

Lakeview SSA 27

Commission Meeting Minutes

January 11, 2018, 8:30 AM

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

Present: Darian Campise, Jill Heise, Luis Monje, Erin Schwartz, Nabil Zahrah

Absent: Terese McDonald, Amy Novotny, Chuck Stewart

Staff: Lee Crandell, Dillon Goodson

Guests: Allie Duncan, Paul Leamon, Matt Lederer, Molly Mara, Doug Zylstra

Nabil Zahrah noted that a quorum was not present.

Presentation by Zapwater Communications

Nabil Zahrah introduced Allie Duncan and Molly Mara, publicists with Zapwater Communications, the SSA's retained public relations firm. Allie and Molly proposed strategic objectives to guide the SSA's communications efforts in the first six months of 2018, including campaign ideas to promote the Lakeview community. Commissioners asked Zapwater about metrics to measure the effectiveness of public relations campaigns and tasked Zapwater with proposing a set of benchmarks to be reviewed at the end of 2018. Commissioners discussed focusing most of the SSA's resources towards reaching local media outlets in 2018 and stressed the importance of highlighting stories throughout all portions of the SSA. Zapwater said it would revise its 2018 proposal for the Commission based on their feedback.

Call to Order

Noting that a quorum was now present, Nabil Zahrah called the meeting to order at 8:56 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Erin Schwartz motioned to approve the meeting minutes from December 14, 2017, seconded by Luis Monje; motion carries.

Security Rebate Pilot Program

Dillon Goodson recapped the initial 2017 pilot of the SSA's Security Rebate Program, including ways the SSA has informed the public about the new program. A total of three applicants were awarded an average of approx. \$400 each, for a total of \$1,181.77 in funding awarded in 2017. Commissioners discussed ways to increase program participation and awareness of the available funds, such as conducting additional outreach to properties affected by crime and amending the guidelines to offer more of an incentive to applicants. Luis Monje motioned to extend the pilot program through June 2018 with no changes to the guidelines or application, seconded by Erin Schwartz; motion carries.

Low-Line Committee Report

- Jill Heise reported on ongoing conversations with the CTA about the scope of construction of the proposed Low-Line Plazas at Paulina and Ashland. Meanwhile, Chamber staff is conducting

additional outreach to adjacent Low-Line properties with construction of both spaces targeted for 2018.

Streetscape Committee Report

- **Sidewalk Seating Areas:** Nabil Zahrah shared final design concepts for the sidewalk seating area near Sheil Park at 3505 N. Southport Ave. Based on initial feedback from the Chicago Park District, Site Design Group made some revisions to the designs, including shortened benches and a more simplified sidewalk art motif. Commissioners shared their thoughts on the sidewalk art motif and discussed how it helps create a visual draw that could attract pedestrians walking past the Park District building. Darian Campise motioned to approve the final designs as presented, seconded by Jill Heise; motion carries 4-1 with Erin Schwartz abstaining. Dillon Goodson shared that he was awaiting final approval from the Park District on the revised designs and that he would submit a permit application soon.

Treasurer's Report

- Lakeview Chamber staff shared the 2017 financials through November.

President's Report

Nabil Zahrah stated that the SSA was in need of new chairs to lead the Low-Line and Streetscape Committees and provided an overview of both Committees.

Staff Report

- **Lakeview Gift Card:** Dillon Goodson recapped the 2017 Lakeview Gift Card holiday promotion, which concluded Dec. 31, 2017. Approximately 190 customers received \$20 Bonus Cards for every \$100 gift card they purchased in Lakeview Gift Cards. Participation was consistent with previous years, with customers purchasing and earning nearly \$100,000 in gift cards.
- **Other Updates:** Dillon Goodson said that he would be sending Commissioners an email containing important 2018 dates, including a mandatory City forum for new Commissioners.

Election of Officers

Nabil Zahrah presented a written statement of interest for Terese McDonald, a nominee for SSA Commission Chairperson, and asked Matt Lederer, a nominee for First Vice-Chairperson/Treasurer, to introduce himself. Dillon Goodson explained that Chuck Stewart had offered to continue serving as Treasurer until Matt is formally appointed to the SSA Commission by City Council this spring. Nabil Zahrah motioned to appoint Terese McDonald as SSA Commission Chairperson following the end of Nabil's term on February 15, seconded by Jill Heise; motion carries. Nabil Zahrah motioned to appoint Chuck Stewart as interim First Vice-Chairperson/Treasurer, to be replaced by Matt Lederer immediately upon his appointment to the SSA Commission by City Council, seconded by Luis Monje; motion carries.

Adjourn

Luis Monje motioned to adjourn the meeting, seconded by Jill Heise; meeting adjourned at 9:30 AM.

Lakeview SSA 27

Commission Meeting Minutes

February 8, 2018, 8:30 AM

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

Present: Darian Campise, Jill Heise, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart, Nabil Zahrah

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: Doug Havrilla, Paul Leamon, Matt Lederer, Alexis Smith, Michael Valitchka, Doug Zylstra

Call to Order

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

Public Comment

Nabil Zahrah asked members of the public to introduce themselves and invited them to address the Commission throughout the meeting. Noting that he had to leave early, Michael Valitchka, a resident who lives near the Lincoln Hub, expressed support for the SSA installing a People Spot on Lincoln Avenue south of Wellington.

Reading and Approval of Minutes

Jill Heise motioned to approve the meeting minutes from January 11, 2018, seconded by Chuck Stewart; motion carries.

Community Events & Placemaking Support Program

Nabil Zahrah introduced a proposed Community Events & Placemaking Support Program. Lee Crandell presented a framework for the new program, which would support the development of more events and public programming serving the Lakeview community by offering assistance, including SSA funding, to qualifying applicants. Commissioners discussed the types of applicants that would be eligible and the program guidelines, including the following components:

- An applicant would be eligible to receive funding for up to 25% of their project, not to exceed \$5,000, with 90% of the funding paid upfront by the SSA.
- Events must take place in 2018 and be located adjacent to, or in, the SSA boundaries.
- Funds may not be used for profit margins.
- Applications would be due by March 31, 2018.
- Applications would be reviewed by an Events & Marketing Task Force in early April, and finalists would be selected and funding approved at the April SSA Commission meeting.

Terese McDonald motioned to approve the program framework with the following changes, seconded by Erin Schwartz; motion carries:

- "Up to" 90% of an approved program will be paid for by the SSA upfront, subject to change according to the SSA Commission.
- Exceptions may be considered by the Commission to allow 501(c)(3) non-profit organizations to profit from fundraising events.

Lee said that the application and guidelines would be posted soon, and that the SSA Commission should consider appointing the Task Force during the March SSA Commission meeting.

Low-Line Committee Report

- Jill Heise reported that the CTA and SSA continue to engage in ongoing conversations about the scope of construction of the proposed Low-Line Plazas at Paulina and Ashland, and that the Chamber will be signing off on the work order for the seating elements this week. Construction is still on track to continue in 2018.

Streetscape Committee Report

- **People Spots:** Terese McDonald provided a summary of the Streetscape Committee's discussion about People Spots during the January meeting, which included considerations about where the People Spots should be located in 2018, whether design changes should be considered to encourage people to linger longer in the People Spots, and future streetscape improvements that could make permanent improvements on streets similarly to People Spots. She asked Commissioners to share their feedback so that the Streetscape Committee could make recommendations for 2018 during its February meeting. Commissioners commented that People Spots are successful in activating the street and driving traffic to adjacent businesses, and therefore, the amenity must be distributed fairly throughout the SSA to ensure that all adjacent properties share in the benefit. However, they also acknowledged that keeping People Spots in consistent, predictable locations is important for the continued economic development of the immediate neighborhood. Commissioners shared different ideas for what makes a People Spot successful, including how it shapes the image of the neighborhood and whether it improves foot traffic along commercial corridors, and suggested that the success of future People Spots should be judged on these qualifications. Doug Havrilla, a resident living near the Lincoln Hub, expressed support for installing a People Spot on Lincoln Avenue south of Wellington. The Commission deferred action until the March SSA Commission meeting.

