

## **Lakeview SSA 27**

Commission Meeting Agenda

January 21, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

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

**Absent:** Jason Aragon, Luis Monje

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

**Guests:** Helen Bailey, Christopher Comes, Russell Huxhold, Christy Kyhl, Paul Poy, Lisa Ripson, Ria Tjong

### **Call to Order**

Erin Schwartz called the meeting to order at 8:31 AM and performed a roll call to confirm attendance for the record.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

Paul Poy introduced himself as Chair of SSA 73 and commented he heard SSA 27 was offering subsidies to local businesses, and was interested to learn more about these programs.

**Reading and Approval of Minutes:** James Miller motioned to approve the below sets of minutes, seconded by Kaitlyn Hurley; motion carries.

- Community Events & Placemaking Grant Task Force: May 13, 2020
- Lakeview Gift Card Task Force: June 1, 2020
- Community Events & Placemaking Grant Task Force: July 7, 2020
- Neighborhood PR Task Force: October 22, 2020
- Neighborhood PR Task Force: December 1, 2020
- SSA 27 Commission Meeting: December 10, 2020

### **Presentation from Ripson Group**

Lisa Ripson and Christopher Comes of Ripson Group introduced themselves and presented their 2021 plans for SSA 27 PR strategy.

Matt Lederer joined the meeting at 8:39 AM.

Lisa Ripson and Christopher Comes provided information on several upcoming initiatives, including a Love Local campaign, and James Miller commented that he and other 4 Star staff are interested to participate. Lisa Ripson also welcomed SSA 27 Commissioners to reach out if they have any thoughts or input on potential stories, and Nicole McLellan shared Ripson Group's contact information with the Commission. Christopher Comes also highlighted Ripson's media contacts, and upcoming opportunities for interviews and stories, and Lisa Ripson provided an overview of upcoming community programming that can be pitched. Erin Schwartz opened up the floor for questions, and Kaitlyn Hurley inquired whether Ripson Group aggregates media mentions and Ripson Group confirmed these are compiled into

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a google sheet that staff can share. Erin Schwartz added that stories and coverage should be inclusive of all holidays and celebrations throughout the year.

### **2021 SSA 27 Rebates**

Erin Schwartz reminded the Commission that several rebates were approved during 2020, and that the Digital Marketing Rebate has a \$7,500 budget and the Safety Rebate has a \$5,000 budget in 2021. Erin Schwartz added that the below rebates were approved in 2020 and are not budgeted in 2021:

- 1.02 Special Events, Expanded Outdoor Seating Rebate
- 5.02 Safety Improvement Program, Health & Sanitation Rebate
- 2.05 Streetscape Elements, Winter Preparedness Rebate

Nicole McLellan provided information on the above rebate programs, including program success and budget used in 2020. Kaitlyn Hurley commented that she thinks continuing the rebates in 2021 is a good idea, but they should be publicized so that the rebate budgets are maximized. James Miller inquired whether rebates could be shifted to a grant format, and Darian Campise noted that the rebate format helps ensure that SSA properties have a stake in the program. Erin Schwartz reminded the Commission that the 2021 budget for these programs can be modified in the future as needed.

James Miller motioned to approve the below rebates and budget amounts in the 2021 SSA budget, seconded by Matt Lederer; motion carries:

- 1.02 Special Events, Expanded Outdoor Seating Rebate: \$10,000
- 5.02 Safety Improvement Program, Health & Sanitation Rebate: \$10,000
- 2.05 Streetscape Elements, Winter Preparedness Rebate: \$15,000

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

- **Public Art Committee:** Erin Schwartz informed the Commission that there were two recent instances of graffiti, on Antonio Beniquez's mural, Untitled (located at Ashland East Plaza) and JC Rivera's mural, Chicago Pride (located at Paulina Plaza). Erin Schwartz added that a Public Art Committee meeting is anticipated to take place in February.
- **Streetscape Committee**
  - **Holiday Decor:** Matt Lederer commented that the final cost for 2020 holiday decor was \$50,833.20, and that conversations will begin in the coming months to assess plans for 2021 holiday decor.
  - **2021 Curbies:** Matt Lederer reminded the Commission that they voted to approve curbies at 2-3 locations in 2021, and he recommended voting to approve the 2021 budget and contract for this project. Darian Campise motioned to approve a contract not to exceed \$55,000 with Landscape Forms for fabrication of curbies in 2021, seconded by James Miller; motion carries.

### **President's Report**

Erin Schwartz announced there will be a Special Meeting on Tuesday, February 9 at 4pm to discuss SSA 27 budget and big ideas. Erin Schwartz recommended reserving two hours for the meeting and asked

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Commissioners to bring ideas both for 2021 and future years. Erin Schwartz also asked Commissioners to email their ideas to herself and Nicole McLellan for inclusion on the Special Meeting agenda.

Erin Schwartz added that her term on the Commission ends on February 15, 2021, and that the Chair transition will be further discussed at the February meeting.

### **Treasurer's Report**

Matt Lederer informed the Commission that the financials are not yet closed out for 2020, but there is an estimated \$140,000 in carryover. Matt Lederer added that SSA 27 budgeted \$120,000 in carryover for 2021, which will roll from the 2020 budget to the 2021 budget. Matt Lederer also clarified that any unbudgeted carryover will be moved to the 2022 budget.

### **Partner Board Reports**

- **Lakeview Chamber of Commerce:** Dillon Goodson provided an update on the Lakeview Roscoe Village Chamber of Commerce merger. Becca Girsch also provided information on the upcoming Annual Meeting, and shared that this will be held the morning of Friday, March 12.
- **Friends of Lakeview:** Dillon Goodson shared that staff are working on Low-Line contracts and will have an update soon.

### **Staff Report**

- Nicole McLellan provided an overview of the 2020 Lakeview Gift Card Holiday promotion, noting that total sales were approximately \$33,000. Nicole McLellan added that there has been a steady decline in sales over the past few years, and that this could be a good year to transform the program. Nicole McLellan added that Colton Davis will be taking over management of this program, and will be in touch with the Commission for further discussion and to assemble a Task Force.
- Carisa Marconet informed the Commission that she is taking over management of the Community Events & Placemaking Grant program and Task Force, and that she is in the process of setting up the first Task Force Meeting to discuss 2021 planning. Carisa Marconet provided background information on the program, and added that anyone interested in getting involved should get in touch.

### **New Business**

There was no new business.

### **Announcements**

Erin Schwartz reminded the Commission that there will be a Special Meeting on Tuesday, February 9th, 2021 at 4 PM and the regular Commission meeting will be Thursday, February 11, 2021 at 8:30 AM.

### **Adjourn**

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

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## **Lakeview SSA 27**

Commission Meeting Minutes

February 9, 2021, 4:00 PM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Darian Campise, Kaitlyn Hurley, Russell Huxhold, Matt Lederer, James Miller, Erin Schwartz

**Absent:** Jason Aragon

**Staff:** Colton Davis, Dillon Goodson, Carisa Marconet, Nicole McLellan

**Guests:** Luis Monje, Ria Tjong

### **Call to Order**

Erin Schwartz called the meeting to order at 4:03 PM and performed a roll call to confirm attendance for the record. Erin Schwartz also noted that due to new Open Meetings Act requirements, this meeting and future Commission meetings will be recorded.

