He presented the Scorecard and shared that the SSA would be issuing an RFP for landscaping.

Jill Heise motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:37 AM.

Lakeview SSA 27

Commission Meeting Minutes

Feb. 11, 2016, 8:30 AM

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

Present: Darian Campise, Colleen Daley, Jill Heise, Luis Monje (by phone), Lisa Santos, Erin Schwartz (by phone), Nabil Zahrah

Absent: Matt Lederer, Melissa Salvatore, Jeremy Wechsler

Staff: Lee Crandell, Dillon Goodson

Guests: Terese McDonald

Nabil Zahrah noted that a quorum was not present.

Reading and Approval of Minutes

Action deferred to next meeting.

SSA Commission Nominations

Commissioners were presented with statements of interest for two candidates: Terese McDonald and Charles Stewart. Terese McDonald introduced herself to the Commission. In his absence, Charles Stewart was introduced by Lisa Santos. Action deferred to next meeting.

2016 Landscaping RFP

Nabil Zahrah shared that seven proposals had been received for landscaping services in 2016-2017. The Commission will interview three candidates prior to the March meeting.

People Spots

Based on previous discussions at Commission meetings, Nabil Zahrah asked the Commission to consider relocating both People Spots to new locations in 2016. Dillon Goodson presented two potential locations based on research and site surveys. Commissioners discussed moving one People Spot to the 3700 block of N. Southport Ave. near the Music Box Theatre and Mercury Theater. Jill Heise commented that the second People Spot should be moved to a location that also supports local businesses. The Commission discussed moving the second People Spot to the 3300 block of N. Lincoln Ave. near Dinkel's and New England Seafood Co., or the 2800 block of N. Lincoln Ave. in front of the forthcoming Left Coast Food & Juice restaurant. Dillon Goodson shared that the permit application had to be submitted by the end of February in order to meet deadlines, and that the People Spots would remain in their prior locations if the proposed 2016 locations did not work. Action deferred to next meeting.

Treasurer's Report

Lisa Santos shared that the annual audit of the SSA's 2015 financials had begun.

Staff Report

Dillon Goodson shared a summary of the 2016 program of work, noting the SSA's action items.

Lakeview SSA 27

Commission Meeting Minutes

Mar. 10, 2016, 8:30 AM

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

Present: Darian Campise, Matt Lederer, Luis Monje, Melissa Salvatore, Lisa Santos, Erin Schwartz, Jeremy Wechsler, Nabil Zahrah

Absent: Colleen Daley, Jill Heise

Staff: Lee Crandell, Dillon Goodson, Blanca Ramirez

Guests: Doug Havrilla, Charles Stewart, Dimitri Syrkin-Nikolau, Vanessa Wheeler

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

Public Comment

Doug Havrilla, a local resident, and Vanessa Wheeler, representing a local business, both stated that they were attending the meeting to support the location of the People Spot at 2959-65 N. Lincoln Ave.

Reading and Approval of Minutes

Matt Lederer motioned to approve the meeting minutes from January 14, 2016, seconded by Jeremy Wechsler; motion carries. Matt Lederer motioned to approve the meeting minutes from February 11, 2016, seconded by Jeremy Wechsler; motion carries.

SSA Commission Nominations

Commissioners were presented with statements of interest for two candidates: Terese McDonald and Charles Stewart. Lisa Santos motioned to nominate both candidates to the SSA 27 Board of Commissioners, seconded by Matt Lederer; motion carries.

2016 Landscaping RFP

Dillon Goodson informed the Commission that seven landscaping vendors submitted proposals in response to the SSA's RFP for landscaping services, which was posted in January. The scope of services for 2016-17 has expanded to include new planters throughout the service area and also encompasses both People Spots. Based on interviews with three vendors, Nabil Zahrah recommended a contract with Brickman Group for \$53,840 per year. Melissa Salvatore motioned to approve a contract with Brickman Group, seconded by Lisa Santos; motion carries.