Treasurer's Report

- **2018 Budget Modification:** Chuck Stewart invited Lee Crandell to present a proposed modification to the SSA's 2018 Budget. Lee explained that the Lakeview Chamber tracks staff time and revenue for the Chamber, SSA and Friends of Lakeview in order to determine how to allocate costs related to labor and admin/overhead. The Chamber and Friends of Lakeview passed their 2018 budgets in December 2017, five months after the SSA, and had updated information for their cost allocation methodology. Based on the more recent information, he recommended changes to the SSA Budget and Cost Allocation, which would have a net zero impact on the budget. Terese McDonald motioned to accept the cost allocation methodology and approve the following budget modification as presented, seconded by Chuck Stewart; motion carries:
 - Decrease 6.01 SSA Annual Report to \$2,385
 - Decrease 6.02 SSA Audit to \$6,332
 - Decrease 6.03 Bookkeeping to \$530
 - Decrease 6.04 Office Rent to \$14,525
 - Decrease 6.05 Office Utilities to \$2,342
 - Decrease 6.06 Office Supplies to \$956
 - Decrease 6.07 Office Equipment Lease/Maintenance to \$1,891
 - Decrease 6.08 Office Printing to \$742
 - Increase 6.09 Postage to \$434
 - Decrease 6.11 Subscriptions/Dues to \$610
 - Decrease 6.12 Banking Fees to \$53
 - Decrease 6.16 Storage Space Fees to \$477
 - Decrease 6.17 Liability/Property Insurance to \$10,881

- Increase 6.18 Conferences & Training to \$4,220
- Decrease 6.20 Admin & Office Services to \$8,806
- Decrease 7.01 Executive Director (Lee Crandell) to 55% SSA Funded
- Increase 7.02 Community Development Manager (Dillon Goodson) to 97% SSA Funded
- Increase 7.04 Business Services Manager (Kimberly Morris) to 37% SSA Funded
- Increase 7.05 Events & Marketing Manager (Jessica Costello) to 22% SSA Funded
- Cost Allocation
 - Labor – Specific: For time spent on programs that can be easily attributed to either SSA, Chamber or Friends of Lakeview, allocate to the appropriate entity based on an annual time study.
 - Labor – General & Shared: For time spent on general or shared programs and tasks that can't easily be attributed to any one entity or that are shared goals by all three entities, allocation will be split based on a revenue-based allocation based on the most recent audited year, which for 2016 was:
 - SSA: 73.5%
 - Chamber: 20.5%
 - Friends of Lakeview: 6%
 - Admin/Overhead: Expenses easily attributable to one entity will be directly allocated to that entity. For shared expenses, we will use a direct labor-based allocation, splitting admin/overhead based on the average overall staff time allocated to each entity according to the above labor allocations for full-time staff, which is:
 - SSA: 53%
 - Chamber: 29%
 - Friends of Lakeview: 18%

President's Report

- **Committee Appointments:** Nabil Zahrah asked Commissioners and meeting guests whether they would be interested in serving on the Streetscape or Low-Line Committees. The following people expressed interest, and Terese McDonald motioned to appoint them, seconded by Luis Monje; motion carries:
 - Streetscape Committee: Paul Leamon and Doug Zylstra
 - Low-Line Committee: Chuck Stewart

Staff Report

Dillon Goodson invited Commissioners to attend a safety seminar hosted by the Lakeview Chamber of Commerce with the 19th District Chicago Police Department on Tuesday, February 13 at 9:00 AM at Sheil Park. He was also joined by staff and Commissioners in thanking Nabil Zahrah and Jill Heise for their service to the SSA, noting that their terms were set to expire on February 15.

Adjourn

Terese McDonald motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:47 AM.

Lakeview SSA 27

Commission Meeting Minutes

March 8, 2018, 8:30 AM

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

Present: Darian Campise, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart

Absent: None

Staff: Lee Crandell, Dillon Goodson, Carisa Marconet

Guests: Jason Aragon, Paul Leamon, Matt Lederer, Doug Zylstra

Call to Order

Terese McDonald called the meeting to order at 8:34 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Darian Campise motioned to approve the meeting minutes from February 8, 2018, seconded by Chuck Stewart; motion carries.

Committee Appointments

Terese McDonald proposed the creation of the Community Events & Placemaking Support Program Task Force, which would be responsible for reviewing applications submitted by organizations or individuals who are interested in planning events and public programming within the SSA, and determining whether to fund or provide technical support for projects that meet the SSA's goals to create memorable experiences and promote the neighborhood. She estimated that the Task Force would meet two times in 2018 to review applications, and could dissolve once its work is complete. Amy Novotny motioned to create the Community Events & Placemaking Support Program Task Force, seconded by Chuck Stewart; motion carries.

Terese recommended three Commissioners to serve as SSA Committee Chairs. Erin Schwartz motioned to approve the appointment of the following Commissioners as SSA Committee Chairs, seconded by Chuck Stewart; motion carries:

- Low-Line Committee: Darian Campise
- Streetscape Committee: Luis Monje
- Community Events & Placemaking Support Program Task Force: Amy Novotny

Low-Line Committee Report

- Low-Line Mural Walls: Dillon Goodson reminded the Commission that it had originally discussed changing out the artwork on the the Low-Line Mural Walls at the Southport Plaza a couple times per year. He shared proposals from four artists who were recommended by a local curator, Johalla Projects, for the spring installation at the Southport Plaza. Commissioners commented how regularly changing out the artwork helps sustain interest in the public space and discussed

maintenance of the artwork, including whether the SSA had built the cost of maintaining all of its murals into the budget. They discussed the different proposals and suggested having two artists create site-specific concepts for consideration by the SSA Commission in April. Darian Campise motioned to commission Caroline Liu and Clay Hickson to create site-specific concepts for the Southport Plaza Mural Walls, seconded by Chuck Stewart; motion carries.

Streetscape Committee Report

- **Lakeview Public Art Committee:** Terese McDonald introduced the Lakeview Public Art Committee, a joint committee proposed by Friends of Lakeview that would be responsible for identifying artists and securing funding to support the display of murals, sculptures, and other public works of art in highly-visible locations throughout West Lakeview. Dillon Goodson explained how the Committee would be organized to seek outside funding to help offset the SSA's costs related to the installation of public art, and that Friends of Lakeview had offered to serve as the fiscal agent for future public art projects receiving non-SSA support since the SSA is prohibited from accepting any income. Commissioners discussed how the SSA could ensure that it retains oversight of any murals that received SSA funding. Lee Crandell said that the SSA Commission would ultimately need to approve the allocation of funding for each project on a case-by-case basis, and that further terms could be specified in agreements between each of the sponsoring parties. Commissioners commented how they were excited about engaging outside parties to help bring new public art installations to Lakeview. Erin Schwartz offered to represent the SSA on the Committee. Luis Monje motioned to approve the SSA's participation in Friends of Lakeview's new Lakeview Public Art Committee, with Erin Schwartz serving as the SSA's designated representative, seconded by Chuck Stewart; motion carries.
- **Southport CVS Pharmacy Mural:** Dillon Goodson updated the Commission on recent conversations within the Streetscape Committee about installing a mural on the west-facing facade of the CVS Pharmacy on Southport, an idea dating back to the 2011 Lakeview Area Master Plan. He shared that he is working with community partners, including Southport Neighbors Association (SNA), to build local support for the idea and indicated that SNA is interested in helping fund the mural. Dillon asked for the Commission's feedback on a draft Memorandum of Understanding (MOU) between SSA 27, Friends of Lakeview, and SNA, which was shared in advance with the Commission and outlines each party's obligations. Commissioners discussed the terms of the draft agreement, which proposes that the SSA would be responsible for contributing 65% of the total cost of the mural, not to exceed \$16,250, with SNA contributing 35%, not to exceed \$8,750. Friends of Lakeview would act as fiscal agent. Amy Novotny motioned to accept the terms of the MOU, with the possibility of changes, seconded by Chuck Stewart; motion carries.
- **People Spots:** Terese McDonald recapped the Streetscape Committee's conversation at its February meeting about where to place the SSA's two People Spots in 2018, reporting that Committee members discussed a few different options. She said that the Committee ultimately voted to recommend reinstalling both People Spots in their 2017 locations because they felt that it would not be fair for adjacent businesses and residents to only have access to the People Spots for one year. Commissioners discussed improvements, including options for shade and more

flexible seating to replace or complement the “Wave” bench. They determined that the best approach would be adding approximately two sets of umbrella tables and chairs to each People Spot, with the tables and chairs sitting on the sidewalk adjacent to the “Wave” bench. Luis Monje motioned to accept the Streetscape Committee’s recommendation for reinstalling both People Spots in their 2017 locations, with the improvements outlined above, seconded by Chuck Stewart; motion carries 5-1.