### **Reading of Mission Statement**

Erin Schwartz read the mission statement.

### **Public Comment**

There was no public comment.

Luis Monje joined the meeting at 4:08 PM.

Darian Campise joined the meeting at 4:12 PM.

### **SSA 2021 Budget**

Erin Schwartz noted that her term on the SSA 27 Commission will come to an end on February 15, 2021, and she will no longer be eligible to serve as SSA 27 Chair. Erin Schwartz added that she recommends Luis Monje take over the role as SSA 27 Chair due to his knowledge of the history of the Commission and interest in streetscape. Erin Schwartz also added that James Miller has been recommended to take on the role of SSA 27 Treasurer.

Erin Schwartz provided an overview of the meeting format, noting that each Commissioner will have 2-3 minutes to present their 2021 budget ideas. Matt Lederer added that each Commissioner will rank the ideas on a scale of 0-5, which will help determine budget priorities for 2021.

The SSA 27 Commission reviewed the 2021 Budget Summary, taking note of allocated funds and programs. The SSA 27 Commission proceeded to provide an overview of their proposed initiatives and collect feedback on each idea:

### **SSA Budget Ideas: Short Term**

- Helen Bailey: Vacant storefront art; lights show; drive-in movie nights
- Darian Campise: Dog owner meet and greet; summer sidewalk sale; repainting light poles
- Kaitlyn Hurley: Digital marketing capabilities

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- Russell Huxhold: Cash bonus for shopping in SSA boundaries; ice sculpting competition; Lincoln Hub Antique Fair; summer concert series; bike swap
- James Miller: SSA-wide property landscaping; vacant storefront art
- Erin Schwartz: Neighborhood safety initiatives, delivery rebate
- Ria Tjong: Changed to digital marketing rebate, printing rebate, website update rebate, facade rebate
- Luis Monje: New business welcome package

### **SSA Budget Ideas: Long Term**

- Matt Lederer: Crosswalk Art
- Luis Monje: Paulina Station seating initiative
- Erin Schwartz: Alternative green spaces
- Darian Campise: Replacing Big Belly garbage cans with touchless options; local Job Fair; donut/coffee fest; crosswalk decorating

Nicole McLellan counted the rankings made by Commissioners and presented the top ten ideas:

1. Digital Marketing
2. New Business Welcome Package
3. Crosswalk Art
4. Ice Sculpting
5. Donut & Coffee Fest
6. Job Fair
7. Lincoln Hub Antique Fair
8. Green Spaces
9. Paulina Station Seating
10. Dog Meet & Greet

### **Next Steps**

Matt Lederer noted that staff should explore budget costs and necessary resources for the proposed program priorities so that commissioners can identify what they want to prioritize in the next year or two.

### **New Business**

There was no new business.

### **Announcements**

Erin Schwartz reminded the Commission that the next regular meeting date is February 11th, 2021 at 8:30 AM.

### **Adjourn**

Erin Schwartz motioned to adjourn the meeting, seconded by Kaitlyn Hurley; meeting adjourned at 5:40 PM.

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Commission Meeting Minutes

February 11, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

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

**Absent:** None

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

**Guests:** Luis Monje, Ria Tjiong

### **Call to Order**

Erin Schwartz called the meeting to order at 8:32 AM and performed a role 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**

James Miller motioned to approve the minutes from the SSA 27 Commission meeting on January 21, 2021 seconded by Darian Campise; motion carries.

### **Commissioner Selection**

Erin Schwartz reminded the Commission of Commissioner eligibility per the SSA 27 bylaws and the SSA Program Guide, including owning or leasing property in the SSA 27 boundaries, or representing a business owning or leasing property in the SSA 27 boundaries.

### **Election of Officers**

Nicole McLellan confirmed that Helen Bailey and Russell Huxhold have been appointed to the SSA 27 Commission by City Council and are now voting Commissioners.

James Miller motioned to approve appointing Matt Lederer as Interim Chair of SSA 27 until Luis Monje's appointment to the SSA27 Commission is official, seconded by Russell Huxhold; motion carries.

Matt Lederer motioned to approve appointing James Miller as SSA 27 Treasurer, seconded by Darian Campise; motion carries.

### **SSA Committee Appointments**

Matt Lederer motioned to approve appointing the below individuals to the Community Events & Placemaking Grant Task Force, seconded by Jason Aragon; motion carries:

- Kaitlyn Hurley, Chair
- Helen Bailey

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- Darian Campise
- Russell Huxhold
- Christy Kyhl
- Matt Lederer
- James Miller

### **Lakeview Gift Card Program**

Erin Schwartz provided an overview of the Lakeview Gift Card Program, noting that the \$20 bonus card promotion has been in place for roughly the past five years and that the Commission has previously expressed interest in exploring a new type of reward program. Erin Schwartz added that Colton Davis will be leading this program moving forward, and that he has proposed transitioning the gift card program to the platform that the Roscoe Village Chamber has been using for the last couple of months.

Erin Schwartz motioned to discontinue the Lakeview Gift Card Program and begin a transition to the Lakeview Roscoe Village Gift Card program, and to convene a Shop Local Task Force to explore new shop local rewards, seconded by Matt Lederer; motion carries.

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

- **Community Event & Placemaking Grant Task Force:** Darian Campise provided an overview of the Task Force meeting on Monday, February 8, and that the Task Force approved the 2021 Grant application. Carisa Marconet added that the application has been released and a press release will be sent to publicize the program. Kaitlyn Hurley inquired if an “Apply Now” graphic could be created so Commissioners can share the application with their networks.
- **Public Art Committee:** Erin Schwartz provided an overview of the Community Mosaic initiative, adding that the preferred mosaic locations range from \$18,000-\$38,000. Matt Lederer motioned to approve a not-to-exceed of \$30,000 for the community mosaic in 2021, seconded by Helen Bailey; motion carries.
- **Streetscape Committee:** Matt Lederer noted that the Committee is in the process of performing outreach to businesses and property owners to determine specific locations for the 2021 curby placements. Matt Lederer added that the Committee is working to establish a timeline for 2021 holiday decor.

### **President’s Report**

Erin Schwartz announced that she is coming to the end of her term on February 15, 2021, and Darian Campise and Jason Aragon are also coming to the end of their term on the same date. Erin Schwartz thanked Darian and Jason Aragon for their service.

Erin Schwartz announced that there has been recent progress on the Lakeview Low-Line License Agreement and that there will be a Friends of Lakeview Board Meeting on February 24, 2021 with attorney David Trout to review this agreement, and that Commissioners are invited to attend.

### **Treasurer’s Report**

Matt Lederer thanked Erin Schwartz for her service as SSA 27 Chair.

