

## **Lakeview SSA 27**

Commission Meeting Minutes

January 16, 2020, 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, TJ Walczak, Doug Zylstra

**Absent:** Jason Aragon, Paul Leamon, Amy Novotny

**Staff:** Becca Girsch, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** James Miller

### **Call to Order**

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

### **Reading of Mission Statement**

Terese McDonald read the SSA 27 mission statement.

### **Public Comment**

There was no public comment.

### **Reading and Approval of Minutes**

Chuck Stewart motioned to approve the minutes from the SSA 27 Commission meeting on November 14, 2019, seconded by Doug Zylstra; motion carries.

### **SSA Commission Nomination**

Terese McDonald introduced James Miller, Area Director of Operations, 4 Star Restaurant Group and asked him to provide information about his background and interest in becoming a Commissioner on the Board of SSA 27. James Miller shared his experience working at locations on Southport and Paulina Station and his past involvement with SSA 27 community events and initiatives.

### **Election of Officers**

Terese McDonald reminded the Commission that Erin Schwartz is interested in stepping into the role of Commission Chair, and that Matt Lederer has come to the end of his two-year term as Commission Treasurer and would like to continue his role for another term. Erin Schwartz provided her statement of interest, noting that she serves on the Commission in the capacity of a resident and has become more involved in the community since beginning her involvement. Erin Schwartz added that she serves as Chair of the Public Art Committee and sits on the Board of Friends of Lakeview. Matt Lederer discussed his past involvement with the Lakeview Chamber and SSA 27 and professional background in engineering, construction, and technology, and that he would like to continue his work in the community. Luis Monje added that his time as Commissioner and Streetscape Committee Chair is coming to an end, and he nominated Matt Lederer to step into the role of Streetscape Committee Chair. Doug Zylstra motioned to approve Erin Schwartz as SSA 27 Commission Chair, Matt Lederer as SSA 27 Commission Treasurer, and Matt Lederer as Streetscape Committee Chair, seconded by Chuck Stewart; motion carries.

### **SSA 27 Mission Statement**

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

Darian Campise arrived at 8:39 AM.

Erin Schwartz motioned to nominate James Miller to fill the vacancy on the SSA 27 Board of Commissioners, seconded by Chuck Stewart; motion carries.

### **2020 Litter Abatement Contract**

Luis Monje informed the Commission that at the December 18, 2019 Streetscape Committee meeting, the Committee agreed to recommend that SSA 27 renew their litter abatement contract with Cleanstreet for 2020. Nicole McLellan added that Cleanstreet is both proactive and effective, making them easy to work with. Doug Zylstra motioned to approve the litter abatement contract with Cleanstreet for 2020 totaling \$70,980, seconded by TJ Walczak; motion carries.

### **Committee & Task Force Reports**

- **Community Events & Placemaking Grant Program Task Force:** Nicole McLellan updated the Commission that the Community Events & Placemaking Grant Program application was released in early 2020, and the application has been sent via email, social media, and newsletters. Nicole McLellan added that she has sent the application to various community partners in and out of Lakeview, and asked for the Commission's support in spreading awareness about the program and application to their networks.
- **Streetscape Committee**
  - **Holiday Programming:** Luis Monje provided an update that the menorah lighting went well and there were about 50 attendees, and the event included stuffed snowflakes as a handout. Carisa Marconet added that the Chabad of West Lakeview was a great event partner, and the Lakeview YMCA hosted the post-lighting networking event. The Commission also noted that given the electrical outlets on Lincoln, there is opportunity for enhanced decorations and lighting.
  - **Sidewalk Seating Elements:** Luis Monje informed the Commission that the order for curbies is moving ahead, and color selection must be made. The merits of several color options were discussed, including sky blue, Lakeview green, and Low-Line yellow, which are available for a charge of \$670 per batch. Doug Zylstra motioned to approve RAL 5050 sky blue for the curbies along Lincoln, seconded by Matt Lederer; motion carries with five in favor and two opposed (Darian Campise and Erin Schwartz).

### **President's Report**

Terese McDonald thanked the SSA 27 Commission for their work, and stated her appreciation for serving the last two years in the role of Commission Chair.

### **Treasurer's Report**

Matt Lederer shared the SSA's financials through November 2019, and asked Nicole McLellan to provide an update on phase 1b Low-Line expenses. Nicole McLellan informed the Commission that the Chamber received the final invoice from CTA-designated subcontractors for the completion of phase 1b, totaling \$50,000. Nicole McLellan confirmed that this amount was paid through the 2019 budget, and Dillon Goodson added that this amount specifically covered Low-Line materials costs and pathway elements.

Nicole McLellan added that budget modifications will be introduced in the coming months for categories 6.0 SSA Management and 7.0 Personnel, but all changes will net zero.

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### Partner Board Reports

- **Lakeview Chamber of Commerce:** Becca Girsch informed the Commission of plans for the Annual Meeting, taking place Wednesday, March 11th at the Athenaeum Theatre.
- **Friends of Lakeview:** Erin Schwartz informed the Commission that Friends of Lakeview has been brainstorming fundraising plans for 2020.

### Staff Report

- **2019 Lakeview Gift Card Holiday Promotion:** Item deferred to the February 13, 2020 Commission meeting.
- **2020 Programming:** The Commission split into two groups to brainstorm new programming ideas for 2020.
  - **Special Events - Low-Line Programming, New Events:** Ideas discussed included creation of new pet-centric programming, such as a dog parade; the addition of visual installations to existing programs to increase attendance; programming for Small Business Saturday.
  - **Display Advertising - Business Marketing Grants & Shop Local Campaign:** Program ideas for the business marketing grant program were discussed, including matching funds; digital and physical promotion; application process.

### New Business

There was no new business.

### Announcements

There were no announcements.

### Adjourn

TJ Walczak motioned to adjourn the meeting, seconded by Chuck Stewart; meeting adjourned at 9:36 AM.

Next Regular Meeting Date: February 13, 2020, 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Minutes

February 13, 2020, 8:30 AM

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

**Present:** Matt Lederer, Terese McDonald, Amy Novotny, Erin Schwartz, Chuck Stewart, TJ Walczak, Doug Zylstra

**Absent:** Jason Aragon, Darian Campise, Paul Leamon, Luis Monje

**Staff:** Nicole McLellan

**Guests:** James Miller

### **Call to Order**

Erin Schwartz called the meeting to order at 8:35 AM.

### **Reading of Mission Statement**

Erin Schwartz read the SSA 27 mission statement.

### **Public Comment**

There was no public comment.

### **Reading and Approval of Minutes**

Terese McDonald motioned to approve the minutes from the SSA 27 Commission meeting on January 16, 2020, seconded by Matt Lederer; motion carries.

### **SSA Commission Nomination**

Erin Schwartz stated that Amy Novotny has come to the end of her first term on the Commission, and confirmed her interest to renew her role for a second term. Matt Lederer motioned to approve to renew Amy Novotny for a second three-year term to the SSA 27 Commission, seconded by Matt Lederer; motion carries.

### **Committee Appointments**

Erin Schwartz stated that James Miller expressed an interest in joining the Streetscape Committee, but until his SSA Commission appointment is made official, he can serve as a member of the public. Erin Schwartz added that following the end of their Commission terms, Chuck Stewart and Luis Monje would like to continue their involvement with the Streetscape Committee as members of the public. Doug Zylstra motioned to appoint James Miller, Chuck Stewart, and Luis Monje to the Streetscape Committee as members of the public, seconded by TJ Walczak; motion carries.

### **2020 Commission Meetings**

Erin Scwhartz informed the Commission that the annual budget will be due a week earlier than usual, thus the Commission needs to meet prior to June 5 to approve the 2021 budget. TJ Walczak motioned to approve rescheduling the June 11 Commission meeting to Thursday, June 4 at 8:30 AM, seconded by Doug Zylstra; motion carries.

### **Committee & Task Force Reports**

#### **SSA 27 Mission Statement**

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- **Community Events & Placemaking Grant Program Task Force:** Amy Novotony and Nicole McLellan provided an update that they have received 4 grant applications and several other organizations have confirmed that they intend to submit an application.
- **Streetscape Committee**
  - **Sidewalk Seating Elements:** Matt Lederer confirmed that quantity and type of curbs were selected and the delivery date is estimated between late May to mid June. Nicole McLellan added that she has reached out to the 32nd and 47th wards for aldermanic approval before moving on to the permitting process.
  - **People Spot Transition Plan:** Nicole McLellan confirmed she has been in touch with one of the local wards to sponsor an ordinance for the donation and sale of people spots, which would tentatively move forward in April. Nicole McLellan added that thus far, no purchase or sponsorship proposals have been received for The Wave People Spot. Matt Lederer noted that the Chamber should stay in touch with Heritage Bicycles to keep them updated on the process.
  - **2019 Tree Pruning:** Nicole McLellan reported on 2019 tree pruning performed by Bartlett Tree Experts: 70 trees across Belmont, south Lincoln, and south Ashland received pruning. The Streetscape Committee will begin to consider tree pruning needs for 2020.

### **President's Report**

Erin Schwartz provided a reminder that the first annual Southport Wine & Chocolate Stroll is taking place the coming evening from 6-9PM.

### **Treasurer's Report**

Matt Lederer shared the SSA's financials through December 2019. Matt Lederer summarized that several programs were slightly under budget, including 1.02 Special Events, 1.10 Local Shopping Reward Program, and 5.0 Safety Programs. Matt Lederer also added that due to staff changes during 2020, budget category 6.00 SSA Management also fell under budget, and SSA 27 has roughly \$80,000 in carryover for 2020.

### **Partner Board Reports**

- **Lakeview Chamber of Commerce:** Nicole McLellan noted that the Southport Wine & Chocolate Stroll is sold out and added that Terese McDonald did a segment for NBC Chicago to promote the event, which was well-received. Nicole McLellan also confirmed that Taco Fest will take place this year on September 19th and 20th, and there are volunteer opportunities at the beer tent for individuals and organizations. Several commissioners noted that this is the same weekend as Rosh Hashanah, which might impact attendance.
- **Friends of Lakeview:** Erin Schwartz noted that the Public Art Committee had its first meeting of 2020 the week prior on Thursday, February 6, and that the committee is interested in confirming new members with a development and fundraising background. Erin Schwartz added that the committee achieved their 2019 goals for mural installations and plan on rotating the murals on Southport Plaza art panels in mid-2020. Matt Lederer added that getting schools and the young adult / teenage audience involved with Public Art could be a good engagement opportunity, and Commissioners noted that schools like Lakeview High School, Lane Tech, and DePaul could be potential resources.