Treasurer’s Report

Chuck Stewart reported on the SSA’s financials through January, and estimated approximately \$80,000 in additional carryover from previous fiscal years that could be spent by the SSA in 2018 with a budget amendment.

Staff Report

Dillon Goodson reminded Commissioners that their mandatory 2018 ethics filings were due to the City of Chicago and Cook County by May 1, 2018. He also asked Commissioners to help spread the word about the SSA’s Community Events & Placemaking Support Program, with a public call for entries posted online at www.lakeviewchamber.com/supportmyevent. Applications are due by March 31, 2018.

Announcements

Dillon Goodson announced that the June SSA Commission meeting would need to be rescheduled for June 7 at 8:30 AM since the 2019 draft SSA budget would need to be approved by the Commission and submitted to the City by June 8.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:22 AM.

Lakeview SSA 27

Commission Meeting Minutes

April 12, 2018, 8:30 AM

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

Present: Darian Campise, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: Paul Leamon, Matt Lederer, Robert Wissmann, Doug Zylstra

Call to Order

Terese McDonald called the meeting to order at 8:30 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Luis Monje motioned to approve the meeting minutes from March 8, 2018, seconded by Chuck Stewart; motion carries.

Presentation by The A.C.T. Group on the 2017 SSA Audit

Robert Wissmann from the SSA's auditor, The A.C.T. Group, shared the results of the 2017 audit of the SSA. He noted that there were no discrepancies or issues found, and that SSA 27 is one of the few SSAs in the City of Chicago that regularly remains within budget in every budget category. He indicated that the 2017 audit would be finalized after April 18.

Acceptance of 2017 SSA Audit

Amy Novotny motioned to accept the 2017 audit, seconded by Chuck Stewart; motion carries.

Lakeview Chamber, SSA 27 & Friends of Lakeview Joint Strategic Plan

Terese McDonald provided an overview of the vision and mission statements, as well as the focus areas, that guide SSA 27, the Lakeview Chamber of Commerce and Friends of Lakeview, noting similarities between the three entities. She also shared background information on the 2011 Lakeview Area Master Plan (LAMP) and introduced a new joint strategic planning process as a way for the entities to identify opportunities to work together more effectively on shared goals. Lee Crandell presented a proposed timeline and explained the strategic planning products that would be delivered upon the conclusion of the process. He suggested that conducting a joint strategic plan between all three entities would illuminate the similarities and differences between each entity, and help ensure that we are better organized to accomplish our long-term vision for the neighborhood. Commissioners commented that they welcomed better collaboration between the three entities and discussed other ways to increase communication, such as a joint written staff report. Darian Campise motioned to affirm the process and direction of the joint strategic plan, seconded by Chuck Stewart; motion carries.

Security Rebate Pilot Program

- **A Little Photo Studio (2868 N. Lincoln Ave.):** The applicant is installing three security cameras with views of the public way, with a total project cost of \$498.00. Commissioners discussed the application. Erin Schwartz motioned to approve a rebate of \$249.00, or 50% of the total project cost, whichever is less, seconded by Amy Novotny; motion carries.

POP at the Lincoln Hub

- **Multi-Storefront Artist Activation Proposal:** Terese McDonald provided an overview of POP at the Lincoln Hub, and presented a proposal from local artist Don't Fret to activate multiple storefronts along Lincoln Avenue with pop-up shops that employ the artist's aesthetic to portray his appreciation for the city in which he was born and raised. Dillon Goodson explained that the Streetscape Committee pre-selected Don't Fret as part of the 2017 Year of Public Art initiative. He estimated that the total project cost would be \$17,150 for the artist to activate multiple storefronts and install a large-scale outdoor mural, along with custom-designed banners spanning the Lincoln Hub. Commissioners discussed the proposal, and noted how it helps accomplish the goals of the POP program. Amy Novotny motioned to approve Don't Fret's concept and budget allocation, seconded by Chuck Stewart; motion carries.

Low-Line Committee Report

- **Low-Line Mural Walls:** Darian Campise shared concept drawings from two different artists, Clay Hickson and Caroline Liu, for the Low-Line Mural Walls at the Southport Plaza, and explained that both artists were prepared to install their artwork in the next couple weeks. Commissioners discussed the proposals. Amy Novotny motioned to commission Caroline Liu at \$4,000 to install her artwork at the Southport Plaza in Spring 2018, seconded by Chuck Stewart; motion carries.
- Dillon Goodson also reported that the Chamber posted a request for qualifications form on its website to gather proposals from artists who could be considered to execute future public art projects in the SSA. Commissioners agreed that the Streetscape Committee should continue to vet artist proposals first, and that the Low-Line Committee could select a few artists to create site-specific concept drawings for new murals at the Paulina Plaza.

Streetscape Committee Report

- **Sidewalk Seating Areas:** Luis Monje shared the latest drawings for the sidewalk seating area at 3505 N. Southport Ave. and a mural concept by artist George Berlin for installation in the windows at Sheil Park. He asked the Commission to consider approving the latest concept drawings and costs.
 - Chuck Stewart motioned to proceed with ordering the following streetscape elements as shown in the drawings, seconded by Erin Schwartz; motion carries:
 - Not to exceed \$12,500 for benches with Forms+Surfaces
 - Not to exceed \$8,500 for paint, to be installed in blue and green shades according to the drawings, by Gallagher Asphalt
 - Not to exceed \$5,000 for installation of benches and planters, vendor TBD

- Commissioners discussed artist George Berlin's concept drawings for the Sheil Park window mural and commented that they thought it would capture the attention of passersby. Amy Novotny motioned to approve George Berlin's artwork and the following costs, seconded by Chuck Stewart; motion carries:
 - \$2,300 for George Berlin's artist fee
 - Not to exceed \$7,500 for installation of the artwork by FASTSIGNS
- Luis also mentioned that the Streetscape Committee has voted to move forward with drawings for a second seating area outside CVS Pharmacy, with the goal of better connecting the south and north ends of Southport Avenue.
- Luis updated the Commission that the SSA has received letters of support from both Aldermen for the SSA's 2018 People Spot locations and is moving forward with permitting. The People Spots should be installed in early June, depending on the City's timeline for road work that is taking place near the Paulina Station area between now and early June. He also shared that Chamber staff has been continuing its conversations with local stakeholders regarding the mural on the facade of CVS Pharmacy on Southport, targeting summer for the installation of the mural.

Community Events & Placemaking Support Program Task Force Report

- **Approval of Funding for 2018 Projects:** Amy Novotny recapped the Task Force's review of a total of 11 applications that were submitted in response to the SSA's first-ever Community Events & Placemaking Support Program. The Task Force prioritized projects that they felt would create a ripple effect throughout the community, with a focus on funding a diverse mix of programming, including art, music, dance, and other media. She shared the details of projects that were recommended by the Task Force and asked the Commissioners for input. Following discussion, Erin Schwartz motioned to approve \$18,850 in funding for the following projects according to the maximum amounts listed below, seconded by Chuck Stewart; motion carries:
 - Chicago Family Bike Fest - \$1,500
 - Crosswalk Dances - \$2,000
 - Garden Party - Conditionally approved up to \$2,500
 - Performances by JP Bader and Band - \$1,350
 - Theater Wit Backyard BBQ - \$3,500
 - Trick or Treat on Southport - \$5,000
 - Ward 47 Fresh Market & Artisan Fare - \$3,000

Treasurer's Report

- **2019 SSA Budgeting Process:** Incoming SSA 27 Treasurer Matt Lederer presented on the proposed 2019 SSA budgeting process, noting that a draft of the SSA's 2019 budget was due to the City in June and a final budget was due by July. He shared that Commissioners would have several opportunities to provide input on the budget during upcoming Commission meetings.

President's Report

Terese McDonald thanked SSA Commissioners for their work on several major projects in 2018, and expressed excitement about the projects moving forward.