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Matt Lederer provided an overview of 2020 SSA 27 financials, noting that the SSA ended the year with \$120,000 roughly \$140,000 in carryover. Matt Lederer added that SSA 27 budgeted \$120,000 in carryover for 2021, so that amount is allocated in the 2021 budget.

#### **Partner Board Reports :52.21**

- **Lakeview Chamber of Commerce:** Becca Girsch announced that the Annual Meeting will be held virtually on Friday, March 12 at 9:00 a.m. Dillon Goodson announced the Lakeview Roscoe Village Chamber website is now live, and added that Special Service Area 27 now has its own website. Dillon Goodson encouraged Commissioners to review the website and provide any comments and feedback.

Helen Bailey left the meeting at 9:25 AM.

- **Friends of Lakeview:** There was no update.

#### **Staff Report**

Carisa Marconet informed the Commission that the Lakeview Roscoe Restaurant Week will take place in April.

#### **New Business**

There was no new business.

#### **Announcements**

Matt Lederer recommended holding a 2020 holiday decor debrief to help decide the direction for 2021 holiday decor.

Dillon Goodson thanked Erin Schwartz, Darian Campise, and Jason Aragon for their service on the SSA 27 Commission.

#### **Adjourn**

Erin Schwartz motioned to adjourn the meeting, seconded by Matt Lederer; meeting adjourned at 9:32 AM.

Next Regular Meeting Date: March 11, 2021 at 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Minutes

March 11, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Kaitlyn Hurley, Russell Huxhold, Matt Lederer, James Miller, Luis Monje

**Absent:** Ria Tjong

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

**Guests:** Maggie Macpherson, Laura McMahon, Mike Schuba

### **Call to Order**

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

### **Reading of Mission Statement**

Matt Lederer read the mission statement.

### **Public Comment**

There was no public comment.

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

James Miller motioned to approve the SSA 27 meeting minutes from February 9th, 2021, seconded by Russell Huxhold; motion carries.

Russell Huxhold motioned to approve the SSA 27 meeting minutes from February 11th, 2021, seconded by Kaitlyn Hurley; motion carries.

### **Election of Officers**

James Miller motioned to elect Luis Monje as SSA 27 Chair, seconded by Matt Lederer; motion carries.

### **Introductions**

Laura McMahon introduced herself as the Co-Owner of The Guild, a retail store located at the north end of Southport Ave.

Michael Schuba introduced himself as manager of Schuba's Tavern, located at the intersection of Belmont Ave and Southport Ave.

SSA 27 Commissioners introduced themselves and provided information on their background and community involvement.

### **Low-Line License Agreement**

Nicole McLellan provided an overview of the proposed CTA License Agreement for the Lakeview Low-Line. Nicole McLellan noted that negotiations related to the License Agreement have been ongoing for roughly 18 months, and both SSA 27 and Friends of Lakeview had engaged an attorney to support review and negotiations for the License Agreement and OSIF grant agreement. Matt Lederer motioned to approve the Low-Line License Agreement, seconded by Helen Bailey; motion carries.

### **Lakeview Roscoe Village Support Local Online Marketplace**

Luis Monje shared that this is a proposed joint initiative between the Lakeview Roscoe Village Chamber of Commerce and SSA 27 that will create an online marketplace for local businesses. Colton Davis noted that the online marketplace would enable the Chamber to connect consumers and small businesses more efficiently by driving traffic to one website. Carisa Marconet added that she anticipates high traffic to the site because businesses will also share the website with their customers. Colton Davis encouraged attendees to visit support-local.com as an example to learn more about the website format. Matt Lederer motioned to approve a not-to-exceed of \$5,000 in 2021 for the Support Local Online Marketplace, seconded by Russell Huxhold; motion carries.

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

- **Streetscape Committee:** Matt Lederer shared that the location for new curby installations are currently being determined, and that the committee anticipates execution at three sites. Matt Lederer also informed the Commission of a proposed joint initiative with Southport Neighbors Association to bring hanging flower baskets to the north end of Southport. Nicole McLellan clarified that SNA would support the purchase of the basket hardware and materials, including 4 frames with 8 baskets and filler, while the SSA would support the cost of the planting materials and maintenance moving forward. Luis Monje motioned to allocate \$3,000 in funds for planting materials in 2021, seconded by James Miller; motion carries.

### **President's Report**

Luis Monje announced he is looking forward to his new role as SSA 27 Chair.

### **Treasurer's Report**

James Miller presented the SSA 27 financials through January 2021, noting that 4% of the budget has been executed. Nicole McLellan added that the commission will receive proposed budget modifications at the April Commission meeting, which will account for budget changes made since the budget was submitted to DPD in July 2020, as well as the addition of new programs ideated by the Commission to be executed in 2021.

### **Partner Board Reports**

- **Lakeview Roscoe Village Chamber of Commerce:** Becca Girsch informed the Commission that the Annual Meeting will take place on Friday, March 11, 2021, and will offer a preview of what the Chamber is planning for the coming year. Matt Lederer inquired about the format, and Becca Girsch noted that this is an all virtual meeting and will include remarks from staff, local business and elected officials.
- **Friends of Lakeview:** Dillon Goodson added that FOL is in a similar place with SSA regarding Low Line. Optimistic that we will see progress. Low-Line Market will also take place. Carisa said at Southport Plaza and in June. Dillon added that we are hopeful summer will see the return of festivals, like Taco Fest.

### **Staff Report**

Nicole McLellan shared an update regarding holiday decor, noting that the Commission may choose to either conduct a new RFP process for 2021, or review the proposals submitted by vendors during the 2020 RFP.

### **New Business**

- Matt Laderer noted that the Commission should consider revisiting rebates focused on COVID relief efforts. Nicole McLellan agreed that it is a good opportunity to revisit programming since business owners' needs might have shifted over time.
- James Miller inquired about programming for Opening Day on April 1, 2021. James Miller noted this is a good opportunity to celebrate the return of baseball and leverage foot traffic in the neighborhood. Dillon Goodson noted that staff have been brainstorming ideas, and Carisa Marconet added there are plans to launch a "What to do for Opening Day" online itinerary. Commissioners provided several suggestions, including selfie stations, commission work by local artists, a scavenger hunt, and other promotions.

**Announcements**

There were no announcements.

**Adjourn**

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

Next Regular Meeting Date: April 8, 2021 at 8:30 AM

## **Lakeview SSA 27**

Commission Meeting Minutes

April 8, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Luis Monje, Kaitlyn Hurley, Matt Lederer, James Miller, Ria Tjong

**Absent:** Russell Huxhold

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

**Guests:** Laura McMahon, Mike Schuba

### **Call to Order**

Luis Monje called the meeting to order at 8:32 AM.

### **Reading of Mission Statement**

Luis Monje 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 March 11, 2021, seconded by Ria Tjong; motion carries.

Matt Lederer motioned to approve the below meeting minutes, seconded by Kaitlyn Hurley; motion carries.

- Lakeview Gift Card Task Force minutes: March 23, 2021
- Streetscape Committee minutes: January 28, 2021

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

SSA 27 Auditor Dante Odoni of The A.C.T. Group shared the results of the SSA 27 2020 Audit. Dante Odoni noted that there were no discrepancies or issues found.