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## Staff Report

- **2019 Lakeview Gift Card Holiday Promotion:** Nicole McLellan gave an overview of the 2020 Lakeview gift card sales and holiday promotion, stating that total funds in 2020 reached \$56,725 as opposed to \$99,955 in 2018. Nicole McLellan surmised that this decline was a result of a shorter holiday period and a decrease in promotion. Terese McDonald noted that the Lakeview Gift Card program could be changed to benefit a larger and more diverse number of businesses, and Amy Novotny added that the program can shift to a shop local campaign and loyalty rewards as opposed to a gift card redemption. Matt Lederer suggested that staff review and confirm the date of the contract with gift card vendor EML payments, and Erin Schwartz recommended that a task force be assembled to research and consider alternatives to a gift card program.
- **2020 Lincoln Hub Nest:** Nicole McLellan presented two proposals submitted for the RFP on the Lincoln Hub Nest event management, and noted that Chamber staff recommend the proposal from Amdur Productions, as they have strong craft vendor connections and varied experience in producing craft fairs. Terese McDonald noted that areas outside of Lincoln Hub should be considered, such as the Blaine Elementary parking lot. Nicole McLellan clarified that Lincoln Hub works well with the branding of the event as a flea market and craft fair, considering the number of craft and antique shops along Lincoln. Matt Lederer added that the market could be branded as a vintage or antique fair. Terese McDonald motioned to approve a contract with Amdur Productions not to exceed \$25,000, contingent on exploring alternative locations and antique vendors, seconded by Chuck Stewart; motion carries.

## New Business

There was no new business.

## Announcements

There were no announcements.

## Adjourn

Chuck Stewart motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:29 AM.

Next Regular Meeting Date: March 12, 2020, 8:30 AM

### **SSA 27 Mission Statement**

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## **Lakeview SSA 27**

Special SSA Commission Meeting Minutes

February 18, 2020, 6:00 PM

D'Agostino's Pizza and Pub, 1351 W. Addison St., Chicago, IL 60613

**Present:** Matt Lederer, Erin Schwartz

**Absent:** Jason Aragon, Darian Campise, Paul Leamon, Amy Novotny, TJ Walczak

**Staff:** Becca Girsch, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** Stephanie Biederman, Matt Carr, Ben Castronovo, Doug Dunlay, Angela Garbot, Kris Hallowell, Doug Havrilla, Jill Heise, Michael Jorndt, Joia Kopelow, James Miller, Ryan Oestreich, Lisa Santos, Jeff Shapiro, Heather Way Kitzes

### **Call to Order**

Erin Schwartz noted that a quorum was not present.

### **Introductions**

Board members of the Lakeview Chamber, SSA 27 and Friends of Lakeview introduced themselves.

### **Retreat Objectives**

Dillon Goodson shared that the objectives of the meeting include building connections between the three partner entities and brainstorming new projects and programming within the Chamber's four program areas: Neighborhood Promotion, Business Development, Advocacy and Public Space Enhancements.

### **Breakout Discussions**

Attendees broke out into small groups and shared input on a marketing plan, business recruitment/retention efforts, and a policy platform.

### **Recap of Breakout Discussions**

Representatives from each breakout reported on the ideas they generated within their group.

### **Next Steps**

Staff members detailed next steps, including how they plan to incorporate board member feedback into specific projects they're working on in 2020.

### **Announcements**

There were no announcements.

### **Adjourn**

Meeting adjourned at 8:30 PM.

Next Regular Meeting Date: March 12, 2020, 8:30 AM

#### ***SSA 27 Mission Statement***

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## **Lakeview SSA 27**

Commission Meeting Minutes

March 12, 2020, 8:30 AM

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

**Present:** Jason Aragon, Darian Campise, Matt Lederer, Erin Schwartz, TJ Walczak

**Absent:** Amy Novotny

**Staff:** Dillon Goodson, Nicole McLellan

**Guests:** Zaz Chaudhry, Russell Huxhold, James Miller

### **Call to Order**

Erin Schwartz called the meeting to order at 8:35 AM.

### **Reading of Mission Statement**

Erin Schwartz read the SSA 27 mission statement.

### **Public Comment**

Zaz Chaudhry noted that he works in the area and was interested to hear about community initiatives.

### **Reading and Approval of Minutes**

Matt Lederer motioned to approve the minutes from the SSA 27 Commission meeting on February 13, 2020, seconded by TJ Walczak; motion carries.

Matt Lederer motioned to approve the minutes from the SSA 27 special meeting on February 18, 2020, seconded by Jason Aragon; motion carries.

### **SSA Commission Candidates**

Erin Schwartz introduced Russell Huxhold, Owner, Huxhemp CBD Apothecary and asked him to provide his statement of interest in becoming an SSA 27 Commissioner. Russell Huxhold informed the Commission that he opened Huxhemp CBD Apothecary two years ago on Southport, and is moving his location to Lincoln Avenue. Russell described his background in retail and trading, and added that former SSA 27 Commissioner Chuck Stewart recommended he get involved. TJ Walczak motioned to nominate Russell Huxhold to fill the vacancy on the SSA 27 Board of Commissioners, seconded by Jason Aragon; motion carries.

Darian Campise arrived at 8:40 AM.

### **Committee & Task Force Reports**

- **Community Events & Placemaking Grant Program Task Force:** Nicole McLellan informed the Commission that a total of 26 applications were received for this program, and the Task Force will meet to review all applications.
- **Streetscape Committee**
  - **2020-2021 Landscaping Contract:** Matt Lederer shared that the Streetscape Committee conducted interviews for three landscaping companies that submitted bids for the 2020-2021 landscaping RFP. Matt Lederer explained that following the evaluation of bids, conducting interviews and collection of references, the Streetscape Committee voted on a recommendation to approve the bid from BrightView. TJ Walczak motioned

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to approve a \$53,840 contract with BrightView for 2020-2021 landscaping services; seconded by Erin Schwartz; motion carries.

- **People Spot Transition Plan:** Matt Lederer informed the Commission that the Uptown Chamber of Commerce submitted a bid for The Wave People Spot, which was the only bid received for The Wave. Jason Aragon motioned to approve the bid of \$2,000 from the Uptown Chamber of Commerce for The Wave People spot, seconded by Matt Lederer; motion carries, with one abstention by Erin Schwartz. Jason Aragon motioned to approve the donation of The Wave People Spot to Friends of Lakeview in order to process the sale, pending city approval of the donation, seconded by Matt Lederer; motion carries, with one abstention by Erin Schwartz.
- **Lincoln Hub Project:** Matt Lederer updated the Commission on the status of the Lincoln Hub and its painted dots -- this project has remained longer than originally planned, and the warranty on the paint is now expired. Matt Lederer posed to the Commission whether to implement repairs to the site at an estimated \$15,000, or allow the site to decline until construction starts in 2021. Commissioners agreed that the estimation seems high, and Nicole McLellan confirmed she will collect bids for the restoration and removal of the painted work.

### **President's Report**

Erin Schwartz reported that the Annual Meeting took place on March 11, and attendees enjoyed the event. Erin Schwartz added that there are growing concerns surrounding COVID-19, and Dillon Goodson noted that the SSA 27 Commission is in a unique position to fast track programs to provide support to businesses. Dillon Goodson suggested progressing the budgeted Digital Marketing Rebate Program, and Erin Schwartz added that a new rebate program could be added through the Safety budget. Matt Lederer motioned to approve the use of \$10,000 from budget category 1.08 display advertising to the creation of a Digital Marketing Rebate Program, with all applications to be approved in writing by the SSA 27 President and Treasurer, seconded by TJ Walczak; motion carries. Matt Lederer motioned to approve the use of \$5,000 from budget category 5.04 Safety Communication and Education to the creation of a Health & Sanitation Rebate Program, with all applications to be approved in writing by the SSA 27 President and Treasurer, seconded by Jason Aragon; motion carries.

### **Treasurer's Report**

Matt Lederer presented the budget documents through January 31, 2020, and informed the Commission that budget modifications may be made in April. Matt Lederer also reminded the Commission that work on the 2021 budget will begin soon and will be voted for approval at the Commission meeting on Thursday, June 4.

### **Partner Board Reports**

- **Lakeview Chamber of Commerce:** Dillon Goodson provided updates on the Annual Meeting that took place on March 11, and thanked 4 Star Restaurant for their support of the event.
- **Friends of Lakeview:** Erin Schwartz informed the Commission that Friends of Lakeview will meet on Wednesday, March 18 and will discuss fundraising opportunities and progress of the Low-Line construction.

### **Staff Report**

- **2020 Board Retreat:** Nicole McLellan shared updates from the 2020 Board Retreat that took place on Tuesday, February 18, which served as a meeting and brainstorming session between

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the SSA 27 Commission, the Lakeview Chamber Board, and Friends of Lakeview Board. Nicole McLellan explained that attendees broke up into three sessions led by Chamber staff to cover key program areas: business development; neighborhood marketing and promotion; and advocacy. Chamber staff collected feedback from attendees and will work on creating a deliverable for each program area.

#### **New Business**

There was no new business.

#### **Announcements**

Matt Lederer thanked Chamber staff for their work and congratulated them on a successful Annual Meeting.

#### **Adjourn**

TJ Walczak motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:24 AM.

**Next Regular Meeting Date: April 2, 2020, 8:30 AM**

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## **Lakeview SSA 27**

Commission Meeting Minutes

April 23, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Jason Aragon, Darian Campise, Matt Lederer, Erin Schwartz, TJ Walczak

**Absent:** None

**Staff:** Dillon Goodson, Nicole McLellan

**Guests:** Kaitlyn Hurley, Russell Huxhold, James Miller, Ahmad Sayles

### **Call to Order**

Erin Schwartz called the meeting to order at 8:32 AM and noted that due to the government mandated stay-at-home order, the Open Meetings Act has temporarily suspended the need for a physical meeting location and attendance. Erin Schwartz made a motion to defer the need for physical quorum until in-person meetings can be safely held without risk of contagion, seconded by Matt Lederer; motion carries. Erin Schwartz added that in accordance with the Open Meetings Act, the web conferencing access link and meeting agenda will be posted on the SSA 27 webpage in advance of all Commission meetings.

### **Reading of Mission Statement**

Erin Schwartz read the SSA 27 mission statement. Erin Schwartz performed a roll call to confirm attendance and asked Commissioners to state their name when making a motion or seconding a motion, so all motions are accurately captured.

### **Public Comment**

There was no public comment.