Staff Report

- **Aldermanic Roundtable:** Dillon Goodson invited Commissioners to attend the Chamber's upcoming Aldermanic Roundtable on Thursday, April 26 at 8:30 AM at the Athenaeum Theatre (2936 N. Southport Ave.).
- **Lakeview Chamber P-Street Proposal for Lincoln Ave.:** Lee Crandell presented on a proposal from the Lakeview Chamber advocating for a portion of Lincoln Avenue between Diversey and Belmont to be designated as a Pedestrian Street. He explained that this special zoning designation was created within the past 15 years to help preserve the main street character of business districts throughout the City of Chicago. The Chamber has submitted the proposal to Alderman Waguespack for consideration and is in the process of meeting with community stakeholders to discuss the positive impact it would have on the neighborhood.
- Dillon Goodson reminded Commissioners that their mandatory 2018 ethics filings were due to the City of Chicago and Cook County by May 1, 2018.

Announcements

- **May Commission Meeting:** Dillon Goodson shared that the May SSA Commission meeting would be rescheduled for the evening of Monday, May 7 from 6-8 PM to allow the Commission to brainstorm ideas for the 2019 SSA Budget and Work Plan. Commissioners did not express any conflicts with this new date and time.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:38 AM.

Lakeview SSA 27

Commission Meeting Minutes

May 7, 2018, 6:00 PM

Whole Foods Market (Upstairs Conference Room), 3201 N. Ashland Ave., Chicago, IL 60657

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Erin Schwartz, Chuck Stewart

Absent: Amy Novotny, Doug Zylstra

Staff: Lee Crandell, Dillon Goodson

Guests: None

Call to Order

Terese McDonald called the meeting to order at 6:08 PM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

- Matt Lederer motioned to approve the meeting minutes from the Community Events & Placemaking Support Program Task Force Meeting on April 10, 2018, seconded by Chuck Stewart; motion carries.
- Matt Lederer motioned to approve the meeting minutes from the SSA Commission meeting on April 12, 2018, seconded by Chuck Stewart; motion carries.

2019 Budget Feedback

- **Overview of Budget Planning Process:** Matt Lederer asked Commissioners to spend the meeting sharing ideas for new projects and programs that the SSA Commission should consider funding in the 2019 Budget and Work Plan. He shared a timeline outlining next steps and indicated that he and Terese McDonald as Chair would work with staff at the Lakeview Chamber of Commerce to prepare a draft budget for the SSA Commission's consideration at the June meeting.
- **Recap of Progress on Lakeview Master Plan Priorities:** Matt Lederer shared an overview of the SSA's vision statement, mission statement and strategic focus areas, and presented a document summarizing progress on past strategic planning processes, including the 2011 Lakeview Area Master Plan.
- **2019 Budget Discussion:** Matt Lederer invited Commissioners to share ideas for consideration in the SSA's 2019 budget. Commissioners discussed the following new project and program ideas:
 - Create and enhance public spaces for pets and/or new community programming that is dog-friendly
 - Promote the theater district along Belmont with signage and placemaking
 - Organize a community clean up day, possibly focusing on alleys adjacent to the SSA
 - Plan additional placemaking projects or programming that helps encourage people to move up and down SSA streets, breaking their normal patterns
 - Produce an antique fair or neighborhood-wide garage sale

- Hold more "stroll" events (ie. beer stroll, wine stroll, sweets stroll, etc.)
- Work with the Music Box Theatre to plan a Lakeview film festival
- Create play spaces on SSA sidewalks that incorporate games and public seating to help build community and extend the benefit of People Spots throughout the SSA
- Collaborate with the Chamber and other neighborhood stakeholders to grow the SSA's pop-up program, possibly to include storefronts beyond the Lincoln Hub area

Low-Line Committee Report

- **Project Budget and Work Plan:** Darian Campise reported on the Low-Line Committee meeting held on May 2, 2018 and shared that the CTA has agreed to enter into a Memorandum of Understanding (MOU) with the Lakeview Chamber allowing both parties to proceed with finalizing Low-Line project plans and commence project work this summer. Dillon Goodson presented the latest timelines for the completion of the Paulina and Ashland Plazas, and briefed the Commission on the budgets for both spaces, sharing the estimated costs of murals, seating and other miscellaneous fixtures. Paul Leamon motioned to approve the following budgets and timelines, seconded by Matt Lederer; motion carries:
 - Paulina Plaza: Est. \$112,000 (space to be completed in 2018)
 - Ashland Plaza: Est. \$130,000 (space to be completed in 2019)

Streetscape Committee Report

Luis Monje and Dillon Goodson recapped the Streetscape Committee's meeting on April 26, 2018. Dillon shared that the Committee had begun reviewing artists for 2018 mural projects, including Low-Line murals at the Paulina Plaza and a mural on the west-facing wall of the Southport CVS, and recommended approximately 30 artists for further consideration. He also shared that the Committee reviewed standard colors provided by the manufacturer of the concrete paint for the sidewalk art motif that would be installed as part of the Sheil Park sidewalk seating area, and the Committee recommended "Safety Blue" as Color A in the sidewalk art motif diagram, and "Gun Metal" as Color B. The "Gun Metal" color is a little more muted, where as "Safety Blue" is more vibrant. Commissioners did not provide any additional feedback on the project.

Staff Report

Dillon Goodson reminded Commissioners that the written staff report was shared in a separate email this month, and asked for Commissioners to confirm whether they submitted their 2018 ethics filings.

Announcements

Jason Aragon shared that the Lakeview Whole Foods received several awards for the opening of their new store on Ashland Ave. in 2017.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 7:30 PM.

Lakeview SSA 27

Commission Meeting Minutes

June 7, 2018, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: Doug Havrilla, Lisa Santos

Call to Order

Terese McDonald 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 the SSA Commission meeting on May 7, 2018, seconded by Chuck Stewart; motion carries.

Security Rebate Pilot Program

Commissioners discussed the SSA's six-month extension of the Security Rebate Pilot Program and noted that there had been one more application and a couple more inquiries about the program since it was extended in January. They recommended continued promotion of the program to neighborhood associations and community groups. Matt Lederer motioned to end the pilot and extend the program indefinitely, seconded by Doug Zylstra; motion carries. Dillon Goodson said he would drop the word "pilot" from the application and guidelines and continue promoting the program.

Low-Line Committee Report

- **Paulina Plaza Murals:** Darian Campise and Erin Schwartz shared that a total of eight artists and arts organizations submitted site-specific concepts for three Low-Line murals at the Paulina Plaza, and asked the Commission for their feedback on the concepts, which were shared prior to the meeting. Commissioners discussed the submissions and their recommendations, citing the need for eye-catching artwork that meets the SSA's goals for public art, and suggested that they should also select runners up in case there are any issues with the preferred artists or their availability. They also asked for artists to agree to a set fee for any repairs to the artwork, including to remove graffiti. Darian Campise motioned to approve concepts by the following artists with a total budget for all three murals not to exceed \$30,000, seconded by Erin Schwartz; motion carries:
 - Wall 1: Lauren Asta (preferred artist); Yollocalli or Tony Passero (runners up)
 - Wall 2: JC Rivera (preferred artist); Amuse126 (runner up)
 - Wall 3: Yollocalli Arts Reach (preferred artist); Tony Passero (runner up)

- Darian Campise and Dillon Goodson reported that construction was beginning on the Low-Line Plazas at Paulina and Ashland, and that work would continue through summer. Dillon said that he would coordinate with the selected artists for the installation of their artwork to begin in July.

Streetscape Committee Report

- **Holiday Decorations:** Luis Monje updated Commissioners that the Streetscape Committee reviewed three proposals that were submitted in response to the SSA's RFP for 2018 holiday decorations, and shared their request for prospective vendors to submit enhanced decor options for three focal points within the SSA: Southport Corridor, Lincoln Hub and Paulina Station. A vendor recommendation has not yet been reached, and Luis mentioned that the prospective vendors were invited to present on their proposals at the June Streetscape Committee meeting.
- **People Spots:** Luis Monje recapped the latest news from CDOT and the 47th Ward that the planned resurfacing of Lincoln Avenue north of Belmont has been delayed until the end of August. He noted that this would affect the installation of the People Spot on the 3400 block of N. Lincoln Ave., and shared the Streetscape Committee's recommendation that this People Spot should be installed depending on when Lincoln Avenue is resurfaced, most likely after the resurfacing is complete. Commissioners discussed the expense to remove and reinstall a People Spot mid-season, and agreed that this would be cost-prohibitive. Commissioners did not express any concerns with the Streetscape Committee's recommendation for the People Spot on the 3400 block of N. Lincoln Ave. to be installed after road work is complete, and asked for the other People Spot on the 3100 block of N. Lincoln Ave. to be installed as soon as possible.