### **Acceptance of the 2020 Audit**

James Miller motioned to accept the findings of the 2020 Audit, seconded by Helen Bailey; motion carries.

### **SSA 27 Nominations**

- **SSA 27 Commission:** Mike Schuba and Laura McMahon provided their statements of interest in getting involved with the SSA 27 Commission. Luis Monje opened the floor to Commissioners to ask questions of the candidates. Matt Lederer motioned to nominate Laura McMahon and Mike Schuba to the SSA 27 Commission, seconded by James Miller; motion carries.
- **Streetscape Committee:** Matt Lederer motioned to appoint Helen Bailey to the Streetscape Committee, seconded by James Miller; motion carries.
- **Lakeview Gift Card Task Force:** Kaitlyn Hurley motioned to appoint the below individuals to the Lakeview Gift Card Task Force, seconded by Ria Tjong; motion carries.
  - Matt Lederer, Chair
  - Angie Garbot
  - Lindsey Kamberos
  - Terese McDonald

- Erin Schwartz

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

- **Community Event Grant Task Force:** Carisa Marconet presented updates from the Community Event & Placemaking Grant Task Force meeting on Tuesday, April 6th, noting that the Committee recommended seven grant applications for approval utilizing the allocated program budget. Carisa Marconet added that there are four additional events totaling \$14,700 that the Task Force recommended for approval, pending budget availability. Nicole McLellan confirmed that the Commission can consider available budget during discussion on budget modifications. Helen Bailey motioned to approve \$25,300 in funding for the following projects according to the maximum amounts listed below, seconded by Matt Lederer; motion carries:
  - A Very Harry Celebration: \$4000
  - CircEsteem Around Chicago: \$4000
  - Chicago Family Bike Fest: \$3000
  - Dog Days of Summer: \$5000
  - Lee Rothenberg Jazz Pop-Up Concerts: \$3500
  - Turning the Page Pop-Up Book Sale: \$1800
  - Paint Southport: \$4000
- **Lakeview Gift Card Task Force:** Matt Lederer updated the Commission that the Task Force is exploring creating passport programs that will spur local shopping.
- **Streetscape Committee:** Nicole McLellan presented the final recommended locations and layouts for 2021 curbies on Belmont. Matt Lederer motioned to approve the below curby formations and locations in RAL 5015 Sky Blue, seconded by Kaitlyn Hurley; motion carries.
  - 1401 W. Belmont (Byline Bank): Type A; Type B; Type B
  - 1500 W Belmont (St. Luke's): Type F; Type A; Type E; Type E
  - 1650 W Belmont Ave (Celine & Gigi Boutique): Type F; Type E; Type G

### **President's Report**

Luis Monje announced that the June Commission meeting was rescheduled for June 3, 2021.

### **Treasurer's Report**

- **April Budget Modifications:** James Miller provided an overview of the April 2021 budget modifications, explaining the reasoning for proposed budget increases and decreases. Nicole McLellan also provided an overview of new budget initiatives that were added into the 2021 budget, and noted that SSA 27 currently has \$40,000 allocated to a new digital marketing initiative. Kaitlyn Hurley suggested an idea to implement a new digital marketing and advertising initiative using this budget, and Nicole McLellan confirmed this initiative can be explored through an RFP process. James Miller recommended reducing budget category 1.08 Display Advertising by \$15,000 and increasing budget category 1.02 Special Events to provide additional funding for the below community event grants:
  - Sonic Walkabout: \$5000
  - Endless Summer: \$3500
  - Digital Shorts Mini Film Festival: \$1200
  - Ikebana Walk: \$5000
- James Miller motioned to approve the following zero-sum modifications to the 2021 budget, seconded by Luis Monje; motion carries:
  - Increase 1.02 Special Events by \$32,660.96

- Increase 1.06 Holiday Decorations by \$8,300
- Decrease 1.08 Display Advertising by \$15,000
- Decrease 1.09 PR/Media Relations by \$7,550
- Decrease 1.10 Local Shopping Rewards Program by \$15,186.96
- Increase 2.02 Landscaping by \$13,700
- Increase 2.05 Streetscape Elements by \$7,100
- Increase 2.06 Public Art by \$1,500
- Increase 2.10 City Permits by \$2,000
- Increase 2.11 Snow Removal by \$600
- Increase 3.01 Garbage/Recycling Materials Program by \$15,280
- Decrease 4.06 Strategic Planning by \$50,000
- Increase 5.02 Safety Improvement Program - Rebates by \$8,000
- Decrease 5.04 Safety Communication and Education by \$1,404
- **2022 Budget Overview:** Nicole McLellan reminded the Commission to review the 2022 budget overview process.

**Partner Board Reports:** Nicole McLellan confirmed staff will send their updates to the Commission via email.

- **Lakeview Roscoe Village Chamber of Commerce**
- **Friends of Lakeview**

#### **Staff Report**

Nicole McLellan confirmed staff will send their updates to the Commission via email.

#### **New Business**

There was no new business.

#### **Announcements**

There were no announcements.

#### **Adjourn**

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

**Next Regular Meeting Date: May 13, 2021 at 8:30 AM**

## **Lakeview SSA 27**

Commission Meeting Minutes

May 13, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Kaitlyn Hurley, Russell Huxhold, Matt Lederer, James Miller, Luis Monje, Ria Tjong

**Absent:** Laura McMahon

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

**Guests:** Mike Schuba

### **Call to Order**

Luis Monje called the meeting to order at 8:31 AM and performed a roll call to confirm attendance for the record.

### **Reading of Mission Statement**

Luis Monje read the mission statement.

### **Public Comment**

There was no public comment.

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

James Miller motioned to approve the SSA 27 Commission meeting minutes from April 8th, 2021, seconded by Kaitlyn Hurley; motion carries

### **SSA 27 Rebates**

Luis Monje noted that many of the current SSA 27 rebates were created and approved to soften the effects of COVID, and with restrictions lifting, the Commission should reevaluate these rebates and consider whether to end any programs. Luis Monje added that keeping SSA 27 funds fair and equitable is crucial, and while reviewing rebates, the Commission should keep that equity in mind. The Commission discussed the below rebates:

- Digital Marketing Rebate
- Health & Sanitation Rebate
- Winter Preparedness Rebate
- Expanded Outdoor Seating Rebate

Nicole McLellan provided historical context for the Digital Marketing Rebate and Colton Davis added that this rebate is beneficial to brick and mortar businesses as well as home-based businesses. Ria Tjong inquired if the rebates would remain in place until the end of the year, and Luis Monje noted that is up for discussion. Kaitlyn Hurley commented that in lieu of rebates, the SSA could provide alternative programming that would provide equal support without disbursing direct funds. Ria Tjong commented that she has applied for and received several rebates, and thinks these have strong benefits for the community.

Matt Lederer joined the meeting at 8:51 AM.

### **SSA 27 Mission Statement**

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Luis Monje recommended the Commission table this discussion for now, and address this topic at a future meeting. Luis Monje also noted that a rebate Task Force could be created to further explore the rebates.