### **Reading and Approval of Minutes**

Matt Lederer motioned to approve the minutes from the SSA 27 Commission meeting on March 12, 2020, seconded by TJ Walczak; motion carries.

Matt Lederer motioned to approve the minutes from the SSA 27 Community Events & Placemaking Grants Task Force meeting on December 9, 2019, seconded by Jason Aragon; motion carries.

Matt Lederer motioned to approve the minutes from the SSA 27 Streetscape Committee meeting on February 27, 2020, seconded by TJ Walczak; motion carries.

### **SSA Commission Candidates**

Erin Schwartz introduced Kaitlyn Hurley and asked her to provide information about her background and interest in becoming a Commissioner on the Board of SSA 27. Kaitlyn Hurley shared her background in marketing and international affairs and past involvement in SSA 27 community events and initiatives. Kaitlyn Hurley added that she has a strong interest in the community and would like to contribute to its development. TJ Walczak motioned to nominate Kaitlyn Hurley to fill the vacancy on the SSA 27 Board of Commissioners pending receipt of her written statement of interest and resume, seconded by Matt Lederer; motion carries.

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## Committee & Task Force Reports

- **Community Events & Placemaking Grant Program Task Force:** Nicole McLellan provided an overview of the steps taken to collect event contingency plans from all grant applicants, and explained that a handful of applicants chose to withdraw their grant application from consideration. Erin Schwartz added that Amy Novotony has ended her tenure on the SSA 27 Commission, and that there is room on the Task Force for a new Chair and task force members. Erin motioned to approve Darian Campise as Chair of the Community Events & Placemaking Grant Program Task Force, seconded by Matt Lederer; motion carries. Matt Lederer, James Miller, and Kaitlyn confirmed their interest in involvement and Nicole McLellan informed the Commission that she will reach out to share review materials and schedule a virtual meeting.
- **Streetscape Committee**
  - **Lincoln Hub Project:** Nicole McLellan shared options for maintenance updates at the Lincoln Hub.
  - **People Spots:** Nicole McLellan shared that there has been no movement on the approval of the People Spot donation, and the Commission should consider how to move forward with People Spots in 2020.

## President's Report

Erin Schwartz, Nicole McLellan and Dillon Goodson shared that SSA 27 and the Lakeview Chamber have implemented the following measures to support businesses adversely affected by COVID-19: Digital Marketing Rebate Program; Health & Sanitation Rebate Addendum; safety supplies for distribution to businesses; Coronavirus Business Roundtable Calls; creation of new recovery task forces; a recovery framework; business feedback survey. Erin Schwartz asked the Commission to consider other ideas and bring these to the May 14, 2020 SSA Commission meeting.

James Miller left the meeting at 8:58 PM.

## Treasurer's Report

- **2020 Budget Modification:** Matt Lederer and Dillon Goodson presented proposed budget modifications for the SSA 27 2020 Budget. Dillon Goodson noted that proposed budget modifications for categories 6-7 were majorly a result of recent staff changes and minor administrative adjustments. X motioned to approve the following zero-sum modifications to the 2020 budget, seconded by X; motion carries:
  - Decrease 1.02 Special Events by \$10,000
  - Increase 1.06 Holiday Decorations by \$10,000
  - Decrease 2.02 Landscaping by \$5,000
  - Decrease 2.05 Streetscape Elements by \$20,500
  - Increase 2.06 Public Art by \$15,500
  - Increase 5.02 Safety Improvement Program - Rebates by \$10,000
  - Increase 6.01 SSA Annual Report by \$500
  - Decrease 6.06 Office Supplies by \$250
  - Increase 6.07 Office Equipment Lease/Maintenance by \$166
  - Increase 6.10 Commission Meetings and Trainings by \$122
  - Increase 6.16 Storage Space Fees by \$62
  - Decrease 7.01 Executive Director by \$3,134

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- Decrease 7.02 Community Development Manager by \$14,200
- Increase 7.03 Office Manager & Bookkeeper by \$148
- Decrease 7.04 Business Services Director by \$1,694
- Increase 7.05 Events & Marketing Director by \$12,828
- Increase 7.06 Events & Marketing Staff by \$5,452
- **2021 Budget Planning:** Matt Lederer informed the Commission that 2021 budget planning will take place over the next couple months and to prepare project ideas for discussion at the May Commission meeting.

### **Partner Board Reports**

- **Lakeview Chamber of Commerce:** Dillon Goodson shared updates on the Chamber's recent efforts to shift focus to supporting Lakeview businesses affected by COVID-19 and current planning for the recovery phase.
- **Friends of Lakeview:** Erin Schwartz informed the Commission that the Friends of Lakeview Board is brainstorming alternative fundraising ideas in case there are event cancellations.

### **Staff Report**

- **Lakeview Low-Line Updates:** Nicole McLellan provided an overview of the Lakeview Low-Line License Agreement proposed by CTA and items the Lakeview Chamber will seek to clarify.
- **Lakeview Gift Card:** Nicole McLellan provided an overview of the annual SSA 27 Gift Card and Bonus Card promotion, and proposed moving the program launch up to a summer timeframe to help drive spending to local businesses. Erin Schwartz recommended the creation of a Lakeview Gift Card Taskforce to oversee changes to the program timeline and parameters, and Erin Schwartz and TJ Walczak confirmed their involvement. Darian Campise motioned to approve a summer roll-out of the Lakeview Gift Card & Bonus Card promotion pending confirmation on logistics, seconded by TJ Walczak; motion carries.

### **New Business**

There was no new business.

### **Announcements**

There were no announcements.

### **Adjourn**

Matt Lederer motioned to adjourn the meeting, seconded by TJ Walczak; meeting adjourned at 9:39 AM.

Next Regular Meeting Date: May 14, 2020, 8:30 AM via Zoom Web Conferencing

### **SSA 27 Mission Statement**

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## **Lakeview SSA 27**

Commission Meeting Minutes

May 14, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Darian Campise, Matt Lederer, Erin Schwartz, TJ Walczak

**Absent:** Jason Aragon

**Staff:** Becca Girsch, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** Russell Huxhold, James Miller

### **Call to Order**

Erin Schwartz called the meeting to order at 8:32 AM. Erin Schwartz performed a roll call to confirm attendance for the record and asked Commissioners to state their name when making a motion or seconding a motion, so all motions are accurately captured.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

There was no public comment.

### **Reading and Approval of Minutes**

Matt Lederer motioned to approve the minutes from the SSA 27 Commission meeting on April 23, 2020, seconded by TJ Walczak; motion carries.

### **Presentation by The A.C.T. Group**

SSA Auditor Dante Odoni, The A.C.T. Group shared the results of the 2019 audit of SSA 27. He noted that there were no discrepancies or issues found.

### **Acceptance of the 2019 Audit**

TJ Walczak motioned to accept the findings of the 2019 Audit, seconded by Matt Lederer; motion carries.

### **Committee & Task Force Reports**

- **Community Events & Placemaking Grant Program Task Force:** Darian Campise provided an overview of the May 13, 2020 task force meeting, and informed that due to effects of COVID-19, the task force agreed to change its strategy on the review and approval of grant applications. Darian Campise noted that the task force identified 5 event applications that could feasibly be held in a safe and social distanced manner, and Nicole McLellan will reach out to these 5 applicants to provide a revised application taking COVID-19 into consideration.
- **Lakeview Gift Card Task Force:** Erin Schwartz provided an overview of the task force meeting on May 13, 2020, and noted that the task force discussed the logistics of launching an early Lakeview Gift Card promotion. Erin Schwartz informed the Commission that feasibility of card use via phone and web will be an important consideration. James Miller noted that 4 Star Restaurant Group launched a recent gift card promotion that garnered great interest from the

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community. Erin Schwartz recommended to table this discussion and reconvene the task force ahead of the June 4 Commission meeting for further consideration.

- **Streetscape Committee**

- **Banner Installations:** Matt Lederer recommended to table this item for discussion at a future meeting.
- **People Spots:** Matt Lederer informed the Commission that the sale of People Spots is on hold indefinitely at the City level, and the Commission should decide how to proceed with People Spots in 2020. TJ Walczak motioned to forego a 2020 People Spot installation due to health, safety and social distancing concerns, seconded by Erin Schwartz; motion carries.

### **President's Report**

Erin Schwartz had no updates.

### **Treasurer's Report**

- **2021 Budget Planning:** Matt Lederer provided an overview of the 2021 budget planning process, noting that the 2021 draft budget is due on Thursday, June 4. The Commission reviewed 2021 budget ideas, including litter abatement and composting, sanitation initiatives, and digital initiatives, and Commissioners gave their feedback. Matt Lederer recommended scheduling a Special Commission Meeting to discuss the 2021 budget in further depth.

### **Partner Board Reports**

- **Lakeview Chamber of Commerce:** Dillon Goodson shared that the Lakeview Chamber has been active on the advocacy front and has been pushing for legislation to help support local businesses adversely impacted by COVID-19.
- **Friends of Lakeview:** Erin Schwartz noted that there were no new updates.

### **Staff Report**

- **Lakeview Low-Line Updates:** Nicole McLellan reported that Lakeview Chamber staff met with CTA on April 29, 2020 to discuss revisions to the Low-Line License Agreement. Nicole McLellan added that CTA is in the process of making revisions, and the Chamber is securing a 2020 Right of Entry agreement in the interim.
- **Lincoln Hub Nest:** Nicole McLellan informed the Commission that due to COVID-19 and at the advice of the approved event organizer Amdur Productions, the Lincoln Hub Nest event is no longer feasible to hold in 2020.

TJ Walczak left the meeting at 9:34 AM.

- **Health & Sanitation Materials:** Nicole McLellan returned to the idea brought forth by the Commission at the March 12 Commission meeting regarding providing PPE and sanitation kits to SSA 27 businesses. Matt Lederer motioned to allocate \$10,000 in funding to the sourcing and distribution of PPE and sanitation supplies, seconded by Erin; motion carries.

### **New Business**

There was no new business.

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**Announcements**

There were no announcements.

**Adjourn**

Matt Lederer motioned to adjourn the meeting, seconded by Erin Schwartz; meeting adjourned at 9:42 AM.

Next Regular Meeting Date: June 4, 2020, 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Minutes

June 4, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Jason Aragon, Darian Campise, Matt Lederer, Erin Schwartz, TJ Walczak

**Absent:** None

**Staff:** Becca Girsch, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** Kaitlyn Hurley, Russell Huxhold

### **Call to Order**

Erin Schwartz called the meeting to order at 8:33 AM.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

Jason Aragon joined at 8:34 AM.