People Spots

Nabil Zahrah asked the Commission to consider relocating both People Spots to new locations in 2016, noting that the SSA service area is large and the benefit needs to be shared with everyone. Dillon Goodson shared that five new locations were considered based on research, site surveys, and business interest. He presented two potential locations, 3329-39 N. Lincoln Ave. and 3637 N. Southport Ave., and noted that water main construction could delay the installation of the Lincoln Avenue People Spot. He presented the Commission with more than 20 letters of support the SSA received from area businesses and residents asking the Commission to consider reinstalling a People Spot at 2959-65 N. Lincoln Ave. Melissa Salvatore suggested that the Commission should approve a checklist to guide the process of selecting People Spot locations, similar to the Façade Improvement Program. Luis Monje argued that there is a monetary benefit provided to businesses near a People Spot. Jeremy Wechsler questioned whether the SSA should move People Spots to new locations each season, or keep them in the same place for continuity purposes. Lisa Santos added that the Commission could also consider procuring a

third People Spot for the neighborhood. Nabil Zahrah yielded the floor to members of the public, including Doug Havrilla; Vanessa Wheeler; and Dimitri Syrkin-Nikolau, a local resident. The three guests reiterated their support for the location of the People Spot at 2959-65 N. Lincoln Ave. Erin Schwartz argued that People Spots should be placed in front of local businesses, and that a People Spot near the intersection of Lincoln/Southport/Wellington was needed in order to help the area become successful. Lisa Santos motioned to move the first People Spot from 2959-65 N. Lincoln Ave. to 3329-39 N. Lincoln Ave., seconded by Luis Monje; motion carries 5-2 with Melissa Salvatore recusing. Lisa Santos motioned to move the second People Spot from 3551-53 N. Southport Ave. to 3637 N. Southport Ave., seconded by Matt Lederer; motion carries 6-1 with Melissa Salvatore recusing.

Treasurer's Report

Lisa Santos reported that property tax collections were ongoing. She informed the Commission that the A.C.T. Group, the SSA's auditor, would be attending the April Commission meeting to share the results of the 2015 audit.

Staff Report

Dillon Goodson shared the Scorecard. He reported that tree pruning had been completed on Southport and that improvements were moving forward at the Southport CTA station in preparation for the return of the Low-Line Market. He shared that five public relations firms submitted proposals in response to an RFP for public relations services, which would support the SSA's 3-year plan.

Melissa Salvatore motioned to adjourn the meeting, seconded by Jeremy Wechsler; meeting adjourned at 9:59 AM.

Lakeview SSA 27

Commission Meeting Minutes

Apr. 14, 2016, 8:30 AM

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

Present: Darian Campise, Jill Heise, Matt Lederer, Luis Monje, Melissa Salvatore, Lisa Santos, Erin Schwartz, Jeremy Wechsler, Nabil Zahrah

Absent: Colleen Daley

Staff: Lee Crandell, Dillon Goodson, Blanca Ramirez

Guests: Terese McDonald, Charles Stewart

Nabil Zahrah called the meeting to order at 8:32 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the meeting minutes from March 10, 2016, seconded by Jeremy Wechsler; motion carries.

Façade Improvement Program

- 3751 N. Southport Ave.: Applicant did not submit an application for the Commission to review.

Review of 3-Year Plan (2015-2017)

Lisa Santos provided an overview of the 2011 Lakeview Area Master Plan (LAMP). The community outreach process was extensive and resulted in many recommendations that the SSA has successfully implemented. In 2015, the SSA Commission translated LAMP into a 3-year plan focused on addressing the remaining recommendations. Dillon Goodson provided an overview of the SSA vision, mission and strategic focus areas, and highlighted how the SSA's work connects back to the 3-year plan.

Public Relations

Nabil Zahrah discussed the purpose of retaining a public relations firm. Dillon Goodson reported that five firms responded to an RFP for public relations services. The Commission considered the advantages and disadvantages of each firm and how success would be measured. Darian Campise motioned to approve a contract with Traffic PR & Marketing for \$2,500 per month from May through December of 2016, seconded by Matt Lederer; motion carries.

Low-Line Plaza Hardscape

Nabil Zahrah provided an overview of Low-Line Plaza project, which would convert a gravel parking lot beneath the auxiliary exit of the Southport CTA station into a neighborhood focal point. Dillon Goodson reported that three vendors responded to an RFP to create a hardscape using pavers and gravel, the first phase of the project. Jill Heise motioned to approve a contract with Brickman Group for \$22,600, seconded by Matt Lederer; motion carries. Dillon Goodson added that work would not proceed without CTA approval.

Proposed Amendment to the Bylaws

Action deferred to next meeting.

Treasurer's Report

- 2016 Budget Adjustment: Lisa Santos presented a series of budget reallocations for consideration by the Commission. Jeremy Wechsler motioned to adopt the following budget reallocations as presented, seconded by Matt Lederer; motion carries:
 - Decrease 1.10 Local Shopping Rewards Program by \$10,500.00
 - Decrease 1.08 Display Advertising by \$10,000
 - Increase 2.07 Sidewalk Maintenance by \$4,000.00
 - Increase 3.01 Garbage/Recycling Materials Program by \$1,500.00
 - Increase 1.09 PR/Public Relations by \$15,000
- 2017 Budgeting Process: Lisa Santos provided an overview of the 2017 budgeting process. The Commission will hold a big picture discussion about the 2017 budget at its May meeting, with Commissioners providing feedback on budget priorities based on the 3-year plan. A draft budget must be approved in June with a final budget submitted in July.