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

- **Public Art Committee:** Nicole McLellan provided an update on the vacant storefront pop-up performances, noting that this initiative is on pause due to lack of storefront engagement. Nicole McLellan also provided an overview of Project Windows, which is a storefront art initiative with Oak Street Design and the Art Institute of Chicago. Nicole McLellan commented that the Public Art Committee recommended approving this project on Southport for 2021 at a not to exceed \$4500, and Russell Huxhold inquired if there was opportunity to expand this initiative to other corridors, and the Commission agreed that increasing the initiative to Southport and Lincoln would be a strong benefit for the neighborhood. James Miller motioned to approve partnering with Oak Street Design at a not to exceed \$9000 for Project Windows on Lincoln and Southport, seconded by Russell Huxhold; motion carries.
- Nicole McLellan also provided an update on the 2020 community mosaic. Kaitlyn Hurley motioned to approve a partnership with Greenstar Movement not to exceed \$30,000 for a community mosaic in 2020, seconded by James Miller; motion carries.
- **Streetscape Committee:**
  - **2021 Holiday Decor:** Matt Lederer provided an overview of 2021 holiday decor planning, and informed the Commission that the Streetscape Committee recommended working with Southport Construction for 2021 holiday decor. James Miller motioned to approve increasing SSA 27 budget category 1.07 holiday decor from \$55,000 to \$60,000, seconded by Russell Huxhold; motion carries. Matt Lederer motioned to approve Southport Construction as the vendor for SSA 27 2021 holiday decor, seconded by James Miller; motion carries.
  - **2021 Curbs:** Matt Lederer informed the Commission that due to increases in the price of metal, the curby order for 10 curbies at 3 locations on Belmont exceeds the approved budget. Matt Lederer added that the Commission may either remove one curby from the order to stay within the approved budget, or vote to approve an increased budget. Matt Lederer motioned to approve a contract not to exceed \$62,000 with vendor Landscape Forms for 10 curbies in 2021, seconded by Russell Huxhold; motion carries.

### **President's Report**

Luis Monje noted the budget process is taking place in the coming months and the cost split between entities will be evaluated throughout this process.

### **Treasurer's Report**

- **2022 Budget Process Overview:** Nicole McLellan provided an overview of the SSA 27 2022 budget process, and explained that the SSA 27 2022 draft budget will be submitted to the City on June 4th and the final SSA budget is due July 15th.
- **2022 Budget Program Review:** James Miller reviewed the 2022 budget overview and discretionary budget menu. The Commission provided feedback on programs to increase, decrease or remove in 2022. Nicole McLellan confirmed she would incorporate feedback when

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drafting the 2022 budget, which the Commission will review at their next meeting on Thursday, June 3rd at 8:30 AM.

**Partner Board Reports:** Nicole McLellan confirmed she will provide partner board reports and staff updates via email.

- Lakeview Roscoe Village Chamber of Commerce
- Friends of Lakeview

**Staff Report**

There were no updates.

**New Business**

There was no new business.

**Announcements**

There were no new announcements.

**Adjourn**

Matt Lederer motioned to adjourn the meeting, seconded by James Miller; meeting adjourned at 9:47 AM.

Next Regular Meeting Date: June 3, 2021 at 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Minutes

June 3, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Kaitlyn Hurley, Russell Huxhold, Matt Lederer, James Miller, Luis Monje

**Absent:** Helen Bailey, Ria Tjong

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

**Guests:** Paula Hahne, Laura McMahon, Mike Schuba

### **Call to Order**

Luis Monje called the meeting to order at 8:30 AM.

### **Reading of Mission Statement**

Luis Monje read the mission statement.

### **Public Comment**

Paula Hahne introduced herself to the Commission and noted her interest in joining the SSA 27 Streetscape Committee. Matt Lederer motioned to elect Paula Hahne as a member of the Streetscape Committee, seconded by Russell Huxhold; motion carries.

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

James Miller motioned to approve the SSA 27 Commission meeting minutes from May 13th, 2021, seconded by Matt Lederer; motion carries.

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

- **Public Art Committee:** Nicole McLellan informed the Commission that Kate Lewis' exhibit Impossible Geometry will be installed at Southport Plaza in early June and the Zor Zor Zor exhibit will be installed at Paulina and Ashland Plazas in July.
- **Streetscape Committee**
  - **Paulina Station Seating Initiative:** Matt Lederer shared an update on the Paulina Station seating initiative, which will bring vector bench seating to the bump out at the the intersection of Lincoln, Roscoe and Paulina. Matt Lederer noted that the Committee will present layout options to the Commission at the July 8th meeting.
  - **2021 Streetscape Maintenance:** Matt Lederer noted that in 2020, the Commission focused the SSA maintenance budget on bike rack cleaning and repainting, and in 2021 the Committee recommends using the maintenance budget for cleaning and repainting litter receptacles and wayfinding kiosks. Luis Monje inquired if all street furniture will include SSA 27 recognition, and Nicole McLellan confirmed that litter receptacles, kiosks and curbies have various SSA 27 stickers and plaques. Matt Lederer added that the SSA could consider enamel signage in the future as well. Kaitlyn Hurley motioned to approve a do-not-exceed of \$7,000 for wayfinding kiosk and litter receptacle maintenance with Cleanslate in 2021, seconded by James Miller; motion carries.
  - **Holiday Decor:** Matt Lederer provided an update on 2021 holiday decor, noting that the Committee is working with Southport Construction to discuss theme ideas. Luis Monje

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added that the draft SSA 27 2022 budget proposed increasing the holiday decor budget to \$73,900, and inquired whether additional funds may be available for holiday decor in 2021. Nicole McLellan confirmed that the Commission approved a do not exceed of \$60,000 for 2021 holiday decor, but the Commission could consider allocating additional funds if they feel necessary.

### **President's Report**

Luis Monje announced that he is working with the Chamber and Friends of Lakeview Boards to ensure cross communication and resource sharing among the three entities.

### **Treasurer's Report**

- **2022 Draft Budget Review:** James Miller presented the draft SSA 27 2022 budget summary and explained major budget changes from the 2021 budget. James Miller noted that the proposed budget will result in a 4.88% levy increase. Nicole McLellan specified that it has been a couple years since the SSA 27 Commission increased the budget levy, and that SSAs are authorized to request up to a 5% increase during the annual budget process. Nicole McLellan added that this proposed levy increase is meant to account for the increase in proposed 2022 projects as well as project inflation rates. Nicole McLellan also provided an explanation of budget carryover, noting that the proposed budget includes \$120,000 in carryover.
- James Miller also presented an overview of new budget ideas, including a Lincoln Hub Flea Market, Donut & Coffee programming, opt-in landscaping, green spaces, crosswalk art, vacancy programming, wi-fi hot spots and strategic planning.
- Matt Lederer motioned to approve the proposed draft SSA 27 2022 budget and workplan, seconded by James Miller; motion carries.