Erin Schwartz performed a roll call to confirm attendance for the record and asked Commissioners to state their name when making a motion or seconding a motion, so all motions are accurately captured.

### **Public Comment**

There was no public comment.

**Reading and Approval of Minutes:** Matt Lederer motioned to approve the below sets of minutes, seconded by Jason Aragon; motion carries.

- Lakeview Gift Card Task Force Meeting: May 13, 2020
- SSA 27 Commission Meeting: May 14, 2020
- SSA 27 Special Commission Meeting Minutes: May 27, 2020

Darian Campise joined the meeting at 8:36 AM.

### **Dine Out Lakeview MOU**

Dillon Goodson provided an overview of Dine Out Lakeview, an initiative created in response to COVID-19 to create outdoor seating areas within SSA 27 boundaries. Dillon Goodson presented a proposed Memorandum of Understanding between SSA 27 and Friends of Lakeview, necessitating SSA 27 to provide a non-refundable grant in the amount of \$10,000 and a contingency fund in the amount of \$15,000 to Friends of Lakeview. Matt Lederer motioned to approve the 2020 Dine Out Lakeview MOU providing a non-refundable grant in the amount of \$10,000 and a contingency fund in the amount of \$15,000 to FOL, seconded by Jason Aragon; motion carries, with an abstention from Erin Schwartz due to her role as Friends of Lakeview Board Member.

### **Committee & Task Force Reports**

- **Lakeview Gift Card Task Force:** Erin Schwartz informed the Commission that the Lakeview Gift Card Task Force met on Monday, June 1, 2020 to revisit the idea of an early Lakeview Gift Card

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promotion launch. Erin Schwartz noted that the Commission has two options: proceed with the holiday promotion only, or add a second Lakeview Gift Card Promotion launched in July. Erin Schwartz noted that any tentative July launch would need adequate promotion and awareness from merchants. Matt Lederer motioned to approve an additional launch of the Lakeview Gift Card Promotion in July, with a 6-week run-time and 90 day-bonus card activation, seconded by Darian Campise; motion carries.

- **Streetscape Committee**

- **SSA Sanitization:** Matt Lederer presented a contract with Bartlett Tree Experts for a sanitation of high-touch items in SSA 27 boundaries, noting this sanitation will enable a clean and healthy environment during the reopening period. Tj Walczak motioned to approve the \$18,860 contract with Bartlett Tree Experts for a sanitation of high-touch items in SSA 27, seconded by Darian Campise; motion carries.
- **People Spots:** Matt Lederer informed the Commission that City of Chicago may allow a simplified permitting process for People Spots, and inquired whether SSA 27 should partner with businesses to offset the costs of installation and / or removal of People Spots. Nicole McLellan noted that outdoor seating is currently in high-demand, and this initiative could help support local businesses. Nicole McLellan also confirmed that SSA 27 has not yet received City approval to process the donation or sale of the People Spots, and it is unclear when this approval will come through. Matt Lederer motioned to approve the 2020 installation of People Spots, contingent on securing businesses to offset costs of installation and / or removal. Erin Schwartz noted that the Commission voted at the May 14, 2020 Commission meeting to forgo a 2020 People Spot installation for various reasons, including social distancing mandates, health, sanitation, and the reduced install timeframe, as well as the pending donation and sale of the People Spots. There was no second on the motion made by Matt Lederer, and Matt Lederer rescinded his motion. The SSA 27 Commission vote made on May 14, 2020 to forego a 2020 People Spot installation due to health, safety and social distancing concerns remains.
- **Lincoln Hub Maintenance:** The Commission discussed maintenance needs at Lincoln Hub, and agreed that considering upcoming CDOT construction in 2021, SSA 27 will forgo paint touch-ups of the area, and will proceed with a gentle pressure washing to keep the area clean.

### **President's Report**

Erin Schwartz stated that the Lakeview Chamber, FOL, and SSA 27 should consider assembling a Diversity & Inclusion Task Force. Becca Girsch noted that this is in the works, as are diversity seminars.

### **Treasurer's Report**

- **2021 Draft Budget and Workplan:** Nicole McLellan presented the draft 2021 SSA Budget & Work Plan and explained major budget changes from the 2020 budget. Nicole McLellan added that funds were allocated for the following new projects: the creation of new digital marketing initiatives, sanitizer stations, and strategic planning. Dillon Goodson noted that the Commission will need to revisit funds for the Neighborhood Snapshot. Matt Lederer motioned to accept the draft 2021 SSA Budget & Work Plan as-is, seconded by Jason Aragon; motion carries.

### **Partner Board Reports**

#### **SSA 27 Mission Statement**

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- **Lakeview Chamber of Commerce:** There were no updates.
- **Friends of Lakeview:** There were no updates.

#### **Staff Report**

- **Lakeview Low-Line Updates:** Nicole McLellan informed the Commission that she is continuing to work with CTA on the draft License Agreement and 2020 ROEs.

#### **New Business**

There was no new business.

#### **Announcements**

Matt Lederer noted that the Commission will need to review the 2020 budget to-date and potentially consider further modifications to account for COVID-related savings to-date.

#### **Adjourn**

Matt Lederer motioned to adjourn the meeting, seconded by TJ Walczak; meeting adjourned at 9:34 AM.

Next Regular Meeting Date: July 9, 2020, 8:30 AM

#### **SSA 27 Mission Statement**

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## **Lakeview SSA 27**

Commission Meeting Minutes

July 9, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Jason Aragon, Darian Campise, Matt Lederer, Erin Schwartz, TJ Walczak

**Absent:** None

**Staff:** Bennett Berman, Becca Girsch, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** Kaitlyn Hurley, Russell Huxhold

### **Call to Order**

Erin Schwartz called the meeting to order at 8:32 AM and performed a roll call to confirm attendance for the record.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

There was no public comment.

### **Reading and Approval of Minutes**

Matt Lederer motioned to approve the minutes from the SSA 27 Commission Meeting on June 4, 2020, seconded by Darian Campise; motion carries.

### **Shop Out Lakeview & Expanded Sidewalk Seating**

Carisa Marconet provided an overview of Phase 1 of Dine Out Lakeview, informing the Commission that permits have been secured and the event will launch on July 10, 2020. Dillon Goodson then provided an overview of the proposed Phase 2 of Dine Out Lakeview, which would include expanded sidewalk seating for restaurants. Dillon Goodson also provided an overview of Shop Out Lakeview, a new program aimed at creating a safe outdoor space for customers to shop and support local businesses. Dillon Goodson explained that expanded seating provided by jersey barricade rentals will enable restaurants to safely fit additional tables outside and offer 'round-the-clock service, and proposed a rebate program funded by SSA 27 to support the cost of the barricades. Erin Schwartz requested clarification that the SSA funds approved for Phase 1 of Dine Out was a grant, and that the funds for Phase 2 of Dine Out would be distributed as rebates, and Dillon Goodson confirmed. Matt Lederer noted SSA 27 has adequate funds in SSA budget category 1.02 Special Events to support both programs. Kaitlyn Hurley noted she is comfortable with allocating funds to these programs in support of local business. Erin Schwartz motioned to approve the allocation of \$10,000 from SSA budget category 1.02 Special Events to the creation of a rebate program in support of expanded seating for Phase 2 of Dine Out, seconded by Jason Aragon; motion carries. Matt Lederer motioned to approve the allocation of \$5,000 from SSA budget category 1.02 Special Events to a contingency fund for Phase 2 of the 2020 Shop Out Lakeview program, seconded by Matt Lederer; motion carries, with an abstention from Erin Schwartz due to her role as a Friends of Lakeview Board Member.

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## Committee & Task Force Reports:

- **Community Events & Placemaking Grants Task Force:** Darian Campise recapped the Community Events & Placemaking Grants Task Force Meeting held on Tuesday, July 7, and gave an overview of the secondary review conducted on the 5 grant finalists. Following discussion of the below applications, Darian Campise motioned to approve \$16,500 in funding for the following projects according to the maximum amounts listed below, seconded by Jason Aragon; motion carries:
  - A Very Harry Celebration by Covenant Youth Collision: \$3500
  - Classical Corners by Cold Hands: \$750
  - Paint Southport by Spectra Fine Arts: \$5000, with no grant money to be allocated for artist prizes
  - Dog Days of Summer Event by A Dog's Best Friend: \$5000
  - Volunteering Event by Volunteering Untapped: \$2250, with the exclusion of funds for a public art project.
- **Streetscape Committee**
  - **People Spots:** Matt Lederer shared an update regarding the status of the People Spots, noting that DPD confirmed both People Spots could be donated by SSA 27 to Friends of Lakeview for Friends of Lakeview to process the sale to the approved bidders. Matt Lederer presented a Memorandum of Understanding between SSA 27 and FOL pertaining to the maintenance, donation and sale of the People Spots. Matt Lederer motioned to approve the MOU Regarding 2020 People Spots Donation and Sale, seconded by Darian Campise; motion carries, with an abstention from Erin Schwartz due to her role as a Friends of Lakeview Board Member.
  - **Curbies:** Matt Lederer updated the Commission that the order with Landscape Forms for the curby seating elements is moving forward, and the approximate cost of \$37,800 was below the not to exceed approved by the Commission at the October 10, 2019 Commission Meeting.
  - **Banner Replacements:** Matt Lederer informed the Commission that SSA 27 banners have not been replaced for several years, and recommended making a large replacement order. Kaitlyn Hurley inquired whether the Lakeview Chamber will rebrand in the near future, and Nicole McLellan confirmed this would not happen for some time, thus the order will be made for the current banner design. Matt Lederer motioned to approve banner replacements with Bannerville at a not to exceed of \$30,000, seconded by Jason Aragon; motion carries.
  - **Holiday Decorations:** Matt Lederer stated that an RFP has been issued for holiday decor and the Commission will likely confirm a vendor at the next Commission meeting on August 13, 2020.

## President's Report

There were no updates.

## Treasurer's Report

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- **2021 Budget, Work Plan and Sole Service Provider:** Nicole McLellan informed the Commission that the following minor changes were made to the 2021 budget following the SSA 27 Commission Meeting on June 4, 2020.
  - Increased 1.07 Print Materials by \$10,000 to account for neighborhood guide printing
  - Decreased 1.08 Display Advertising by \$5,000
  - Decreased 2.05 Streetscape Elements by \$15,000
  - Increased 4.07 Economic Impact Study by \$10,000 to account for neighborhood snapshot print and distribution
- Matt Lederer presented the final 2021 Budget & Work Plan and explained that the equalized assessed value (EAV) had increased by approximately 3% based on the latest figures released by the Cook County Clerk and recommended requesting the same total levy as in 2020. Matt Lederer motioned to approve the 2021 Budget and Work Plan, and for the Lakeview Chamber of Commerce to remain the sole service provider of SSA 27 in 2021, seconded by Darian Campise; motion carries.