Treasurer's Report

Matt Lederer shared the SSA's financials through April. He presented a proposed 2018 Budget & Work Plan Amendment, which would allow the SSA to utilize additional carry-over funds in 2018, and the 2019 Draft Budget & Work Plan. He reminded Commissioners that the June Commission meeting would be the last chance for anyone to request revisions to either of these budgets.

- **2018 Budget & Work Plan Amendment:** Matt Lederer reported that a proposed amendment to the 2018 Budget & Work Plan would allow the SSA to utilize approximately \$85,436 in additional carry-over funds in 2018, and that this would be necessary to complete the Low-Line plazas since this funding could not be spent in previous years as allocated due to unanticipated delays with the project. Paul Leamon motioned to approve the amended budget, seconded by Matt Lederer; motion carries.
- **2019 Draft Budget & Work Plan:** Matt Lederer reported on the recommended 2019 Draft Budget & Work Plan, noting significant changes year-over-year. He commented that the largest increase in 2.05 Streetscape Elements is due to ongoing work to complete new Low-Line Plazas. Commissioners discussed an idea to reduce the SSA's costs related to litter abatement by making the level of service proportional to need, with some Commissioners feeling that this service should be provided more equitably throughout the entire SSA. This issue was left unresolved, but Streetscape Committee members agreed to discuss it further while preparing the SSA's RFP for litter abatement services later in 2018. Citing \$15,000 set aside in the draft budget for the creation of new events in 2019, Commissioners also revisited some of the community

programming ideas they proposed in May and suggested that the Commission should finalize plans later this year with guidance from the SSA's Community Events & Placemaking Support Program Task Force. Matt Lederer motioned to accept the 2019 Draft Budget & Work Plan as-is, seconded by Erin Schwartz; motion carries with one opposed. Matt said he would work with staff to finalize the budget with the revised EAV figures once they are released in June.

Staff Report

- **SSA Policies & Procedures:** Terese McDonald and Dillon Goodson highlighted some of the policies that govern the SSA, including the Illinois Open Meetings Act, the City of Chicago Ethics Ordinance, and SSA 27's procurement and bookkeeping procedures. They recommended for all Commissioners to stay familiar with these policies and procedures throughout their tenure, and reminded new Commissioners of their obligation to take the required Illinois Open Meetings Act online training.
- Dillon Goodson reported that the sidewalk seating area near Sheil Park on Southport would be installed by early July, weather permitting, and noted that minor changes to the painted sidewalk art motif might be necessary. He also shared that an agreement had been signed between the property owner of the Southport CVS, the CVS corporation, and the Lakeview Chamber of Commerce allowing a mural on the west-facing facade of their building, and that Southport Neighbors Association had agreed to fund 20% of the mural up to \$5,000.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:52 AM.

Lakeview SSA 27

Special Commission Meeting Minutes

June 14, 2018, 6:00 PM

Central Federal Savings, 1601 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Matt Lederer, Terese McDonald, Luis Monje

Absent: Jason Aragon, Paul Leamon, Amy Novotny, Erin Schwartz, Chuck Stewart, Doug Zylstra

Staff: Lee Crandell, Dillon Goodson

Guests: Stephanie Biederman, Ben Castronovo, Angela Garbot, Kris Hallowell, Doug Havrilla, Michael Jorndt, Heather Way Kitzes, Ryan Oestreich, Lisa Santos, Erin Watt

Terese McDonald noted that quorum was not present.

Public Comment

There was no public comment.

Joint Strategic Planning Session with Lakeview Chamber and Friends of Lakeview

Lee Crandell presented on the status of Lakeview Area Master Plan and facilitated a discussion on the desired community outcomes to inform the strategic plan.

Meeting concluded at 7:30 PM.

Lakeview SSA 27

Commission Meeting Minutes

July 12, 2018, 8:30 AM

Saint Luke Academy, 1500 W. Belmont Ave., Chicago, IL 60657

Present: Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: Jason Aragon

Staff: Lee Crandell, Dillon Goodson

Guests: Morgan Bellock, Molly Mara

Call to Order

Terese McDonald called the meeting to order at 8:35 AM.

Public Comment

There was no public comment.

Presentation by Zapwater Communications

Morgan Bellock and Molly Mara of Zapwater Communications, the SSA's contracted public relations firm, introduced themselves. They mentioned a recent article about Lakeview's public art initiative that was featured in *Curbed Chicago* and offered ideas for clarifying the SSA's leadership of the project.

Commissioners discussed how Zapwater's campaign objectives might need to be modified to help achieve broader awareness within the community about the SSA and the projects it produces. Zapwater presented a recap of their public relations strategy in the first half of 2018, and ended by previewing plans for the third quarter. Commissioners did not share any objections to Zapwater's approach.

Reading and Approval of Minutes

- **SSA Commission Meeting on June 7, 2018:** Matt Lederer motioned to approve the minutes from the SSA Commission meeting on June 7, 2018, seconded by Chuck Stewart; motion carries.
- **Special SSA Commission Meeting on June 14, 2018:** Darian Campise motioned to approve the minutes from the special SSA Commission meeting on June 14, 2018, seconded by Chuck Stewart; motion carries.

2019 Budget, Work Plan and Sole Service Provider

Matt Lederer presented the final 2019 Budget and Work Plan and asked Dillon Goodson to explain any changes. Dillon reported that the equalized assessed value (EAV) had increased by 8% based on the latest figures released by the Cook County Clerk, but that the SSA's proposed budget was not modified. Commissioners discussed the benefits of keeping the levy amount below the tax rate cap, and continued a previous conversation about litter abatement. Erin Schwartz motioned to approve the 2019 Budget and Work Plan as presented, and for the Lakeview Chamber of Commerce to remain the sole service provider of SSA 27 in 2019, seconded by Amy Novotny; motion carries.

Security Rebate Pilot Program

- **3217 N. Southport Ave:** The applicant has installed multiple security cameras with views of the public way, with a total project cost of \$767.24. Dillon Goodson explained that some of the cameras were installed prior to the application's submission, and that the maximum eligible rebate would therefore need to be based off a cost of \$328.55. Commissioners discussed the application. Luis Monje motioned to approve a rebate of \$164.28, or 50% of the total eligible project cost, whichever is less, seconded by Erin Schwartz; motion carries.

Low-Line Committee Report

Darian Campise shared that work is progressing on Phase 1 of the Low-Line project, with the Paulina Plaza scheduled for completion in early August. A ribbon cutting will likely be held later this summer.

Streetscape Committee Report

Luis Monje reported that the SSA's first sidewalk seating area near Sheil Park at 3505 N. Southport Ave. had been installed. Commissioners discussed ways to recognize artists and the SSA on plaques that could be displayed next to projects like the sidewalk seating area and some of the other murals that are in process. Luis also shared the following updates:

- **Lincoln Hub Mural:** Artist Don't Fret prepared an alternate mural concept for 2864 N. Lincoln Ave. that was ultimately selected and approved by the tenant of the building, and this concept differs from the original artwork that the Commission reviewed in April as part of the artist's plan to activate multiple storefronts along Lincoln Avenue. Commissioners discussed their preference for the artist's original submission, but asked to see an amended concept combining elements of both submissions with a classic Don't Fret aesthetic. Luis suggested that Commissioners could share additional feedback on their favorite Don't Fret murals after the meeting to provide additional feedback for staff to communicate to the artist.
- **Southport CVS Mural:** Four artists identified by the Streetscape Committee for the Southport CVS mural are preparing site-specific concepts for the SSA Commission to review, including Tracee Badway, Nate Otto, Ouizi, and Tony Passero. Commissioners reviewed their past work.