Staff Report

Dillon Goodson shared the Scorecard. He reminded Commissioners that their annual ethics filings were due to the City of Chicago and Cook County this spring, and recommended that they submit the filings no later than April 30, 2016 in order to avoid penalties.

Matt Lederer motioned to adjourn the meeting, seconded by Jeremy Wechsler; meeting adjourned at 9:48 AM.

Lakeview SSA 27

Commission Meeting Minutes

May 12, 2016, 8:30 AM

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

Present: Darian Campise, Matt Lederer, Luis Monje, Melissa Salvatore, Lisa Santos, Erin Schwartz, Jeremy Wechsler, Nabil Zahrah

Absent: Colleen Daley, Jill Heise

Staff: Lee Crandell, Dillon Goodson

Guests: Terese McDonald, Charles Stewart, Howard Tulsky, Robert Wissmann

Nabil Zahrah called the meeting to order at 8:33 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the meeting minutes from April 14, 2016, seconded by Darian Campise; motion carries.

2015 SSA Audit

Robert Wissmann from the SSA's accounting firm, The A.C.T. Group, shared the results of the 2015 SSA Audit. He noted no unusual findings in the audit and commented that the actuals did not exceed the budget in any category. Lisa Santos motioned to accept the findings of the 2015 audit, seconded by Matt Lederer; motion carries.

Façade Improvement Program

- 3751 N. Southport Ave.: Applicant, a restaurant, submitted a rebate request for a new full-view door to replace the existing storefront windows. The total cost is \$20,202, and the project is eligible to receive a maximum rebate of \$10,000. Matt Lederer commented that the applicant did not submit a second bid that was comparable in scope to its preferred bid, and requested more information prior to making a decision. Action deferred.
- Flo Café and Bar: Applicant requested an extension in order to complete the installation of new signage at its location, 2901 N. Ashland Ave. Melissa Salvatore motioned to approve an extension through June 30, 2016, seconded by Matt Lederer; motion carries.

Proposed Amendment to the Bylaws

Matt Lederer read a proposed change to the SSA Bylaws, Article IV, Section 4.0. The change would require commissioners to be physically present for a majority of a meeting to be considered in attendance. Melissa Salvatore motioned to approve the proposed change to the bylaws, seconded by Jeremy Wechsler; motion carries.

2017 Budget Feedback

Lisa Santos provided an overview of the budgeting process. She shared a breakdown of the 2016 budget, separating expenses into three categories: core expenses, auxiliary expenses and discretionary expenses. Based on this information, commissioners shared their program ideas for 2017 and discussed which programs should receive SSA funding. Nabil suggested focusing public space enhancement along the Low-Line. Melissa suggested investing in an additional People Spot, so that we'd have one in each of

our three commercial districts. Commissioners discussed whether the Façade Program is fulfilling its goals and whether it should be retired in order to allocate those funds toward another program. They requested a special Commission meeting to be held later in May to continue the conversation.

Treasurer's Report

Lisa Santos reviewed the 2016 year-to-date financials.

Staff Report

- Dillon Goodson shared the details of a new concert series being planned near the Paulina CTA station. He indicated that sponsorship revenue and beverage sales should allow the Chamber to produce these events and break even without the SSA's support, and requested the Commission's approval to utilize a portion of the SSA's budget for Special Events in case revenue fell short of expenses. Melissa Salvatore motioned to approve the use of SSA funding for the concert series within the existing 1.02 Special Events budget line item, seconded by Lisa Santos; motion carries.
- Lee Crandell shared the details of the Intelligentsia Cup cycling challenge being planned at the Lincoln Hub, produced by the Chamber. He added that, per the 2016 SSA Workplan, \$5,000 from the SSA's Special Events budget for new programming in the Lincoln Hub area would be utilized to provide a guarantee for the event, only to be used in case revenue falls short of expenses.
- Dillon Goodson shared the scorecard.

2016 & 2017 Holiday Decorations

Action deferred.

Announcements

Lisa Santos reminded commissioners that she was resigning from the Commission and this would be her last meeting. Nabil Zahrah thanked Lisa for her service to the SSA.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by Luis Monje; meeting adjourned at 10:03 AM.