#### **Partner Board Reports:**

- **Lakeview Chamber of Commerce:** There were no updates.
- **Friends of Lakeview:** There were no updates.

#### **Staff Report:**

- **July 2020 Lakeview Gift Card Promotion:** Nicole McLellan informed the Commission that the summer launch of the Lakeview Gift Card promotion will run from July 17 - August 31, and will be available online only.
- **Low-Line:** Nicole McLellan presented an updated draft of Lakeview Low-Line License Agreement. Nicole McLellan noted the Commission should carefully review the agreement and provide any feedback via email before the Commission takes a formal vote.

#### **Digital Marketing Rebate Program**

Erin Schwartz presented a request from Bras Galore owner Kathy Bonifas to add radio advertising as an eligible measure to the Digital Marketing Rebate Program. Matt Lederer inquired whether this will be beneficial to the majority of SSA 27 businesses, and Nicole McLellan noted that expanding eligible rebate measures could prove valuable to businesses. Darian Campise motioned to approve the addition of radio advertisements as an eligible measure for the SSA 27 Digital Marketing Rebate Program, seconded by Jason Aragon; motion carries with one opposition from Matt Lederer.

#### **SSA 27 Safety Initiatives**

Nicole McLellan provided a status update on the below initiatives:

- The Emergency Expanded Rebate Program approved by SSA 27 including window boarding has been retired.
- The standard Security Rebate Program including shatter resistant window film, exterior lighting and outdoor security cameras continues is approaching its project budget. Erin Schwartz motioned to approve a \$15,000 project budget in SSA budget category 5.02

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Safety Improvement Programs for the Security Rebate Program in 2020, seconded by Darian Campise; motion carries.

- The Health & Sanitation Rebate Program has a \$10,000 project budget, allocated from budget category 5.02 Safety Improvement Programs.

### **New Business**

There was no new business.

### **Announcements**

There were no new announcements.

### **Adjourn**

Matt Lederer motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:44 am.

Next Regular Meeting Date: August 13, 2020, 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Minutes

August 13, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Darian Campise, Matt Lederer, James Miller, Erin Schwartz, TJ Walczak

**Absent:** Jason Aragon

**Staff:** Bennett Berman, Dillon Goodson, Nicole McLellan

**Guests:** Kaitlyn Hurley, Russell Huxhold, Tami Mizrachi, Ashley Rooney, Mike Vicars

### **Call to Order**

Erin Schwartz called the meeting to order at 8:33 AM and performed a roll call to confirm attendance for the record.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

Ashley Rooney, Mike Vicars, and Tami Mizrachi presented their work on the beautification of the cul-de-sac area near Lakewood & Barry. Mike Vicars inquired about the availability of SSA 27 funds to support the completion of this project. Nicole McLellan replied she will check in with the DPD to confirm the location's eligibility so that the Commission may make a final determination at the next Commission meeting on September 10, 2020. Mike Vicars noted that the community is hoping for \$1,000 worth of plants, and September may be too late for the planting season. Matt Lederer motioned to approve \$1,000 from SSA 27 budget category 2.05 Streetscape Elements for plants for the community project located at Lakewood & Barry, contingent on confirmation from DPD that this location is eligible to receive SSA 27 funds, seconded by TJ Walczak; motion carries.

### **Reading and Approval of Minutes**

Matt Lederer motioned to approve the minutes from the SSA 27 Commission Meeting on July 9, 2020, seconded by TJ Walczak; motion carries.

**Dine Out West Lakeview:** Erin Schwartz informed the Commission that Phase 1 of Dine Out West Lakeview has ended and the \$15,000 contingency fund approved by SSA 27 remains in full. Erin Schwartz asked the Commission to reaffirm the \$15,000 contingency fund for Phase 2 Dine Out. Nicole McLellan provided a reminder that Phase 2 will expand sidewalk seating and service for restaurants, and Dillon Goodson added that Phase 2 Dine Out also includes the closure of Southport Avenue between Waveland and Grace. Dillon Goodson informed the Commission that Shop Out Lakeview will be on hold due to City restrictions on outdoor retail. Matt Lederer motioned to reaffirm the \$15,000 contingency fund for Phase 2 of Dine Out West Lakeview; seconded by James Miller; motion carries.

### **Committee & Task Force Reports:**

- **Public Art Committee:** Erin Schwartz announced that the next Public Art Committee meeting will take place on October 6. Erin Schwartz noted that the Committee will consider future murals and other public art projects, such as mosaics and that all Commissioners are welcome to

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attend. Erin Schwartz added that the Public Art Committee voted to approve the installation titled *Impossible Geometry* by Kate Lewis at the Southport art panels. Matt Lederer motioned to approve the installation of *Impossible Geometry* by Kate Lewis for \$5,000 at the Southport Plaza, seconded by Darian Campise; motion carries.

- **Streetscape Committee:**

- **People Spots:** Matt Lederer informed the Commission that DPD has required a city ordinance for the sale of People Spots, and payment will go to SSA 27, rather than Friends of Lakeview.
- **Curbsies:** Matt Lederer stated that installation of curbsies is expected in late August, with one planned adjacent to the Starbucks near the Paulina Brown Line station, and the other at Car Care on Lincoln.
- **Holiday Decorations:** Matt Lederer provided an overview of the 2020-2021 holiday decor RFP process, and informed the Commission that the Streetscape Committee would like to pursue additional decor and lighting elements to increase business foot traffic during the holiday season. Matt Lederer added that increasing the holiday decor budget would help achieve this. Kaitlyn Hurley inquired whether holiday decor is kept by the Commission year-to-year, and Matt Lederer stated that the Commission is interested in leasing decorations. Matt Lederer motioned to approve increasing budget category 1.06 holiday decorations to \$70,000 to accommodate additional decor and lighting elements, seconded by James Miller; motion carries.
- **Litter Abatement:** Nicole McLellan stated that for two weeks, CleanStreet was not fully servicing all litter receptacles, and a partial refund was issued. Nicole McLellan added that SSA 27 will soon issue a litter abatement RFP for 2021-2022, so this is something to keep in mind when reviewing vendor proposals.

### **President's Report**

Erin Schwartz reminded the Commission that the following Commissioners are ending their term in February 2021: Erin Schwartz, Darian Campise, and Jason Aragon, all of whom must wait at least one year before re-election. Erin Schwartz asked the Commission to have at least one candidate in mind for the next meeting.

### **Treasurer's Report**

Nicole McLellan presented an updated budget summary showing expenditures through June 2020 and anticipated expenses through the end of 2020, compared to the original 2020 budget. Matt Lederer noted the document anticipates \$120,000 in carryover for 2020, in addition to \$50,000 in carryover from 2019, and Nicole McLellan stated that the Commission budgeted \$120,000 in carryover toward the 2021 budget. Dillon Goodson reminded the Commission that the needs of the business community will continue to evolve and those needs should be considered in the 2020 budget.

### **Partner Board Reports**

- **Lakeview Chamber of Commerce:** There were no updates.
- **Friends of Lakeview:** Dillon Goodson informed the Commission that Lakeview Taco Fest in its usual format will not be possible this year, so Friends of Lakeview is planning to execute Taste of Lakeview's Taco Fest, which will allow restaurants to offer taco platters for dine-in or take-out,

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along with cocktails and cocktail kits. Dillon Goodson added that Friends of Lakeview is planning on executing a Split the Pot Raffle fundraiser in the coming months.

**Staff Report:**

- **Lakeview Low-Line:** Nicole McLellan noted that the CTA provided an updated draft of the Low-Line License Agreement, which is currently under review.
- **Lakeview Gift Card Promotion:** Nicole McLellan reminded the Commission that the current Lakeview Gift Card promotion is running until August 31, 2020, and there have been approximately \$8,300 in gift card sales to-date.
- **Holiday Programming:** Nicole McLellan informed the Commission that the Streetscape Committee recommended the creation of a Lakeview Holiday Gift Basket over the holidays as a way to promote SSA 27 businesses. Nicole McLellan added that staff have discussed several considerations, including pre-order, timeline, and execution, and believe this program would be feasible to accomplish in 2020. Erin Schwartz noted that the gift baskets should be available in advance of all winter holidays and be inclusive in language and graphics. Matt Lederer motioned to approve the allocation of \$5,000 from SSA 27 budget category 1.02 Special Events for the holiday gift basket initiative, seconded by Erin Schwartz; motion carries.

**New Business**

There was no new business.

**Announcements**

There were no announcements.

**Adjourn**

Erin Schwartz motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:36 AM.

Next Regular Meeting Date: September 10, 2020, 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Minutes

September 10, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Jason Aragon, Darian Campise, Kaitlyn Hurley, Matt Lederer, James Miller, Erin Schwartz, TJ Walczak

**Absent:** Russell Huxhold

**Staff:** Dillon Goodson, Nicole McLellan

**Guests:** Helen Bailey, Ria Tjong

### **Call to Order**

Erin Schwartz called the meeting to order at 8:31 AM.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

Erin Schwartz performed a roll call to confirm attendance for the record, and asked Helen Bailey and Ria Tjong to introduce themselves.

Helen Bailey informed the Commission that she owns Pioneer Realty, located in SSA 27 boundaries at 3039 N. Lincoln Ave. Helen Bailey noted that she has been involved with Lakeview Chamber and SSA 27 initiatives in the past, and is interested in further engaging with the community by applying to be a SSA 27 Commissioner.

Ria Tjong introduced herself as the owner of Truly Chiropractic, located in SSA 27 boundaries at 3058 N. Lincoln Ave. Ria Tjong informed the Commission that she has worked in Lakeview for many years, forging connections with many different local business owners over time, and is interested in becoming more engaged in the community through SSA 27.

Erin Schwartz noted that candidates with an interest in applying for the role of SSA 27 Commissioner can submit a statement of interest and other information to Nicole McLellan for the Commission's consideration.

### **Reading and Approval of Minutes**

Matt Lederer motioned to approve the minutes from the SSA 27 Commission Meeting on August 13, 2020, seconded by James Miller; motion carries.