Treasurer's Report

Matt Lederer shared the SSA's financials through May.

President's Report

Terese McDonald recapped conversations with Aldermen Pawar and Tunney about the SSA's 2019 Budget and Work Plan. She thanked Commissioners and Chamber staff for moving projects forward.

Staff Report

Lee Crandell reported that the Lakeview Chamber and Friends of Lakeview's summer programming had launched, including the Low-Line Market and Lakeview Live.

Adjourn

Erin Schwartz motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:46.

Lakeview SSA 27

Commission Meeting Minutes

August 9, 2018, 8:30 AM

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

Present: Darian Campise, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Chuck Stewart

Absent: Jason Aragon, Paul Leamon, Erin Schwartz, Doug Zylstra

Staff: Lee Crandell, Dillon Goodson

Guests: Chloe Milstein

Call to Order

Terese McDonald called the meeting to order at 8:42 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the following SSA Commission meetings, seconded by Chuck Stewart; motion carries:

- SSA Commission Meeting on July 12, 2018
- Special SSA Commission Meeting on July 24, 2018

Security Rebate Pilot Program

- **3110 N. Greenview Ave.:** The applicant has applied to install two security cameras with a total project cost of \$1,398.00. Commissioners discussed the application. Chuck Stewart motioned to approve a rebate of \$500.00, or 36% of the total project cost, whichever is less, seconded by Matt Lederer; motion carries.

Holiday Décor Contract

Luis Monje provided an overview of the proposals the Streetscape Committee received in response to its RFP for 2018 holiday decorations. He explained that the Committee initially sought to have a vendor install lit holiday decorations around a few of the neighborhood's focal points, but upon further exploration, it was determined that this wouldn't be feasible given the lack of electrical access. He recommended that the Commission should select Southport Construction, which proposed fresh cut garland and ribbon on light poles throughout portions of the SSA and a holiday tree at the Lincoln Hub intersection of Lincoln/Southport/Wellington. Dillon Goodson estimated that the cost of the tree would be approximately \$15,000 not including ornaments, and said that St. Alphonsus had offered to host the tree on its patio, but additional conversations were needed to determine whether this would work. Commissioners discussed celebrating other holidays and traditions alongside the proposed holiday tree. Chuck Stewart motioned to authorize a \$35,000 contract with Southport Construction for the SSA's 2018 holiday decorations, seconded by Luis Monje; motion carries. Commissioners indicated they would be comfortable with the Streetscape Committee finalizing the scope of the contract.

Committee Appointments

Terese McDonald noted a vacancy on the Streetscape Committee. Matt Lederer motioned to appoint Chuck Stewart to the Streetscape Committee, seconded by Amy Novotny; motion carries.

Low-Line Committee Report

Darian Campise shared that work on the Paulina Plaza is nearing completion. A ribbon cutting will likely be scheduled around Friends of Lakeview's unveiling of designs for Phase 2 of the project, but plans are still being finalized. The remainder of the SSA's Phase 1 Low-Line improvements are targeted for 2019 and will include completion of the plazas on both sides of Ashland.

Streetscape Committee Report

- **Lincoln Hub Mural:** Luis Monje shared three revised concepts from artist Don't Fret for the proposed mural at 2864 N. Lincoln Ave. which incorporate feedback from the Commission at the July meeting. Several of the Commissioners indicated that they liked all of the concepts, but there was some discussion about how the artist's "Onion Man" concept would relate best to the history of Chicago, whose name is derived from a word meaning onion. Dillon Goodson also shared that the artist was now pursuing to setup pop-up art kiosks on the sidewalk at the Lincoln Hub intersection instead of activating vacant storefronts, and that he would be partnering with a well-known Chicago restaurant to sell food out of one of the kiosks. Matt Lederer motioned to approve Don't Fret's "Onion Man" mural concept and the pop-up art kiosks, seconded by Amy Novotny; motion carries.
- **Southport CVS Mural:** Luis Monje presented an overview of the concepts that were submitted by four artists for the Southport CVS mural, including Tracee Badway, Nate Otto, Ouizi, and Tony Passero. He invited Chloe Milstein from Southport Neighbors Association, the SSA's partner in funding the artwork, to present on their selection process. Commissioners revisited the original goals of the project and discussed which of the concepts are most effective in meeting these goals, but were unable to arrive at a consensus on one concept. Terese McDonald suggested holding a special meeting with more Commissioners in attendance to provide additional perspective on the concepts, but recommended waiting to finalize any decisions until the special meeting. Matt Lederer motioned to narrow the review to the following concepts favored by the Commissioners who were present at the meeting, seconded by Luis Monje; motion carries:
 - "Fox" and "Snail Mail" by Tony Passero
 - "Urbs in Horto" by Ouizi
- **People Spots:** Dillon Goodson mentioned that it was unlikely that the SSA's second People Spot would be installed this year due to ongoing construction on the 3400 block of North Lincoln Ave.
- **Public WiFi:** Action deferred to a future meeting.

Adjourn

The Chair adjourned the meeting at 10:14 AM.

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.

Lakeview SSA 27

Commission Meeting Minutes

October 11, 2018, 8:30 AM

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

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

Absent: Jason Aragon, Paul Leamon, Amy Novotny, Doug Zylstra

Staff: Lee Crandell, Dillon Goodson, Luke Miller

Guests: Rachael Ceckowski

Call to Order

Terese McDonald called the meeting to order at 8:39 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Dillon Goodson and Erin Schwartz proposed changes to the meeting minutes from August 9 and September 13. Matt Lederer motioned to adopt the changes and approve the minutes from the following SSA Commission meetings, seconded by Chuck Stewart; motion carries:

- SSA Commission Meeting on August 9, 2018
- Special SSA Commission Meeting on August 23, 2018
- SSA Commission Meeting on September 13, 2018
- Special SSA Commission Meeting on September 25, 2018

SSA Commission Nomination

Action deferred to the next meeting.

Security Rebate Program

- **dSPACE Studio (2918 N. Lincoln Ave.):** The applicant has applied to install three security cameras with a total project cost of \$1,990.05. Commissioners discussed the application and explored ways to encourage different businesses to apply for SSA funding. Matt Lederer motioned to approve a rebate of \$500.00, or 25% of the total project cost, whichever is less, seconded by Chuck Stewart; motion carries.

Southport Holiday Stroll

Lee Crandell presented a proposed memorandum of understanding (MOU) between SSA 27 and the Lakeview Chamber of Commerce for the Southport Holiday Stroll, reminding Commissioners that the annual event will include a ticketed cocktail stroll in 2018, creating new revenue opportunities. This has been an SSA-funded event in prior years, and the Chamber is proposing taking it on this year. 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. Matt Lederer motioned to approve the MOU as presented, seconded by Chuck Stewart; motion carries.

Lakeview Gift Card

Dillon Goodson recapped some of the results of the most recent Lakeview Gift Card holiday promotion in 2017, and asked the Commission to consider whether to authorize the same promotion for the 2018 holiday season beginning before Thanksgiving through the end of 2018. The Commission revisited previous conversations about finding a way to incentivize customers to spend their Lakeview Gift Cards at multiple businesses. Dillon shared a couple ideas, but noted that there isn't a way to automate these types of incentives using the platform provided by the company that services the Lakeview Gift Card program, EML Payments. Some Commissioners questioned whether the gift card program is meeting the SSA's goals, with others commenting how the program provides a unique benefit for taxpayers within the SSA. Luis Monje motioned to authorize the 2018 Lakeview Gift Card holiday promotion, providing a \$20 Bonus Card for every \$100 a customer purchases in Lakeview Gift Cards with a limit of \$300 per household, seconded by Erin Schwartz; motion carries.

2019-20 Neighborhood Public Relations Contract

Commissioners reviewed a draft RFP for neighborhood public relations services for 2019, with the option for the selected vendor to renew for an additional year in 2020. Dillon Goodson noted that the RFP captures prior feedback from the SSA Commission and sets additional goals for measuring the success of future PR campaigns. He asked Commissioners whether they would like to participate in a special task force that would meet once on Thursday, December 6 from 8:30-10:00 AM to review proposals, interview 2-3 possible firms, and make a recommendation to the Commission. Matt Lederer, Terese McDonald and Luis Monje volunteered for the task force and suggested that Commissioners who weren't able to attend the October meeting should also be invited to participate. Lee Crandell mentioned he was following up on a request to determine whether the SSA could accommodate an additional part-time staff member in lieu of subcontracting an outside PR firm, and he expected to have more information to share prior to the Commission making a final selection. Matt Lederer motioned to approve the RFP as presented and to authorize the task force, seconded by Chuck Stewart; motion carries. Dillon said that the RFP would be posted immediately with a due date of November 7.