Lakeview SSA 27

Commission Meeting Minutes

May 26, 2016, 8:30 AM

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

Present: Darian Campise, Jill Heise, Matt Lederer, Luis Monje, Jeremy Wechsler, Nabil Zahrah

Absent: Colleen Daley, Melissa Salvatore, Erin Schwartz

Staff: Lee Crandell, Dillon Goodson

Guests: Charles Stewart

Nabil Zahrah called the meeting to order at 8:49 AM.

Public Comment

There was no public comment.

2017 Budget Feedback

Nabil Zahrah shared that the purpose of this special meeting was to continue gathering the Commission's feedback about the 2017 SSA budget. He reminded commissioners about the SSA's 3-year plan, which focuses the SSA's priorities around diversity, destination and density. Nabil Zahrah proposed that the SSA should focus on creating a new destination website to promote Lakeview and its businesses. Matt Lederer added that social media should be a priority. Jeremy Wechsler suggested that the Façade Improvement Program has evolved and its budget could potentially be refocused on other efforts. Matt Lederer proposed reallocating the Façade Improvement Program budget toward a security camera rebate for local businesses. Nabil Zahrah reminded the Commission about the idea of the Low-Line, a linear park underneath the 'L' first proposed in the 2011 Lakeview Area Master Plan (LAMP), and recommended allocating funding toward streetscape enhancements to fund projects at Southport, Ashland and Paulina beneath the 'L.' Jeremy Wechsler suggested that a business incubator program should be explored. Nabil suggested creating seating clusters on sidewalks, Jeremy suggested offering wifi at seating areas, including People Spots. Nabil Zahrah recapped the Commission's conversation and added that a draft budget would be prepared for review at the June meeting.

Adjourn

Jill Heise motioned to adjourn the meeting, seconded by Jeremy Wechsler; meeting adjourned at 9:31 AM.

Lakeview SSA 27

Commission Meeting Minutes

June 9, 2016, 8:30 AM

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

Present: Colleen Daley, Matt Lederer, Luis Monje, Erin Schwartz, Jeremy Wechsler, Nabil Zahrah

Absent: Darian Campise, Jill Heise, Melissa Salvatore

Staff: Lee Crandell

Guests: Terese McDonald, Charles Stewart

Nabil Zahrah called the meeting to order at 8:37 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the meeting minutes from May 12 and May 26, 2016, seconded by Erin Schwartz; motion carries.

Façade Improvement Program

- 3751 N. Southport Ave.: Commissioners recapped questions about this application from the May 12 meeting and asked how much Façade Rebate funds were not yet allocated this year, which was approximately \$15,000. The applicant solicited a second bid for similar work to complete their application. The total cost of the preferred bid is \$20,202, and the project is eligible to receive a maximum rebate of \$10,000. Luis Monje motioned to approve a rebate of \$5,000 or 25%, whichever is less; seconded by Erin Schwartz, motion carries.

2017 Draft Budget

Lee Crandell recapped the budget feedback provided by the Commissioners in the prior meetings and presented the draft 2017 budget with the following highlights:

- SSA Management & Personnel: Totaled together remains flat. Slight change due to change in how City classifies professional development.
- Website: Decreased because we're planning website redevelopment this year, won't have that expense next year.
- Display Advertising: Increased to better support neighborhood marketing and PR efforts.
- PR/Media Relations: Increased for 12 months of contract with PR firm to support neighborhood marketing efforts.
- Façade Program: Since the Commission expressed interest in phasing this program out, reduced to enough to rebate outstanding projects from 2016.
- Streetscape Elements: Setting aside approximated \$45k for core maintenance of existing assets (such as people spots, BigBelly receptacles, etc.) and \$10k for street furniture purchases and repair (bike racks, trash cans, etc.), leaving approximately \$120k for new capital projects (such as development Low-Line parks and plazas under L tracks at Southport, Ashland and Paulina)
- Business Incubator -- Opened new line item to develop new program, with opportunity to increase line item next year when program better defined.
- Safety -- Increase to fund rebates for security cameras, lighting

- Loss Collection -- Note: Now budgeted as revenue in city worksheet. Was listed as an expense in 2016.
- Carry-over -- Note: Budgeted approximately \$99k, to adjust for amount in our 2015 audit that we won't be able to spend this year because we budgeted \$50k carry-over for 2016.

Lee noted that the draft budget would be reviewed by the City and aldermen, and a final budget would come back to the Commission in July for approval. The Commission agreed that the draft incorporated their feedback. Matt Lederer motioned to accept the draft budget as-is, seconded by Erin Schwartz; motion carries.