### **Public Relations RFP**

Erin Schwartz noted that SSA 27's PR contract with vendor Ripson Group expires on December 31, 2020, and the Commission will create a Public Relations Task Force to assist with writing the Request for Proposals and reviewing the PR proposals. Erin Schwartz and Kaitlyn Hurley volunteered to serve on the Task Force. Erin Schwartz noted that community members may also contribute to the Task Force, and Matt Lederer recommended inviting Terese McDonald, Candyality and Lisa Santos, Southport Grocery &

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Cafe to join. Matt Lederer also inquired if Ripson Group could attend an upcoming Commission meeting to present on their work in 2020.

### **Committee & Task Force Reports**

- **Community Events & Placemaking Grant Task Force:** Darian Campise provided updates regarding the approved applicants for the 2020 Community Events & Placemaking Grant program:

- A Very Harry Celebration: August 29-30, 2020
- Volunteering Untapped: September 13, 2020
- Dog Days of Summer: September 19, 2020
- Paint Southport: October 10, 2020

James Miller encouraged that all grant recipients get in touch with local businesses to collaborate, and Kaitlyn Hurley recommended sending all event information to local community groups and Aldermen for inclusion in their newsletters to reach a wider audience.

- **Lakeview Gift Card Task Force:** Erin Schwartz provided an update that the summer launch of the Lakeview Gift Card promotion ran from July 17 - August 31, 2020, and roughly \$30,000 in gift cards and bonus cards were distributed. Erin Schwartz added that the SSA 27 Commission previously voted to approve a holiday launch of the Lakeview Gift Card, and needed to confirm the activation period for the bonus cards. Darian Campise motioned to approve auto activation of bonus cards for 90 days following purchase, seconded by Matt Lederer; motion carries.

- **Streetscape Committee**

- **Curbies:** Matt Lederer updated the Commission that the curbies were successfully installed at 2909 N Lincoln and 3356 N Lincoln on August 19, 2020.
- **Holiday Decor Contract:** Matt Lederer noted that the Streetscape Committee reviewed several holiday decor proposals, and has recommended the proposal from Artistic Holiday Designs. Matt Lederer provided an overview of the proposal, noting that Artistic Holiday designs will help bring lighting elements to SSA 27. Kaitlyn Hurley motioned to approve a holiday decor contract with Artistic Holiday Designs at a not-to-exceed of \$70,000, seconded by James Miller; motion carries.
- **Holiday Decor Rebate:** Matt Lederer proposed the idea of a holiday decor rebate, which would provide a rebate for 50% of costs up to \$500 for those with holiday decor and aim to increase foot traffic to SSA 27 during the holiday season. James Miller motioned to approve \$10,000 from SSA budget category 1.06 holiday decorations for a holiday decoration rebate program, seconded by Jason Aragon; motion carries.
- **Litter Abatement RFP:** Matt Lederer noted that current litter abatement vendor Cleanstreet is ending its litter abatement services, and SSA 27 is currently issuing an RFP for a litter abatement vendor through the end of 2020, and into 2021-2022.
- **Tree Care & Planting:** Matt Lederer noted that the Streetscape Committee recommended to allocate \$60,000 from SSA budget category 2.02 Landscaping to tree care and planting, and an RFP is in process to receive proposals on tree care. Darian Campise motioned to allocate \$60,000 from SSA budget category 2.02 Landscaping to tree care and planting, seconded by Jason Aragon; motion carries.
- **Streetscape Maintenance:** There were no updates.

### **SSA 27 Mission Statement**

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- **Big Belly Relocations:** Matt Lederer informed the Commission that the Streetscape Committee is planning to relocate the following BigBellies to ensure more equitable access to litter receptacles:
  - Relocate the Big Belly located at 2959 N. Lincoln Avenue to 3001 N. Lincoln Ave
  - Relocate the Big Belly located at 3356 N. Lincoln Avenue to 3410 N. Lincoln Ave
  - Relocate the Big Belly located at 3400 N. Southport Ave to 1402 W. Belmont Ave

### **President's Report**

Erin Schwartz reminded the Commission that the following Commissioners are ending their term in February 2021: Erin Schwartz, Darian Campise, and Jason Aragon, all of whom must wait at least one year before re-election. Erin Schwartz noted that the SSA 27 Commission may hold up to 11 Commissioners, and opened the floor for Commissioners to make recommendations on potential Commissioner candidates.

### **Treasurer's Report**

Matt Lederer presented SSA 27 financials through July 31, 2020, and noted that SSA 27 has spent 35% of its budget to-date. James Miller noted that there may be business closures in the coming months, and inquired how the budget could be utilized for support methods. Ideas included decorating empty storefronts, additional rebate programs, and a ribbon-cutting package.

### **Partner Board Reports**

- **Lakeview Chamber of Commerce:** Dillon Goodson provided updates from the Recovery Task Force, including potential measures to undertake during the winter months to support local businesses. Dillon Goodson added that the Lakeview Chamber will soon begin assembling its 2021 budget.
- **Friends of Lakeview:** Dillon Goodson informed that Taste of Lakeview Taco Fest will take place September 18-20, and that Friends of Lakeview will soon begin assembling its 2021 budget.

### **Staff Report**

Nicole McLellan noted that she is exploring some of the ideas suggested by the Recovery Task Force.

### **New Business**

There was no new business.

### **Announcements**

There were no announcements.

### **Adjourn**

Jason Aragon motioned to adjourn the meeting, seconded by Darian Campise; meeting adjourned at 9:30 AM.

Next Regular Meeting Date: October 8, 2020, 8:30 AM

### **SSA 27 Mission Statement**

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## **Lakeview SSA 27**

Commission Meeting Minutes

October 8, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Darian Campise, Kaitlyn Hurley, Matt Lederer, James Miller, Erin Schwartz

**Absent:** Jason Aragon, TJ Walczak

**Staff:** Dillon Goodson, Nicole McLellan

**Guests:** Helen Bailey, Christopher Comes, Russell Huxhold, Ria Tjong

### **Call to Order**

Erin Schwartz called the meeting to order at 8:32 AM.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

Erin Schwartz performed a roll call to confirm attendance for the record.

### **Reading and Approval of Minutes**

Matt Lederer motioned to approve the minutes from the SSA 27 Commission meeting on September 10, 2020 seconded by James Miller; motion carries.

### **SSA 27 Commission Nominations**

Erin Schwartz asked Helen Bailey and Ria Tjong to present their statements of interest for the role of SSA 27 Commissioner, and asked them to provide information on their background.

Darian Campise joined the meeting at 8:39 AM.

Helen Bailey and Ria Tjong left the meeting at 8:40 AM while the SSA 27 Commission discussed the candidates' qualifications. Helen Bailey and Ria Tjong rejoined the meeting at 8:45 AM. Matt Lederer motioned to nominate Ria Tjong and Helen Bailey to the SSA 27 Commission, seconded by Kaitlyn Hurley; motion carries.

### **Presentation by Ripson Group**

Christopher Comes from SSA 27's neighborhood public relations firm, Ripson Group, recapped their work during 2020. Christopher Comes highlighted several initiatives led by Ripson Group, including ways they have promoted SSA 27 businesses affected by COVID-19. Christopher Comes opened the floor to attendees to ask questions regarding work to-date and campaigns Ripson Group will focus on through the end of 2020.

### **Committee & Task Force Reports**

- **Public Art Committee:** Erin Schwartz provided a recap of the Public Art Committee meeting on October 6, 2020, including the Committee's interest to work with Greenstar Movement, an organization that executes neighborhood murals with community members, in 2021. Erin

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Schwartz provided additional updates on recent public art projects, including the planned completion of all four murals at Ashland Plazas of the Low-Line, and an initiative to beautify vacant storefronts through public art. Erin Schwartz noted interest in a sidewalk chalk initiative to encourage voting in the upcoming 2020 election.

- **Streetscape Committee**

- **2020 and 2021 Litter Abatement Contract:** Matt Lederer presented on litter abatement proposals received for the 2021-2022 litter abatement RFP, noting that the Streetscape Committee received four proposals. Matt Lederer added that the Streetscape Committee found Clean Slate to be most competitive in price, and recommended a contract with Cleanslate through the end of 2020, and in 2021 with an option to renew for 2022. Matt Lederer motioned to approve a litter abatement contract with Clean Slate at a not to exceed of \$30,000 through the end of 2020, seconded by James Miller; motion carries. Matt Lederer motioned to approve a litter abatement contract with Clean Slate at a not to exceed of \$96,000 in 2021-2022, seconded by Darian Campise; motion carries.
- **Bike Rack Maintenance:** Matt Lederer informed the Commission that the Streetscape Committee voted to recommend a bike rack maintenance project for 2020, and three proposals were received. Matt Lederer explained the most competitive proposal was from Clean Slate, for the scraping and repainting of bike racks. Kaitlyn Hurley noted that due to the increase of scooter use, there has been a shortage of available bike racks and SSA 27 should consider adding more. Matt Lederer motioned to approve a contract with Clean Slate at a not to exceed of \$20,000 for bike rack scraping and repainting in 2020, seconded by James Miller; motion carries.
- **Tree Care & Planting:** Matt Lederer noted that there are approximately 21 dead trees in SSA 27 boundaries, which can be removed and replanted this year by the City Bureau of Forestry. Kaitlyn Hurley motioned to approve a contract with the City Bureau of Forestry to remove and replant trees at a not to exceed of \$15,000; seconded by James Miller; motion carries.

### **President's Report**

Erin Schwartz noted that security is an important item, and suggested exploring the creation of a safety buddy program; this could be a number the community can call so that a buddy can come walk them home late at night. Kaitlyn Hurley noted she has been a part of similar programs in the past, and these were highly-used and very successful.

### **Treasurer's Report**

Matt Lederer presented on SSA 27 financials, including the budget vs. actuals through August 31, 2020, noting that these figures reflect approximately \$430,000 in available budget for 2020. Matt Lederer added that this is a high amount, and the Commission has allotted \$120,000 in carryover in 2021. Nicole McLellan gave a reminder that this amount is accurate as of August 31, 2020, and there are several larger budget items to be spent in 2020, including remaining contracts, bike rack maintenance, and holiday decor. Nicole McLellan added that the Commission will receive a Q3 status report at the November 12, 2020 Commission meeting, and will undertake necessary budget modifications at that time. James Miller voiced concern that creating new programs in November offered a limited amount of time for execution in 2020, and inquired if scheduling a special meeting in the meantime would be

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beneficial. Darian Campise also inquired whether the City of Chicago might permit changes to the budget to increase budgeted carryover for the 2021 budget, and Nicole McLellan confirmed she could confirm. Matt Lederer suggested considering scheduling a special meeting in advance of the November 12, 2020 Commission meeting to discuss the 2020 budget and 2021 carryover.