### **Partner Board Reports**

- **Lakeview Roscoe Village Chamber of Commerce:** Becca Girsch informed the Commission that the Chamber is launching a Diversity, Equity and Inclusion (DEI) summer book club and a four-part DEI training in the fall. Colton Davis provided an overview of Marketing Mania, and added that the Online Marketplace has 50 businesses confirmed and will be announced in the next week or so. Carisa Marconet provided an overview of upcoming events, including Porch Jams, the Summer Workout Series, and Dine Out Southport.
- **Friends of Lakeview:** Carisa Marconet noted that the Low-Line Market will begin on June 2nd, 2021. Dillon Goodson added that Friends of Lakeview is continuing to work with the city to move forward with Phase 2 Construction of the Low-Line. Luis Monje stated that the SSA should consider collaborating with Friends of Lakeview for potential future projects and fundraisers.

### **Staff Report**

Nicole McLellan provided a reminder that the Commission approved funds for Project Windows and 16 storefronts on Lincoln and Southport have been confirmed to participate.

### **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 Luis Monje; meeting adjourned at 9:07 AM.

Next Regular Meeting Date: July 8, 2021 at 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Minutes

July 8, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Russell Huxhold, Matt Lederer, Luis Monje, Ria Tjong

**Absent:** Kaitlyn Hurley, Laura McMahon, James Miller, Mike Schuba

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

**Guests:** None

### **Call to Order**

Luis Monje called the meeting to order at 8:34 AM.

### **Reading of Mission Statement**

Luis Monje read the mission statement.

### **Public Comment**

There was no public comment.

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

Helen Bailey motioned to approve the SSA 27 Commission meeting minutes from June 3rd, 2021, seconded by Ria Tjong; motion carries.

### **SSA 27 Rebates**

Luis Monje noted that SSA 27 has \$45,000 allocated in 2021 across all six rebates, and added that the Commission has been considering putting an end to COVID-era rebate programs, including the Expanded Outdoor Seating and Health & Sanitation rebates. Colton Davis provided an overview of the current rebate programs, and noted that there are other potential rebates the Commission could approve in the future, such as a Storefront Build Out Rebate, Landscaping Rebate or Green Building Incentive Rebate. Luis Monje noted that the Expanded Outdoor Seating, Winter Preparedness and Health & Sanitation rebates were approved to support business adversely impacted by COVID, and could be considered for termination. Luis Monje opened the floor for Commissioners to provide their feedback. Ria Tjong motioned to end the Winter Preparedness, Expanded Outdoor Seating, and Health & Sanitation rebate programs effective August 31, 2021, seconded by Helen Bailey; motion carries.

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

- **Public Art Committee:** Nicole McLellan reminded the Commission that Impossible Geometry by Kate Lewis was installed at Southport Plaza in June, and added that the Project Windows installations on Southport and Lincoln were completed and PR team Ripson Group sent a press release to garner some media coverage. Nicole McLellan noted that SSA 27 previously voted to approve a community mosaic in 2021, and that the Lakeview Public Art Committee wants to focus on a nature theme. Nicole McLellan also noted that the Lakeview Public Art Committee received approvals to install the mosaic on the south wall of the UPS store on Southport. Nicole McLellan provided an update that two art panels will be installed in July and artist Zor Zor Zor will complete her work then.

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- **Streetscape Committee:**
  - **Furniture Additions:** Matt Lederer informed the Commission that SSA 27 has \$20,000 allocated for new or replacement street furniture in 2021, and the Streetscape Committee has been discussing bringing 1-2 new bike corrals to SSA 27, which provides parking for 10+ bikes. Matt Lederer noted each corral costs roughly \$3,300, and there will be a further update at the next commission meeting.
  - **Holiday Decor:** Matt Lederer noted that the streetscape committee has recommended increasing the holiday decor budget to \$74,000, with the aim to bring additional lighting elements and focal points to 2021 holiday decor.
  - **Bike Rack and Kiosk Maintenance:** Matt Lederer provided an update that Clean Slate is currently working on the scraping and repainting of SSA 27 litter receptacles and kiosks.
  - **Paulina Station Seating:** Matt Lederer noted the Streetscape Committee is working to finalize the seating layout for vector benches at the Paulina / Lincoln / Roscoe bump out and will have further updates soon.

#### **President's Report**

- **Chamber Staff Transition:** Luis Monje informed the Commission that Dillon Goodson will be leaving the Lakeview Roscoe Village Chamber of Commerce at the end of July, and that Becca Girsch will serve as Interim Executive Director.
- **Multi-Year Administrative Blueprint:** Luis Monje provided an overview of the 2018 Strategic Blueprint, explaining this document will act as a guide to organizational success over the next five years, leading into the reconstitution of SSA 27. Luis Monje added that recent changes were made to this document, and this document needs to be reviewed and reaffirmed by the Commission. Matt Lederer motioned to reaffirm the Multi-Year Administrative Blueprint, seconded by Helen Bailey; motion carries.

#### **Treasurer's Report**

- **2022 Budget, Work Plan and Sole Service Provider:** Nicole McLellan noted that no changes have been made to the SSA 27 2022 Budget since the draft budget was approved at the June 3rd Commission meeting, and provided an overview of the final SSA 27 2022 budget. Nicole McLellan provided a reminder that SSA 27 is requesting a total levy of \$893,029 in the 2022 budget, which represents a 4.88% increase from the 2021 budget. Nicole McLellan noted this increase is meant to account for anticipated increases in the rate of inflation, as well as the new programming brainstormed by the SSA 27 Commission earlier in 2021. Nicole McLellan added that the major new programs that have been incorporated into the budget include the Lincoln Hub Antique Fair; donut, coffee cider programming; storefront landscaping; green spaces; crosswalk art; wifi hotspots; strategic planning. Ria Tjiong motioned to approve the SSA 27 2022 Budget and Workplan and for the Lakeview Roscoe Village Chamber to remain the sole service provider of SSA 27 in 2022, seconded by Russell Huxhold; motion carries.
- **2021 Cost Allocation Updates & Budget Modification:** Nicole McLellan noted the Chamber, SSA 27 and Friends of Lakeview Boards have been working together to perform an evaluation of personnel and administrative expenses, which has resulted in modified cost allocations in SSA 27

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budget categories 6.0 and 7.0. Nicole McLellan added that the budget was also modified to allow an increase to budget category 1.06 holiday decor to \$74,000 to accommodate the streetscape committee's recommendation of additional lighting elements and focal points. Matt Lederer motioned to approve the following zero-sum modifications to the SSA 7 2021 budget, seconded by Russell Huxhold; motion carries:

- Increase 1.06 Holiday Decorations by \$19,000
- Decrease 1.08 Display Advertising \$1,701.04
- Decrease 4.01 Site Marketing by \$10,000
- Decrease 6.01 SSA Annual Report by \$1,312.50
- Decrease 6.02 SSA Audit by \$44
- Decrease 6.03 Bookkeeping by \$15
- Decrease 6.04 Office Rent by \$290.72
- Decrease 6.05 Office Utilities to \$61.57
- Decrease 6.06 Office Supplies by \$13.50
- Decrease 6.07 Office Equipment Lease/Maintenance by \$24.02
- Decrease 6.08 Office Printing by \$9.90
- Decrease 6.09 Postage by \$5
- Decrease 6.10 Commission Meetings and Trainings by \$5
- Decrease 6.11 Subscriptions/Dues by \$19.72
- Decrease 6.12 SSA Bank Account Fees by \$1
- Decrease 6.13 Monitoring/Compliance by \$1
- Decrease 6.14 Equipment Purchase/Maintenance by \$10
- Increase by 6.16 Storage Space Fees by \$21.28
- Increase 6.17 Liability/Property Insurance by \$1,000.97
- Decrease 6.18 Conferences & Training by \$30
- Increase 6.19 Admin/Office Services by \$1,550.03
- Decrease 7.01 Executive Director by \$16,458.36
- Decrease 7.02 Community Development Manager by \$1,273.25
- Increase 7.03 Office Manager & Bookkeeper by \$2,667.71
- Increase 7.04 Business Services Director by \$3,825.95
- Decrease 7.05 Events & Marketing Manager \$0.32
- Decrease 7.06 Events and Marketing Staff by \$1,150.40
- Increase 7.07 Business Services Manager by \$1,815.36
- Increase 7.08 Office Manager by \$2,545

### **Partner Board Reports**

- **Lakeview Roscoe Village Chamber of Commerce:** Becca Girsch noted that she and Dillon Goodson have been working together on staff transition, and added that the Lakeview Roscoe Village Chamber Board meeting will take place the following day. Becca Girsch added that there

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will be an in-person networking event on July 22nd, 2021. Dillon Goodson added that the Chamber issued a letter of support for the Chi Biz Strong Package passed by City Council in June.

- **Friends of Lakeview:** Becca Girsch updated the Commission that there have been great conversations among the DEI Task Force and the Task Force is leading a DEI Book Club and is exploring DEI training for local businesses.

### **Staff Report**

Carisa Marconet provided an update on the SSA 27 Community Event Grants, and added that other ongoing programming is going well.

### **New Business**

Luis Monje inquired about the search for the new Chamber office space and what the timeline is. Dillon Goodson responded that the office lease is up in March 2022.

### **Announcements**

There were no announcements.

### **Adjourn**

Matt Lederer motioned to adjourn the meeting, seconded by Helen Bailey; meeting adjourned at 9:26 AM.

**Next Regular Meeting Date: August 12, 2021 at 8:30 AM**

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## **Lakeview SSA 27**

Commission Meeting Agenda

August 12, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Kaitlyn Hurley, Laura McMahon, James Miller, Luis Monje, Mike Schuba, Ria Tjiong

**Absent:** Helen Bailey, Russell Huxhold

**Staff:** Colton Davis, Becca Girsch, Riley Kelly, Carisa Marconet, Nicole McLellan

**Guests:** Christopher Comes, Dave Garfield, Matt Lederer, Lisa Ripson, Erin Schwartz

### **Call to Order**

Luis Monje called the meeting to order at 8:31 AM.

Luis Monje informed the Commission that the SSA 27 Commissioner applications for Mike Schuba and Laura McMahon have been approved by the City and they are both officially voting Commissioners. Luis Monje added that Matt Lederer's term on the Commission has come to an end but he will stay involved on the Streetscape Committee.

### **Reading of Mission Statement**

Luis Monje read the mission statement.

### **Public Comment**

Luis Monje noted that Dave Garfield, CEO of Garfield's Beverage Warehouse joined the meeting to learn more about the Commission and asked him to introduce himself.

Dave Garfield introduced himself to the SSA 27 Commission, noting he is a third-generation owner and has worked with other SSAs in Chicago, and is interested in getting involved in the work of Lakeview.

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

James Miller motioned to approve the SSA 27 Commission Meeting Minutes from July 8th, 2021, seconded by Ria Tjiong; motion carries.

### **Presentation from Ripson Group**

Lisa Ripson led a presentation on Ripson Group's work to date. Lisa Ripson highlighted major stories that promoted Lakeview Roscoe Village retail, art, and restaurants, and added that in the latter half of 2021, Ripson Group will focus on promoting the Beer Stroll, Trick or Treat at Southport, Porch Fest, and other events and initiatives that may come up. Lisa Ripson opened the floor for committee members to questions, comments, or suggestions on stories that should be promoted. Luis Monje reminded Ripson Group to be diligent in balancing their coverage of the entire SSA and noted that PR efforts will be crucial as the SSA heads into its reconstitution.

### **SSA 27 PR Contract**

Luis Monje opened the floor for reflection and feedback on SSA 27's contract with Ripson Group. Luis Monje reminded the Commission that Ripson Group's contract currently totals \$30,000 per year, and

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expires at the end of 2021. Luis Monje added that the contract is eligible for a 1-year renewal in 2022 at a 10% increase, totaling \$33,000 per year, and that SSA 27 has worked with Ripson Group since 2019.

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

- **Public Art Committee:** Erin Shwartz updated the Commission on the success of the ribbon cutting for the Kate Lewis and Zor Zor Zor art panels at the Lakeview Low-Line on July 28th. Erin Schwartz added that the Public Art Committee is beginning the process of creating a new call for artists for the Southport Plaza art panels, the Paulina and Ashland Plaza art panels, and the activation of vacant storefronts. Erin Shwartz updated the Commission on the status of the mosaic project with Green Star, which will be installed at the UPS store at 3501 N Southport. Erin Schwartz added that the Public Art Committee is working with Greenstar Movement on the mosaic design, and the mosaic installation will be delayed until early 2022. Erin Shwartz added that the Committee is looking for a SSA 27 Commissioner to get involved, and anyone interested in joining the Committee should reach out. Luis Monje reintroduced the idea of working on a cold-weather-friendly art project to brighten up the winter season and get people walking the streets in the winter. Erin Shwartz agreed that a cold-friendly, possibly holiday-themed project is a good idea and that the Public Art Committee would brainstorm ideas during their next meeting.
- **Streetscape Committee:** Matt Lederer updated the Commission that the Committee has voted to move forward on piloting a bike corral on Southport in front of Corridor Brewery. Matt Lederer added that the Committee has finalized 2021 holiday decor plans with a Let it Snow theme, which will include the following:
  - Community tree, lights, topper and ornaments
  - LED snowflake ornaments
  - Light up snowflakes on 30 poles across N. Lincoln and W. Belmont
  - Red and silver deco mesh pole decor on 114 poles
  - Hanging snowflake clusters
  - In-ground snowflake clusters
  - Gateway arches
- Matt Lederer presented the recommended layout for the new public space at the intersection of Lincoln / Paulina / Roscoe, which will include five seating elements. Ria Tjiong motioned to approve the seating layout and a budget not-to-exceed of \$20,000 with Forms + Surfaces for the new public space, seconded by Kaitlyn Hurley; motion carries.
- Matt Lederer noted that the Committee has recommended performing a one-time intense pressure washing with gum removal, and there are two main options: 1.) pressure wash Belmont with a budget not to exceed \$13,000, or 2.) pressure wash Belmont and Southport with a budget not to exceed \$25,000. Nicole McLellan noted that she performed a street survey and found Belmont and Southport to be in poor condition. Nicole McLellan added that the Commission currently has a \$60,000 budget surplus in 2021 and pressure washing would be a highly visible improvement that fits the SSA's goal of creating a clean and welcoming community. Ria Tjiong suggested that Lincoln be included in this initiative in upcoming years, due to debris caused by the Lincoln Ave water main construction. Luis Monje suggested that signs be placed around pressure washing areas to advertise that SSA 27 funded this project, and Nicole McLellan confirmed that signage could be added to the tree beds. Laura McMahan asked for clarification on how this initiative would affect local businesses and Nicole McLellan explained that

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businesses would be given advance notice of the project and that the pressure washing would take place in low-traffic times of day. Mike Schuba motioned to approve pressure washing Belmont and Southport with a budget not to exceed \$25,000 with vendor Pressure Washing Systems, seconded by James Miller; motion carries.