2016 & 2017 Holiday Decorations

The Commissioners discussed the proposals that were sent for review before the meeting. Jeremy Wechsler motioned to approve a contract for up to \$45,000 with Dad's Handyman, Luis Monje seconded; motion carries. Jeremy suggested that for the selfie stations, the Chamber should consider working with the theaters on design, and suggested the design should be more three-dimensional – he also offered assistance to coordinate this.

Treasurer's Report

No report in absence of treasurer.

President's Report

Nabil Zahrah noted that he cannot be at the next meeting and would look into whether we need to reschedule.

Staff Report

Lee Crandell shared highlights from the Scorecard and reported that the Bike Race would not be occurring this year because we were unable to secure Police approval.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Jeremy Wechsler; meeting adjourned at 9:20 AM.

Lakeview SSA 27

Commission Meeting Minutes

July 7, 2016, 8:30 AM

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

Present: Darian Campise, Jill Heise, Matt Lederer, Terese McDonald, Luis Monje, Melissa Salvatore, Erin Schwartz, Chuck Stewart, Jeremy Wechsler, Nabil Zahrah

Absent: Colleen Daley

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

Matt Lederer motioned to approve the meeting minutes from June 9, 2016, seconded by Terese McDonald; motion carries.

Election of Treasurer

Jill Heise motioned to elect Charles "Chuck" Stewart as Treasurer, seconded by Jeremy Wechsler; motion carries.

Façade Improvement Program

- Flo Café and Bar (Extension Request): Dillon Goodson explained that the applicant was awaiting city approval to install permanent signage. Darian Campise motioned to approve an extension through October 1, 2016, seconded by Jill Heise; motion carries.

2017 Budget, Work Plan and Sole Service Provider

Dillon Goodson presented the 2017 Budget and Work Plan, containing minor formula changes for loss and late collection and accounting for the new (2015 tax year) Equalized Assessed Valuations (EAV) provided by Cook County. Jeremy Wechsler motioned to approve the 2017 Budget and Work Plan, and for the Lakeview Chamber of Commerce to remain the sole service provider of SSA 27 in 2017, seconded by Matt Lederer; motion carries.

Treasurer's Report

Chuck Stewart reported on the 2016 financials through May, noting that the SSA's expenses were on track with budget.

Staff Report

Dillon Goodson shared the scorecard. He noted that additional trees would be added to Lincoln Ave. this year, the final phase of the Lincoln Avenue Placemaking Plan. People Spots were installed on Southport and Lincoln in June and additional street furniture would arrive in the coming weeks. Crews also finished installing the Low-Line Plaza hardscape, adding brick pavers and pea gravel, with a ribbon cutting planned for July 15. The project is ongoing, with additional improvements planned in the future.

New Business

Melissa Salvatore commented that the Commission should fund additional People Spots throughout the SSA. Nabil Zahrah added that a designer could examine the entire SSA to identify future placemaking opportunities. Luis Monje encouraged the Commission to create a security program, with Darian Campise asking to have the police share their opinion on the most effective use of SSA funding for security. Luis Monje also requested that the Lakeview Chamber share more information with the SSA Commission about its mission, work plan and budget outside of its SSA work, and Lee Crandell offered to present these items at an upcoming SSA meeting.

Adjourn

Terese McDonald motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:15 AM.

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.

Lakeview SSA 27

Commission Meeting Minutes

September 15, 2016, 8:30 AM

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

Present: Darian Campise, Matt Lederer, Terese McDonald, Luis Monje, Melissa Salvatore, Chuck Stewart, Jeremy Wechsler, Nabil Zahrah

Absent: Colleen Daley, Jill Heise, Erin Schwartz

Staff: Lee Crandell, Dillon Goodson

Guests: Rebecca Girsch

Nabil Zahrah called the meeting to order at 8:44 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the meeting minutes from August 11, 2016, seconded by Terese McDonald; motion carries.

Presentation by the Lakeview Chamber of Commerce

Nabil Zahrah introduced Rebecca Girsch, President of the Lakeview Chamber of Commerce Board of Directors. Rebecca read the Chamber's mission and presented on the Chamber's focus areas, explaining how the Chamber and SSA's missions are aligned, and how by sharing costs and resources they can both achieve their shared goals more efficiently and effectively. Lee Crandell explained that some costs, such as those related to overhead and administration, are shared according to the SSA's cost allocation plan, but noted that the Chamber is only paid on a reimbursement basis for these expenses and does not profit from them. The Chamber receives other funding from membership, event revenue, sponsorship and a City of Chicago Neighborhood Business Development Center (NBDC) grant. Melissa Salvatore asked for the Chamber to consider holding an annual joint meeting with the SSA Commission.