### **Winter Materials Rebate**

Erin Schwartz noted that with the onset of colder weather, SSA 27 businesses are considering how to continue their outdoor operations. Erin Schwartz proposed the creation of a Winter Materials Rebate Program, which would provide a rebate for items like tents, heaters, outdoor lamps and retrofitting to support the continuation of outdoor operations throughout the colder months. Erin Schwartz proposed offering a rebate of 50% of costs up to \$500, with an allocated budget of \$10,000 in budget category of 1.02 Special Events. James Miller noted that if there is available budget, the maximum rebate could be increased due to the high price of heating lamps and similar items. Nicole McLellan pointed out that if the Commission decides to increase the maximum rebate amount up to \$750 or \$1,000, she recommended increasing the total budget to allow for additional businesses to apply. Matt Lederer motioned to approve the creation of a Winter Materials Rebate for 50% of costs up to \$750, with an allocated budget of \$15,000 in SSA budget category 1.02; seconded by Darian Campise; motion carries.

### **Partner Board Reports**

- **Lakeview Chamber of Commerce:** Dillon Goodson presented on Lakeview Chamber projects, including Lincoln Avenue Beer Kits and other Halloween promotions.
- **Friends of Lakeview:** Dillon Goodson presented on Friends of Lakeview initiatives, including the upcoming split-the-pot raffle.

### **Staff Report**

Nicole McLellan reminded the Commission that holiday decor will include 1,320 sets of lights on 110 trees and decor on 34 poles, along with an artificial tree with lights and ornaments, a gold heart, a walk through ornament and a selfie photo frame. Nicole McLellan noted that this is a different approach from past years, as SSA 27 typically focuses on pole decor.

### **New Business**

There was no new business.

### **Announcements**

There were no announcements.

### **Adjourn**

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

Next Regular Meeting Date: November 12, 2020, 8:30 AM

### **SSA 27 Mission Statement**

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## **Lakeview SSA 27**

Commission Meeting Minutes

November 12, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Darian Campise, Kaitlyn Hurley, Matt Lederer, James Miller, Erin Schwartz

**Absent:** Jason Aragon, TJ Walczak

**Staff:** Becca Girsch, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** Helen Bailey, Russell Huxhold, Luis Monje, Ria Tjong

### **Call to Order**

Erin Shwartz called the meeting to order at 8:34 AM and performed a roll call to confirm attendance for the record.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

There was no public comment.

### **Reading and Approval of Minutes**

Matt Lederer motioned to approve the minutes from the SSA 27 Commission Meeting on October 8, 2020, seconded by James Miller; motion carries.

### **SSA 27 Commissioner Introductions**

Erin Schwartz asked Commissioners, staff and guests to introduce themselves and provide information on their background.

### **SSA 27 Commission Nominations**

Erin Schwartz asked Luis Monje to present his statement of interest for the role of SSA 27 Commissioner and provide information on his background.

Luis Monje left the meeting at 8:56 AM while the SSA 27 Commission discussed his qualifications. Luis Monje rejoined the meeting at 8:57 AM. James Miller motioned to nominate Luis Monje to the SSA 27 Commission, seconded by Matt Lederer; motion carries.

Carisa Marconet joined the meeting at 8:59 AM.

### **Audit Contract for FY 2020 & 2021**

Dillon Goodson presented proposals for the FY 2020 and 2021 SSA audit contract. Dillon Goodson noted that after reviewing all proposals with the Finance Committee at the October 22, 2020 meeting, the Finance Committee made a recommendation to proceed with A.C.T. Group at an estimated SSA contract of \$3,875 and Lakeview Chamber contract of \$4,400, of which the SSA pays a portion. Dillon Goodson added that this recommendation was based on A.C.T. Group's experience with SSA audits, their previous experience working with the Lakeview Chamber and SSA, and their competitive pricing. Matt Lederer

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motioned to approve a contract with A.C.T. Group for the FY 2020-2021 SSA audit, seconded by Darian Campise; motion carries.

### **Committee & Task Force Reports**

- **PR Task Force:** Erin Schwartz informed the Commission that the Public Relations RFP was issued and all proposals are due Friday, November 13. Erin Schwartz added that the Task Force will convene again on December 1 to conduct vendor interviews before making a final recommendation, and encouraged Commissioners to join the meeting and help conduct the interviews.
- **Public Art Committee:** Erin Schwartz informed the Commission that artists Antonio Beniquez and Felix Maldonado, Jr. completed their murals at Ashland Plazas. Kaitlyn Hurley mentioned she noticed graffiti on one of the lightboxes at Ashland Plaza, and inquired about the graffiti removal process. Erin Schwartz added that the Kate Lewis installation previously approved by the SSA 27 Commission at the Southport Plaza art panels is delayed until the Low-Line License Agreement is in place, and will occur closer to Spring 2021. Erin Schwartz ended her updates by informing the Commission that the next Public Art Cmte meeting will take place in early December, and all Commissioners are welcome to join.
- **Streetscape Committee**
  - **Holiday Decor:** Matt Lederer provided an update that holiday decor will be installed in a couple weeks, and will include 1,320 sets of lights on 110 trees and decor on 34 poles, a filled out artificial tree with lights, ornaments and a tree topper, as well as three larger decorative items. Matt Lederer inquired about the status of the holiday decor rebate program and Nicole McLellan confirmed that the rebate will be finalized in the coming days.
  - **Leaf Removal:** Matt Lederer noted that leaves have started to fall, and updated the Commission that litter abatement vendor Cleanslate will be conducting leaf removal on a regular basis.
  - **Curby Planning:** Matt Lederer noted that the Commission will soon confirm 2021 locations for curbies, and proposed working with Port Urbanism to conduct a long term curby mapping plan. Nicole McLellan added that since beginning the curby initiative in 2019, the SSA has worked with Port Urbanism for the design exploration as well as location measurements, and this will help determine long term strategy for the curbies throughout the SSA corridors, rather than considering locations on an annual basis. James Miller motioned to approve a curby mapping and measuring project with Port Urbanism at a not to exceed of 12 hours, seconded by Kaitlyn Hurley; motion carries.
  - **Tree Care & Planting:** Matt Lederer proposed using budgeted carryover to execute tree care before the end of 2020. Darian Campise motioned to approve a 2020 tree care contract with Bartlett Tree Experts not to exceed \$50,000, seconded by James Miller; motion carries.

### **President's Report**

Erin Schwartz stated that with 2021 approaching, the Commission should start to consider ideas to implement with the 2021 budget. Erin Schwartz confirmed she will reach out to Commissioners over the next couple weeks and asked Commissioners to begin brainstorming and submit ideas via email within the next month. Matt Lederer asked Erin Schwartz to provide some examples of big ideas from the last

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few years, and Erin Schwartz noted that the Lakeview Area Master Plan created several initiatives, and Matt Lederer added that curbies were ideated during budget brainstorming. Erin Schwartz added that potential ideas include safety initiatives, more green space, business incubators, and pop-up retail.

**Treasurer's Report:** Matt Lederer presented the SSA 27 financials through September 30, 2020 and explained that the SSA has budgeted \$120,000 in carryover for the 2021 budget, which means that \$120,000 from the SSA 2020 budget may be carried over into the SSA 2021 budget, while any budget in excess of \$120,000 will need approval through a City Ordinance and be moved to the SSA 2022 budget.

- **2020 Q4 Budget Projections & Amendment:** Matt Lederer presented on the SSA's 2020 Q4 projections, noting that all budget overages are highlighted in the Q4 status update document, and modifications will be made to ensure all categories are within budget. Nicole McLellan explained that the modifications include budget projects that were approved by the Commission throughout 2020, such as the approved budget increase for holiday decor. Nicole McLellan provided a breakdown of key modifications, noting that the increased budget to 1.06 Holiday Decorations accounts for the increased holiday decor budget; the increase to 2.02 landscaping allows for the approved 2020 tree care; and the increase to 6.17 Liability/Property Insurance is due to the purchase of additional insurance for aspects of the Low-Line. Nicole McLellan added that several modifications were made within budget category 6.0 that account for minor changes to administrative expenses, and added that modifications across all budget categories net zero.
- Erin Schwartz motioned to approve the following zero-sum modifications to the SSA 2020 budget, seconded by Darian Campise; motion carries:
  - Decrease 1.02 Special Events by \$8,000.00
  - Increase 1.05 Decorative Banners by \$8,000.00
  - Decrease 1.06 Holiday Decorations by \$25,000.00
  - Decrease 1.07 Print Materials by \$25,000.00
  - Decrease 1.08 Display Advertising by \$7,000.00
  - Increase 1.09 PR/Media Relations by \$3,000.00
  - Increase 1.10 Local Shopping Reward Program by \$4,000.00
  - Increase 2.02 Landscaping by \$31,000.00
  - Decrease 2.05 Streetscape Elements by \$32,000.00
  - Increase 2.10 City Permits by \$1,000.00
  - Decrease 4.07 Economic Impact Study, Market Study, Branding Study, etc. by -\$2,769.09
  - Increase 6.02 Audit by \$158.00
  - Increase 6.03 Bookkeeping by \$90.00
  - Decrease 6.04 Office Rent by \$284.91
  - Increase 6.06 Office Supplies by \$218.00
  - Increase 6.07 Office Equipment Lease/Maintenance by \$300.00
  - Decrease 6.08 Office Printing by \$614.00
  - Decrease 6.09 Postage by \$260.00
  - Increase 6.13 Monitoring/Compliance by \$300.00
  - Increase 6.16 Storage Fees by \$48.00
  - Increase 6.17 Liability/Property Insurance by \$7,202.00
  - Decrease 6.18 Conferences & Trainings by \$3,100.00
  - Increase 6.19 Admin/Office Services by \$2,212.00

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- Decrease 7.06 Seasonal Event Staff by \$3,500.00
- **2021 Budget Carryover:** The approved budget modifications result in \$103,673.17 in budgeted carryover to allocate to the 2021 budget.

### Partner Board Reports

- **Lakeview Chamber of Commerce (LCC):** Dillon Goodson noted that LCC is engaged in a coalition for vacancy tax reform and they are close to making a policy recommendation. Becca Girsch added that the Chamber is working to assemble a diversity and inclusion task force.
- **Friends of Lakeview (FOL):** Becca Girsch informed the Commission that FOL launched a split-the-pot raffle with 50% of proceeds going to Friends of Lakeview, and noted that FOL Board Members and LCC staff are not eligible to participate, but the SSA Commissioners are eligible to purchase tickets. Becca Girsch added that the raffle has received coverage by local news outlets.