Low-Line Committee Report

- **Low-Line Phases 1 and 2:** Darian Campise shared that the Phase 1 Paulina Plaza, funded by SSA 27, was unveiled in September with the Mayor's Office, CTA, Alderman Pawar, and other project stakeholders. The Phase 1 Ashland Plazas, funded by SSA 27, are partially complete, with a hardscape on the west side of Ashland. Darian said that additional work on these spaces will continue into 2019, when interactive lighting elements and art panels are installed to complete the spaces. Commissioners asked for an update on the status of JC Rivera's mural, which was removed in late August. Dillon Goodson said that he is awaiting feedback from the City of Chicago on a resolution allowing the mural to be restored, and he is hopeful that there would be a decision on next steps soon. Noting that winter is approaching, Commissioners commented that the artist would have a limited amount of time to restore his mural and discussed options to help ensure that this issue is resolved quickly. Commissioners cited the amount of positive

feedback they observed from when the artwork was first installed through its removal as an indication of the community's support and suggested that the SSA should provide some initial funding for a down payment to allow the artist to begin reinstallation of his mural in 2018 even if the SSA isn't able to clarify potential outside funding sources in time for the artist to begin installation. Commissioners discussed an appropriate amount based on budget availability. Matt Lederer motioned to authorize up to \$6,000 in additional funding from the SSA as needed to allow the artist to begin reinstallation of his mural, seconded by Darian Campise; motion carries 5-0 with Erin Schwartz abstaining. Dillon said that he would begin working with the artist immediately on a start date.

Streetscape Committee Report

- **Southport CVS Mural:** Dillon Goodson shared that he is still awaiting final approval from the property on artist Ouizi's concept for the Southport CVS mural, and suggested that legal review might be delaying the process. He said he has continued coordination with the artist but cautioned that the artwork might not be approved in time for the mural to be executed in 2018, in which case the project would be delayed until Spring 2019. Having previously selected a preferred concept, Commissioners discussed the project budget, including a contribution from its partner in the project, Southport Neighbors Association. Erin Schwartz motioned to approve a contract not to exceed \$15,000 with artist Louise "Ouizi" Jones, seconded by Matt Lederer; motion carries.
- **Holiday Décor Update:** Luis Monje noted that the Streetscape Committee had finalized the scope of its contract with Southport for the SSA's 2018 holiday decorations to include fresh cut garland and silver ribbon on alternating light poles throughout portions of the SSA and the installation of a holiday tree at the Lincoln Hub intersection of Lincoln/Southport/Wellington. Staff has also been speaking with a local Jewish organization about installing a menorah at the intersection. Dillon Goodson said that he's working with St. Alphonsus Church and the City of Chicago to try and locate plans for the church's patio so that a structural engineer can determine whether it can support the weight of the tree. The Committee previously discussed relocating the tree adjacent to the sidewalk on church property just north of the patio if a decision is not reached by mid-November.

Treasurer's Report

Matt Lederer shared the SSA's financials through August 2018. He advised that the SSA Commission should examine the SSA's projected year-end financials and modify the budget as necessary at its November meeting.

President's Report

Terese McDonald asked Commissioners to be mindful of attendance requirements, noting that without six members present, the Commission is unable to call its meetings to order.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:38 AM.

Lakeview SSA 27

Commission Meeting Minutes

November 8, 2018, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: None

Staff: Lee Crandell, Dillon Goodson

Guests: Lisa Santos, TJ Walczak

Call to Order

Terese McDonald called the meeting to order at 8:31 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the SSA Commission meeting on October 11, 2018, seconded by Chuck Stewart; motion carries.

SSA Commission Nomination

Terese McDonald introduced TJ Walczak and asked him to share information about his background and interest in becoming a Commissioner on the Board of SSA 27. Commissioners discussed the candidate and his qualifications. Doug Zylstra motioned to nominate TJ Walczak to fill the vacancy on the SSA 27 Board of Commissioners, seconded by Paul Leamon; motion carries.

Security Rebate Program

- **Brown Elephant – Howard Brown Health (3020 N. Lincoln Ave.):** The applicant has applied to install four security cameras with a total project cost of \$3,925.00. Commissioners discussed the application and suggested that the front-facing camera should be positioned closer to the window to capture a more detailed view of the public way. Matt Lederer motioned to approve a rebate of \$500.00, or 13% of the total project cost, whichever is less, seconded by Chuck Stewart; motion carries.

Belmont Theater District Website

Dillon Goodson updated Commissioners on the Belmont Theater District, an initiative to promote Lakeview's theaters that receives some of its funding from SSA 27. He reported that the Lakeview Chamber, along with its partners at the Lakeview East Chamber of Commerce and local theaters, were exploring a redesign of the website BTDChicago.com and received proposals from three firms for the project. Commissioners reviewed the proposals and discussed the goals of the proposed redesign. Darian Campise motioned to approve a contract not to exceed \$2,500, representing SSA 27's total contribution towards the project, with Matt Cotten & Associates, seconded by Chuck Stewart; motion carries. Dillon suggested that additional funding would come from SSAs 8 and 17.

Low-Line Committee Report

- **Low-Line Phase 1 Orders:** Darian Campise recapped the November 6 Low-Line Committee meeting. She reported that Lakeview Chamber staff has begun coordinating the construction of the Phase 1 Ashland Plazas that will be funded by SSA 27, and that the improvements are targeted for implementation in Spring 2019. Darian reported that there haven't been any significant changes to the design concepts since the Commission last reviewed them. The total estimated cost for remaining SSA-funded construction on the Low-Line is estimated to be \$160,000. PORT, the SSA's contracted design firm, has recommended selecting Landscape Forms to fabricate the custom-designed light boxes, and a Landscape Forms subcontractor to program the lighting component. The light boxes will take six months to engineer and build and the total cost should not exceed \$60,000. Matt Lederer motioned to affirm the revised estimated budget for Phase 1B not to exceed a total of \$160,000 for SSA 27, and to authorize a contract with Landscape Forms and its designated subcontractor not to exceed \$60,000 for the fabrication of nine light boxes at the east and west Ashland Plazas, seconded by Chuck Stewart; motion carries. Darian said the remaining orders would be placed in Spring 2019.

Streetscape Committee Report

- **Tree Planting & Tree Care:** Luis Monje shared the Streetscape Committee report and asked the Commission to consider authorizing up to \$40,000 for tree planting and pruning as part of its budget modification discussion to fulfill tree care needs identified by the Committee in 2018. Darian Campise motioned to approve contracts not to exceed a total of \$40,000 with Bartlett Tree Experts and Seven-D Construction for tree pruning and planting, and suggested that the Streetscape Committee should finalize plans during its November meeting, seconded by Erin Schwartz; motion carries.