Lincoln Avenue Placemaking

Dillon Goodson shared that the Bureau of Forestry has offered to install new tree pits and plant trees on Lincoln Ave. between Wellington and Barry this November with funding from the SSA. The total cost to the SSA should not exceed \$1,000 per tree pit, and Dillon has been working with local businesses to identify locations that are suitable for trees. Darian Campise motioned to authorize the SSA to spend \$30,000 with the Bureau of Forestry's contractor, 7-D Construction, to install new tree pits and plant approximately 20 new trees, seconded by Melissa Salvatore; motion carries.

2017-18 Litter Abatement Proposals

Dillon Goodson shared that four proposals were received in response to an RFP for litter abatement and graffiti removal services for 2017 and 2018. Commissioners received copies of the proposals prior to the meeting. Jeremy Wechsler motioned to approve a contract with Cleanslate for \$91,950.00 in 2017 and \$96,200.00 in 2018, seconded by Chuck Stewart; motion carries.

Facade Improvement Program

- 2818 N. Lincoln Ave.: dSPACE STUDIO LTD submitted a rebate request for exterior facade improvements including replacing the worn-out storefront glass; adding signage, window graphics, and lighting; and restoring the vintage masonry. The total project cost is \$37,506.35, and the project is eligible to receive a maximum rebate of \$10,000. Nabil Zahrah noted that the Facade Improvement Program guidelines give preference to businesses who have not previously received funding, and that dSPACE had applied and successfully received a rebate from the SSA in 2013. Terese McDonald motioned to provide no rebate for the project, seconded by Jeremy Wechsler; motion carries.

Treasurer's Report

Chuck Stewart reported on the 2016 financials through July.

Staff Report

Dillon Goodson shared the scorecard. He invited Commissioners to attend upcoming community programs and asked for feedback on a design study prepared by Latent Design for the Low-Line Plaza.

Safety Program

Dillon Goodson shared that he has been meeting with local community members and exploring examples of successful safety programs in Chicago and other cities. Based on this research, he shared a list of ideas for the SSA to consider, which includes: surveying street conditions to identify and repair broken street infrastructure; surveying public and private security systems to identify the areas of greatest need; developing an educational campaign with neighborhood watch signage to unite businesses and share best practices; exploring apps that employees and residents within the SSA could utilize to deter criminals and alert authorities of problems; and, providing rebates for SSA properties who install security cameras. Matt Lederer motioned to utilize \$2,500 in the 2016 SSA budget for Safety Programs to survey existing conditions and pilot a security camera rebate limited to 50% of the total project cost, not to exceed \$500, seconded by Darian Campise; motion carries.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Jeremy Wechsler; meeting adjourned at 9:48 AM.

Lakeview SSA 27

Commission Meeting Minutes

October 13, 2016, 8:30 AM

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

Present: Darian Campise, Colleen Daley, Jill Heise, Matt Lederer, Terese McDonald, Luis Monje, Melissa Salvatore, Erin Schwartz, Chuck Stewart, Nabil Zahrah

Absent: Jeremy Wechsler

Staff: Lee Crandell, Dillon Goodson

Guests: Brady Gott

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

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the meeting minutes from September 15, 2016, seconded by Darian Campise; motion carries.

Presentation by Cleanslate

Brady Gott, Managing Director of Cleanslate, provided an overview of the litter abatement services their crew provides through its SSA 27 contract. Cleanslate works with approximately 16 special service areas citywide and is a social enterprise of the Cara Program, which provides paid transitional jobs focused on neighborhood beautification.

Facade Improvement Program

Nabil Zahrah reported that approximately \$17,000 remains in the Facade Improvement Program budget, with \$5,000 already committed to Doña Tola at 3751 N. Southport Ave. Melissa commented that the Commission has spent valuable time on the program, adding that it is an important neighborhood benefit. Nabil Zahrah commented that the nature and needs of the neighborhood have changed. Matt Lederer reminded Commissioners that periodic changes have been made to the application and guidelines, but the Commission has different opinions about the purpose of the program. Darian Campise motioned to not accept any new applications after December 31, 2016, seconded by Chuck Stewart; motion carries. Melissa motioned to move \$12,000 from 2.03 Facade Enhancement Program - Rebates to 2.05 Streetscape Elements to fund additional tree planting, seconded by Jill Heise; motion carries.

Treasurer's Report

Chuck Stewart reported on the 2016 financials. The majority of the SSA's taxes have been received for 2016, but additional costs related to the SSA's contracts, fall programming and streetscape improvements are expected in the fourth quarter of the year.