### Staff Report

- **Holiday Programming:** Carisa Marconet presented on 2020 holiday programming, including photos with Santa, holiday characters during the holiday stroll, holiday kids activity kit, online holiday gift guide and holiday gift basket, ice sculptures, and a scavenger hunt. James Miller noted that if Sheil Park is unable to accommodate the ice sculptures, Tuco and Blondie can offer use of their outdoor tented space. Darian Campise asked Carisa Marconet to provide Commissioners with programming copy so that the Commissioners can help promote the programs to their network. Nicole McLellan added that the SSA-approved funds for holiday programming have been allocated to the gift basket packaging as well as delivery through Bachalaash.
- **Lakeview Low-Line:** Nicole McLellan informed the Commission that the Chamber has been working with a lawyer to review the Low-Line License agreement, and will have an updated agreement for the Commission to review in the coming months.
- Nicole McLellan added that the Lakeview Gift Card promotion is set to begin on November 20 and will run through December 31. Erin Schwartz inquired about the bonus card activation period, and Nicole McLellan confirmed that the bonus cards will activate upon purchase and be eligible for use for 90 days. James Miller noted the importance of informing merchants about the promotion and providing copy for promotion, and Ria Tjiong added that it is also important to confirm all merchants are still enrolled to accept the gift card.

### New Business

There was no new business.

### Announcements

Erin Schwartz noted there will be several Committee meetings in the coming weeks and Commissioners and Commission candidates are encouraged to join.

### Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by James Miler; meeting adjourned at 9:44 AM.

Next Regular Meeting Date: December 10, 2020, 8:30 AM

### SSA 27 Mission Statement

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## **Lakeview SSA 27**

Commission Meeting Minutes

December 10, 2020, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Jason Aragon, Darian Campise, Kaitlyn Hurley, Matt Lederer, James Miller, Erin Schwartz

**Absent:** Helen Bailey, Ria Tjiong

**Staff:** Colton Davis, Borja Gonzalez, Dillon Goodson, Nicole McLellan

**Guests:** Russell Huxhold, Luis Monje

### **Call to Order**

Erin Schwartz called the meeting to order at 8:33 AM and asked attendees to state their name for the record.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

There was no public comment.

### **Reading and Approval of Minutes**

Kaitlyn Hurley motioned to approve the minutes from the SSA 27 Commission meeting on November 12, 2020 seconded by Darian Campise; motion carries.

### **Merger Update**

Erin Schwartz noted that the Lakeview and Roscoe Village Chambers of Commerce announced their merger and that the Lakeview Chamber, Friends of Lakeview, and SSA 27 boards were looking forward to this change. Erin Schwartz added that Colton Davis, staff member of the Roscoe Village Chamber of Commerce, will be joining staff as a result of the merger, and asked Colton Davis to introduce himself.

Matt Lederer joined the meeting at 8:37 AM.

Colton Davis provided information on his expertise and background, and Dillon Goodson added that SSA 27 will be very well-served by the addition of Colton Davis to the team. Dillon Goodson added that the SSA 27 boundaries will not change. Erin Schwartz opened the floor to Commissioners to ask any questions or provide feedback regarding the merger.

### **2021 SSA Meeting Schedule**

Erin Schwartz presented the SSA 27 2021 meeting schedule, noting that meetings will be held via Zoom for the foreseeable future. Matt Lederer motioned to approve the SSA 27 Commission 2021 Meeting Schedule, noted below, seconded by James Miller; motion carries.

- Thursday, January 21, 2021 at 8:30am
- Thursday, February 11, 2021 at 8:30am
- Thursday, March 11, 2021 at 8:30am
- Thursday, April 8, 2021 at 8:30am

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- Thursday, May 13, 2021 at 8:30am
- Thursday, June 10, 2021 at 8:30am
- Thursday, July 8, 2021 at 8:30am, Annual Meeting
- Thursday, August 12, 2021 at 8:30am
- Thursday, September 9, 2021 at 8:30am
- Thursday, October 14, 2021 at 8:30am
- Thursday, November 4, 2021 at 8:30am
- Thursday, December 9, 2021 at 8:30am

Helen Bailey joined the meeting at 8:45 AM.

### **Dine Out West Lakeview**

Erin Schwartz informed the Commission that Dine Out West Lakeview came to an end, and reminded the Commission that the SSA confirmed a \$15,000 contingency fund for the program. Erin Schwartz added that the final amount due to Friends of Lakeview from the SSA is \$6,754.95. Dillon Goodson provided additional details on the program, and Kaitlyn Hurley inquired if there were any changes in mind for the program in future years. Carisa Marconet noted that the Dine Out Southport version of the program was most successful, and the community enjoyed direct-to-table service.

### **Holiday Kit Funds**

Erin Schwarz noted that SSA 27 allocated \$5,000 for holiday programming in 2020, particularly to packaging and delivery for gift basket initiatives. Erin Schwartz added that the Lakeview Chamber will make income on this program, but that these items will be value for the community, rather than drive income for the Lakeview Chamber. Matt lederer motioned to approve funds from budget category 1.02 not to exceed \$700 to be spent on community-value items for the holiday kits; seconded by James Miller; motion carries.

### **Committee & Task Force Reports**

- **PR Task Force:** Erin Schwartz recapped the PR Task Force Meeting on December 1, 2020, noting that the Task Force interviewed three PR firms for the SSA 27 PR contract. Erin Schwartz added that due to their experience and knowledge working with the local community, the PR Task Force made a recommendation to continue working with Ripson Group in 2021. Erin Schwartz added that the PR Task Force did determine several desired improvements from Ripson Group, including diversifying their media pitches to include resident stories, increase focus on SSA programs in placemaking and public art, in addition to increasing communication with SSA leadership and the Commission generally. Luis Monje added that due to COVID, he recommended Ripson Group focus at the granular level for the foreseeable future. Matt Lederer motioned to approve a one-year contract with Ripson Group in 2021, seconded by Darian Campise; motion carries. Erin Schwartz asked Nicole McLellan to invite Ripson Group to the January 21, 2021 Commission meeting.
- **Public Art Committee:** Erin Schwartz recapped the Public Art Committee meeting held on December 8, 2020. Erin Schwartz noted the meeting included discussions on a community mosaic with Green Star Movement and implementing a sculpture, either with Chicago Sculpture Exhibit or by Commissioning an artist. Erin Schwartz added that the Committee is interested in pursuing the following locations for murals or mosaics in 2021:

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- 1300 W Belmont (Rush)
- 3049 N Ashland (Haderlein Real Estate)
- 1238 W Belmont (Formerly Cookies by Design)
- 3201 N Ashland (Whole Foods)
- **Streetscape Committee**
  - **Holiday Decor & Programming:** Matt Lederer provided an update that the 2020 holiday decor was installed behind schedule. \$15,000 has been subtracted from the \$70,000 original contract since some elements won't have the impact expected. Installation hasn't been completed yet and the 40% of the remaining contract will be discussed for price settlement based on the unfulfilled work.
  - **Curby Mapping:** Matt Lederer recapped the presentation made by Brandon Biederman of PORT Urbanism at the Streetscape Committee meeting held on December 9, 2020. Kaitlyn Hurley motion to approve installing curbies at 2-3 locations on Belmont in 2021, seconded by James Miller; motion carries.
  - **People Spots:** Matt Lederer confirmed that the People Spot purchasers would like to delay the sale until spring 2021, when the People Spots can be installed. Matt Lederer added that the People Spots remain in storage for the time being.
  - **Bike Rack Maintenance:** Matt Lederer announced that the bike rack maintenance project was completed by Clean Slate, and 189 bike racks were serviced.

### **President's Report**

Erin Schwartz noted that TJ Walczak has stepped down from the SSA 27 Commission due to the fact that he relocated his business outside of SSA 27 boundaries. Erin Schwartz reminded the Commission to start brainstorming 2021 projects and ideas to implement with a carryover budget from 2020, and added that the Commission can plan a Special Meeting in the early months of 2021 to discuss budget brainstorming.

**Treasurer's Report:** Matt Lederer reminded the Commission that there will be budget carryover in 2021 for larger projects and that Commissioners should brainstorm ideas for discussion at future meetings.

- **2021 SSA Personnel Budget:** Matt Lederer reminded the Commission that Special Service Areas can allocate up to 30% of their total budget for personnel, and the proposed 2021 budget will increase up to 28%. There will be money leftovers concerning Special Events, Holiday Decor and Shopping Awards. Dillon suggests voting in order to move funds from 1.02 (Special Events) into 6.0 and 7.0, a total amount that would move out \$12,660.96. James Miller motioned to approve moving ; seconded by Matt Lederer; motion carries.

Matt Lederer left the meeting at 9:34 AM.

### **Partner Board Reports**

- **Friends of Lakeview (FOL):** Becca reminded the Commission that FOL launched the split-the-pot-raffle, a Friends of Lakeview fundraiser. The drawing is scheduled for December 16, 2020. Becca stated that the goal is to get the pot as big as possible. Becca mentioned that the split-the-pot-raffle is currently at \$4,500. Becca noted the importance of informing friends and family to participate. She let the Commission know that half of the money would stay with Friends of Lakeview.

#### **SSA 27 Mission Statement**

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

### **Staff Report**

- **Lakeview Gift Card:** Nicole McLellan provided an update about Lakeview Gift Card sales. She shared with the Commission that the Lakeview Gift Card sales were slower than in previous years despite the additional marketing and advertisement done. Nicole attributes a decrease in sales due to no in-office sales, online shopping and general postal delays generated by the pandemic and the holiday season. Nicole states that LGC sales were at \$13,000. Also, she added that there was \$2,600 in bonus cards. Nicole added that if sales didn't increase, there would be a carry over for the 1.10 budget category to the next year.
- **Rebate Programs:** Nicole talked about the success experienced with the Rebate Programs that have been offered throughout the year. She stated that four Rebate Programs have been offered in total. She said that 59 Rebate Applications have been approved in 2020.
- There is no update from CTA on the Low-Line agreement. Nicole hopes to get feedback from CTA in the near future.

### **New Business**

There was no new business.

### **Announcements**

There were no announcements.

### **Adjourn**

Jason Aragon motioned to adjourn the meeting, seconded by James Miller; meeting adjourned at 9:38 AM.

**Next Regular Meeting Date: January 16, 2021 at 8:30am**

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