Treasurer's Report

- **2018 Budget Projection & Modification:** Matt Lederer shared an update on the SSA's year-to-date financials, including a projection for expenses through the end of 2018, and asked Commissioners to consider a budget modification to account for this projection. He explained how SSA budget priorities can change mid-year, and that the SSA can only spend \$50,000 of the funds it carries forward into the 2019 fiscal year because that is the amount that was budgeted. Darian Campise motioned to approve the following zero-sum modifications to the 2018 budget, seconded by Amy Novotny; motion carries:
 - Decrease 1.02 Special Events by \$11,000.00
 - Decrease 1.03 Free Wi-Fi Program by \$7,000.00
 - Increase 1.05 Decorative Banners by \$500.00
 - Increase 1.06 Holiday Decorations by \$5,000.00
 - Decrease 1.07 Print Materials by \$5,000.00
 - Decrease 1.08 Display Advertising by \$5,000.00
 - Increase 1.09 PR/Media Relations by \$750.00
 - Increase 2.02 Landscaping by \$36,600.00

- Decrease 2.06 Public Art by \$15,000.00
- Increase 4.01 Site Marketing by \$150.00
- Decrease 6.01 SSA Annual Report by \$250.00
- Decrease 6.02 Audit by \$650.00
- Increase 6.03 Bookkeeping by \$1,050.00
- Increase 6.05 Utilities by \$500.00
- Increase 6.06 Office Supplies by \$200.00
- Increase 6.07 Office Equipment Lease/Maintenance by \$1,000.00
- Decrease 6.08 Office Printing by \$700.00
- Increase 6.09 Postage by \$150.00
- Decrease 6.10 Meeting Expense by \$150.00
- Increase 6.11 Subscription/Dues by \$301.00
- Increase 6.12 Banking Fees by \$50.00
- Increase 6.13 Monitoring/Compliance by \$100.00
- Increase 6.16 Storage Fees by \$525.00
- Increase 6.17 Liability/Property Insurance by \$2,100.00
- Decrease 6.18 Conferences/Training by \$1,000.00
- Decrease 6.19 Admin/Office Services by \$900.00
- Decrease 7.01 Executive Director by \$2,326.00
- 2018-19 SSA Audit: Matt Lederer reported that two firms replied to the SSA's RFP for an accountant to complete the SSA's audit of 2018 and 2019 financials, and recommended the selection of The A.C.T. Group based on their competitive pricing and experience working with the Lakeview Chamber. Darian Campise motioned to authorize the selection of The A.C.T. Group as the SSA's auditor per Matt's recommendation, seconded by Paul Leamon; motion carries.

President's Report

- **Update on Joint SSA 27/Lakeview Chamber/Friends of Lakeview Strategic Blueprint:** Terese McDonald recapped the strategic visioning process and highlighted the values and recommended strategies identified in the blueprint, noting how the document will help clarify how each of the three entities works together to accomplish a shared vision. Commissioners discussed an overview of the strategic blueprint and suggested that they would like to see a renewed focus on activating vacant storefronts and creating other pop-ups throughout the SSA. Commissioners expressed excitement over the plan and its new joint mission statement. Doug Zylstra motioned to adopt the joint strategic blueprint as presented, seconded by Luis Monje; motion carries.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:41 AM.

Lakeview SSA 27

Commission Meeting Minutes

December 13, 2018, 8:30 AM

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

Present: Jason Aragon, Darian Campise, Paul Leamon, Matt Lederer, Terese McDonald, Luis Monje, Amy Novotny, Erin Schwartz, Chuck Stewart, Doug Zylstra

Absent: None

Staff: Lee Crandell, Dillon Goodson, Luke Miller

Guests: David H. Coleman, Tito Valdez Jr., TJ Walczak

Call to Order

Terese McDonald called the meeting to order at 8:30 AM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Matt Lederer motioned to approve the minutes from the following meetings, seconded by Chuck Stewart; motion carries:

- SSA Commission Meeting on November 8, 2018
- Neighborhood PR Task Force Meeting on December 6, 2018

Security Rebate Program

- **2019 Guidelines and Application:** Dillon Goodson asked the Commission whether they wanted to make any changes to the SSA's Security Rebate Program guidelines and application, and if the program is approved for release in 2019. Commissioners discussed whether the program guidelines should be modified to offer rebates for other types of security systems, such as panic buttons, alarms and intercoms, however some Commissioners were concerned that these kinds of improvements wouldn't necessarily benefit the public way. Darian Campise motioned to approve the Security Rebate Program guidelines and application for 2019 with no changes, seconded by Erin Schwartz; motion carries.

2019 Neighborhood Public Relations Contract

Terese McDonald recapped the Neighborhood Public Relations Task Force meeting on December 6. She reported that the Task Force reviewed proposals from six firms and had voted to recommend the selection of Ripson Communications as the SSA's 2019 firm. Dillon Goodson shared feedback he received from some of the different firms' references he contacted. Lee Crandell detailed an alternate approach to a traditional PR firm that would see the SSA shifting the PR contract in-house rather than using an outside PR firm. Commissioners discussed the different proposals. Paul Leamon motioned to approve a \$30,000 contract for neighborhood public relations services with Ripson Communications for 2019, seconded by Chuck Stewart; motion carries. Matt Lederer asked staff to regularly share the firm's progress with the Commission, and to have the firm present at a couple Commission meetings.

Low-Line Committee Report

Darian Campise shared the Low-Line Committee report and said that the light boxes had been ordered for the Phase 1B SSA and Phase 2 Friends of Lakeview portions.

Streetscape Committee Report

- **2019 Litter Abatement Contract:** Luis Monje recapped the Streetscape Committee's review of the 2019 litter abatement proposals that the SSA received in response to its RFP. Commissioners reviewed revised proposals from two of the companies: Cleanslate, the SSA's existing litter abatement vendor, and Cleanstreet. Commissioners discussed how they were satisfied with the existing level of service, but wanted to explore a lower-cost alternative. Doug Zylstra motioned to approve a \$70,980 contract with Cleanstreet, seconded by Jason Aragon; motion carries.
- **People Spot Feedback:** Luke Miller, the Lakeview Chamber's urban planning intern, presented the results of a business survey he conducted to gather feedback about the People Spot that was located on the 3100 block of N. Lincoln Ave. in 2018. Overall, businesses reported that they saw moderate use of the People Spot in 2018 and welcomed having an interesting focal point on their block, but they thought the benefit of the People Spot might be better suited for a different part of the neighborhood. Dillon Goodson indicated that the Streetscape Committee could discuss this feedback and prepare a recommendation for the SSA Commission's consideration in the coming months.
- **North Southport Sidewalk Seating Area:** Dillon Goodson presented proposed designs for a second sidewalk seating area on the 3600 block of N. Southport Ave. Noting that the Streetscape Committee had already voted to recommend the sidewalk seating area concept, Matt Lederer motioned to approve the design as presented with a total cost not to exceed \$15,000, seconded by Chuck Stewart; motion carries.
- Luis Monje mentioned the SSA's 2018 holiday decorations and shared positive feedback

Community Events & Placemaking Grant Program Task Force Report

Amy Novotny reported on the Community Events & Placemaking Grant Program Task Force's meeting on November 29. She gave an overview of the 2018 projects that received SSA funding and detailed changes to the 2019 application and guidelines, which are now live with a deadline of February 15. The Task Force will convene again in 2019 to review the applications and make a recommendation to the Commission about which projects to fund next year.

Treasurer's Report

Matt Lederer shared the SSA's financials through October 2018.

President's Report

- **2019 Meeting Schedule:** Chuck Stewart motioned to approve the 2019 meeting schedule, below, seconded by Matt Lederer; motion carries:
 - Thurs., Jan. 17, 2019, 8:30 am
 - Thurs., Feb. 14, 2019, 8:30 am
 - Thurs., Mar. 14, 2019, 8:30 am
 - Thurs., Apr. 11, 2019, 8:30 am

- Thurs., May 9, 2019, 8:30 am
- Thurs., Jun. 13, 2019, 8:30 am
- Thurs., Jul. 11, 2019, 8:30 am
- Thurs., Aug. 8, 2019, 8:30 am
- Thurs., Sept. 12, 2019, 8:30 am
- Thurs., Oct. 10, 2019, 8:30 am
- Thurs., Nov. 14, 2019, 8:30 am
- Thurs., Dec. 12, 2019, 8:30 am

Partner Board Reports

- **Lakeview Chamber of Commerce:** Lee Crandell shared that the Southport Holiday Stroll and Cocktail Crawl, which took place December 7, was a success. The Chamber estimated that more than 350 tickets were sold and initial feedback from businesses and attendees was very positive. Revenue from the event more than covered the SSA's Holiday Stroll expenses, so that tax funds were not needed to support the event for the first time this year.
- **Friends of Lakeview:** Lee Crandell announced that approximately \$45,000 had been raised to date for Phase 2 of the Low-Line project, which will include Friends of Lakeview's pathway and urban park at Marshfield Ave.

Staff Report

- **Trick or Treat on Southport:** Lee Crandell recapped Trick or Treat on Southport and reported that the event broke even and would not need to rely on any SSA funding.

Adjourn

Amy Novotny motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:37 AM.