President's Report

Nabil Zahrah proposed the creation of a Placemaking Committee that would meet regularly to provide vision, direction and ideas for placemaking projects within the SSA. Darian Campise, Jill Heise, Matt Lederer, Luis Monje, Melissa Salvatore, Erin Schwartz and Nabil Zahrah expressed interest in serving on the committee, and Luis Monje recommended capping the total number of committee members at

five. Nabil Zahrah suggested that the Commission should vote to approve the committee and appoint its members at the November meeting.

Staff Report

Dillon Goodson shared the scorecard, updating the Commission on ongoing work related to the Lincoln Avenue Placemaking Project, People Spots, community programming and other special projects.

Adjourn

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

Lakeview SSA 27

Commission Meeting Minutes

November 16, 2016, 8:30 AM

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

Present: Jill Heise, Matt Lederer, Terese McDonald, Luis Monje, Erin Schwartz, Jeremy Wechsler, Nabil Zahrah

Absent: Darian Campise, Colleen Daley, Melissa Salvatore, Chuck Stewart

Staff: Lee Crandell, Dillon Goodson, Vince Ziols

Guests: Colleen Ryan

Nabil Zahrah noted that a quorum was not present.

Presentation by Traffic PR & Marketing

Colleen Ryan, Founder and Managing Director of Traffic PR & Marketing, provided an overview of the public relations services they provide to SSA 27. Since the beginning of their contract in May 2016, Traffic has focused on promoting SSA programs and neighborhood news and events. Colleen Ryan shared an example of a WGN "Around Town" segment secured by Traffic, which encouraged visitors to spend a day in Lakeview shopping at local businesses. Terese McDonald encouraged Traffic to promote the north end of Southport, north of Addison. Nabil Zahrah asked Chamber staff to begin sharing Traffic's monthly activity reports with the Commission.

With a quorum present, Nabil Zahrah called the meeting to order at 9:03 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from October 13, 2016, seconded by Matt Lederer; motion carries.

Facade Improvement Program

- Doña Tola (Extension Request): Nabil Zahrah presented a request for an extension in regards to the façade improvements at 3751 N. Southport Ave. The applicant explained that work has been temporarily stopped and they are looking to hire a new general contractor. Matt Lederer motioned to approve a one-time extension through April 15, 2017, seconded by Erin Schwartz; motion carries.

Treasurer's Report

Nabil Zahrah proposed a series of adjustments to the SSA's 2016 budget. Based on a projection of expenses through the end of the calendar year, he anticipated a carryover of approximately \$54,000, which is close to the \$50,000 carryover budgeted for the 2017 budget and work plan. Terese McDonald motioned to approve the following budget adjustments, seconded by Jill Heise; motion carries:

- Decrease 1.02 Special Events by \$4,000
- Increase 2.02 Landscaping by \$1,000
- Increase 3.01 Garbage/Recycling Materials by \$3,000
- Decrease 6.03 Bookkeeping by \$500
- Decrease 6.05 Utilities by \$500
- Increase 6.07 Office Equipment Lease/Maintenance by \$250
- Increase 6.08 Office Printing by \$750
- Decrease 6.10 Meeting Expense by \$50

- Decrease 6.11 Subscription/Dues by \$200
- Decrease 6.12 Banking Fees by \$250
- Increase 6.13 Monitoring/Compliance by \$500
- Increase 6.17 Liability/Property Insurance by \$1,000
- Decrease 6.18 Legal Fees by \$1,500
- Decrease 6.19 Admin/Office Services by \$1,500
- Increase 6.20 Intern Stipends by \$2,000

Staff Report

Dillon Goodson shared the scorecard, informing the Commission that approximately 30 new trees had been planted throughout the service area, including more than a dozen installed in new tree pits on Lincoln Ave. between Wellington and Barry. The SSA funded this work. He also shared that the SSA's 2017 Budget and Work Plan was approved by City Council on Nov. 1, 2016. Lee Crandell provided a preview of the Lakeview Chamber's new website, which gives more prominence to SSA 27 while providing additional resources for consumers.

Placemaking Committee

Nabil Zahrah proposed the creation of a Placemaking Committee that would meet regularly to provide vision, direction and ideas for placemaking projects within the SSA. Matt Lederer motioned to create the committee, seconded by Jeremy Wechsler; motion carries. Nabil Zahrah motioned to appoint Jill Heise as chair of the Placemaking Committee, seconded by Terese McDonald; motion carries. Nabil Zahrah motioned to appoint Darian Campise, Jill Heise, Matt Lederer, Luis Monje, Melissa Salvatore, Erin Schwartz and Nabil Zahrah to serve on the Placemaking Committee, seconded by Matt Lederer; motion carries.

People Spots

Dillon Goodson presented on the SSA's Three-Year Plan, which was adopted in 2015 and established two primary goals to guide the prioritization of future public space enhancements. The first goal focuses on developing focal points, or memorable places that serve as the identifiable centers of neighborhood sub-districts. The second goal focuses on creating connections by bridging gaps in the street wall to connect areas of business activity. Vince Ziols, the Chamber's urban planning intern, reported on his observations of both People Spots in 2016 and shared recommendations for improvements, based on evaluation guidelines from three organizations. Luis Monje suggested that a People Spot could work well on Lincoln Ave. between Barry and Belmont.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Jill Heise; meeting adjourned at 9:57 AM.

Lakeview SSA 27

Commission Meeting Minutes

December 8, 2016, 8:30 AM

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

Present: Darian Campise, Jill Heise, Luis Monje, Melissa Salvatore, Erin Schwartz, Chuck Stewart, Jeremy Wechsler, Nabil Zahrah

Absent: Colleen Daley, Matt Lederer, Terese McDonald

Staff: Lee Crandell, Dillon Goodson

Guests: Kristin Larsen

Nabil Zahrah called the meeting to order at 8:33 AM.

Public Comment

Kristin Larsen, Executive Director of Stage 773, introduced herself and provided an overview of the theater.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from November 16, 2016, seconded by Erin Schwartz; motion carries.

2017 Public Relations Firm Contract

Nabil Zahrah informed the Commission that Traffic PR & Marketing was changing its focus and is no longer offering public relations services to the SSA in 2017. He recommended issuing an RFP to select a new public relations firm. Dillon Goodson shared a report from Traffic PR & Marketing outlining their work in 2016.

2017 Meeting Schedule

Darian Campise motioned to approve the 2017 meeting schedule, below, seconded by Jill Heise; motion carries.

Thur., Jan. 12, 2017, 8:30 am

Thur., Feb. 9, 2017, 8:30 am

Thur., March 9, 2017, 8:30 am

Thur., April 13, 2017, 8:30 am

Thur., May 11, 2017, 8:30 am

Thur., June 8, 2017, 8:30 am

Thur., July 13, 2017, 8:30 am, Annual Meeting

Thur., Aug. 10, 2017, 8:30 am

Thur., Sept. 14, 2017, 8:30 am

Thur., Oct. 12, 2017, 8:30 am

Thur., Nov. 9, 2017, 8:30 am

Thur., Dec. 14, 2017, 8:30 am

Unless otherwise specified, meetings will be held at St. Luke, 1500 W. Belmont Ave.

Placemaking Committee Report

Jill Heise reported on the Placemaking Committee's first meeting, which took place December 6.

- **People Spots and Sidewalk Seating:** Jill Heise briefed the Commission on the Placemaking Committee's ongoing conversation about People Spots. She informed Commissioners that the Committee would make a recommendation about 2017 People Spot locations ahead of a February Commission meeting vote on the matter.
- **Low-Line:** The Committee received an update from Latent Design on the design of art partitions at the Southport Plaza and provided feedback to the firm. Committee members also provided feedback and approved two RFPs to solicit additional firms to design new public spaces beneath the 'L' tracks at Ashland and Paulina.
- **Public Art:** Jill Heise noted that the SSA's 2017 budget includes \$20,000 for murals and sculptures. She asked the Commission to provide feedback on future plans for public art, noting that the Commission made a \$10,500 investment in three pieces of Chicago Sculpture Exhibit artwork in 2016. Nabil Zahrah recommended finding alternate uses for this funding instead of focusing only on sculptural work, and motioned to not invest in the Chicago Sculpture Exhibit in 2017, seconded by Melissa Salvatore; motion carries.

Treasurer's Report

Chuck Stewart reported on the SSA's 2016 financials through October.

President's Report

Nabil Zahrah proposed creating a new committee that would focus on landscaping and assume some of the responsibilities of the Placemaking Committee. He suggested that the Commission should finalize plans for this committee in January.

Staff Report

Dillon Goodson shared the scorecard and reported on Lakeview Gift Card sales during the holiday Bonus Card promotion, which launched November 18. Lee Crandell shared that the Lakeview Chamber had hired a new Business Services Manager, Kimberly Morris.

Adjourn

Jill Heise motioned to adjourn the meeting, seconded by Jeremy Wechsler; meeting adjourned at 9:23 AM.