- Matt Lederer mentioned that his time on the Commission has come to an end, and he is stepping down from his role of Streetscape Committee Chair. Matt Lederer added that the Committee is looking for additional Commissioner involvement and a new Chair, and anyone interested in getting involved should reach out.

### **President's Report**

- **2021 Taco Fest:** Luis Monje proposed the idea of a SSA 27 booth at Taco Fest, staffed by Commissioners, to promote the work of the SSA. Luis Monje noted this initiative is dependent on Commissioner availability to staff the tent, but the SSA could also sponsor other items, like upgraded bathrooms, seating, cooling misters, etc. Luis Monje opened the floor for brainstorming ideas for the SSA's table at the 2021 Taco Fest, and ideas included giveaways, prints of the SSA's work, informational pamphlets, a slideshow, and coupons.
- **Search Committee:** Nicole McLellan noted that the Search Committee is accepting applications for the role of Executive Director through August 15th and a more robust update will be provided at the September meeting.

### **Treasurer's Report**

- **Mid-Year Review:** James Miller reviewed the mid-year budget review, reflecting actuals to date, committed funds, and anticipated funds through the end of the year. James Miller added that the Commission has roughly \$62,000 in unallocated funds that may be allocated to new projects. James Miller asked each Commissioner to provide 4-5 ideas for programs to execute in 2021, specifying that these must be feasible executed in the next few months.
- Nicole McLellan provided an overview of the SSA 27 Q1 and Q2 reports. James Miller motioned to approve the SSA 27 Q1 and Q2 report, seconded by Mike Schuba; motion carries.

### **Partner Board Reports:**

- **Lakeview Roscoe Village Chamber of Commerce:** Becca Girch noted that Burger Fest is coming up on Labor Day Weekend.
- **Friends of Lakeview:** Becca Girsch provided a reminder that Taco Fest will be September 18th and 19th.

### **Staff Report**

Carisa Marconet provided an update on the SSA 27 Community Event Grants, and added that other programming is on track. Nicole McLellan added that the curbs will be installed in mid-September and the new seating area at Paulina station will be installed in mid October. Nicole McLellan confirmed she will follow up with Commissioners after the meeting to check on budget ideas and Taco Fest availability. Luis Monje asked about the status of the new office space search and Becca Girch noted there will be an update at the next meeting.

### **New Business**

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There was no new business.

**Announcements**

There were no new announcements.

**Adjourn**

Ria Tjong motioned to adjourn the meeting, seconded by James Miller; meeting adjourned at 9:29 AM.

Next Regular Meeting Date: September 9, 2021 at 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Agenda

September 9, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Kaitlyn Hurley, James Miller, Luis Monje, Ria Tjong

**Absent:** Russell Huxhold, Laura McMahan, Mike Schuba

**Staff:** Colton Davis, Becca Girsch, Riley Kelly, Carisa Marconet, Nicole McLellan

**Guests:** None

### **Call to Order**

Luis Monje called the meeting to order at 8:34 AM.

### **Reading of Mission Statement**

Luis Monje read the mission statement.

### **Public Comment**

There was no public comment.

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

James Miller motioned to approve the SSA 27 Commission Meeting Minutes from August 12th, 2021, seconded by Ria Tjong; motion carries.

### **SSA 27 PR Contract**

Luis Monje provided a reminder that at the August 12th SSA 27 Commission meeting, the Commission received a presentation from Ripson Group on their work in 2021, and the Commission also discussed renewing Ripson Group's contract through 2022. James Miller motioned to approve renewing Ripson Group's PR contract through 2022 at a not to exceed \$33,0000, seconded by RiaTjong; motion carries.

### **SSA 27 Rebates**

Luis Monje opened the floor to discussion on rebates, and whether the Commission wants to implement any new rebates moving forward.

James Miller joined the meeting at 8:38 AM and Nicole McLellan noted that quorum was present.

Ria Tjong provided her experience with rebates, and noted that although COVID-specific rebates were helpful in 2020, she recommends that future rebates benefit wider groups. Kaitlyn Hurley agreed that rebates should be accessible to larger groups of people or should serve the wider community.

Colton Davis proposed the following rebates:

- Landscaping Rebate: Offers reimbursement for landscaping services.
- Storefront Build Out Rebate: Offers reimbursement for storefront upgrades and improvements with the intention of attracting new storefronts to vacant spaces.

### **SSA 27 Mission Statement**

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- **Green Building Incentive Rebate:** Provides financial assistance towards improvements to commercial spaces and operations that will have a positive and measurable environmental impact.

Luis Monje noted he liked the idea of a landscaping rebate but was concerned about the storefront buildout rebate due to construction complexities.

Helen Bailey inquired about the proposed rebate amount for the storefront build out and green building incentive rebates. Colton Davis recommended that these proposed rebates offer a larger rebate than previous rebates, due to high costs associated with construction and building improvements. James Miller suggested focusing on a landscaping rebate in 2022 since this would offer a highly visible impact, and Kaitlyn Hurley agreed.

Luis Monje suggested that the conversation be tabled for a future meeting when Colton Davis can bring forth more information on landscaping rebates. Ria Tjong brought forth the idea of offering a seasonal landscaping rebate rather than an annual rebate, and James Miller supported this idea.

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

- **Community Events & Placemaking Grant Task Force:** Carisa Marconet updated the Commission that the majority of community event grants have taken place and have been successful. Carisa Marconet added there will be three additional events: Step Sessions Jazz Concerts in September and October, Playmakers Lab Digital Short Film Festival in September, and Endless Summer at Blaine Elementary on Sunday, October 3rd.
- **Shop Local Task Force:** Colton Davis announced that since Matt Lederer's tenure on the Commission has ended, a new Chair must be selected for the Shop Local Task Force. Ria Tjong motioned to approve Laura McMahon as Chair of the Shop Local Task Force, seconded by Kaitlyn Hurley; motion carries.
- **Streetscape Committee:** Luis Monje provided the following updates:
  - **Paulina Station Seating Area:** Luis Monje updated the Commission that the Streetscape Committee has recommended placing two planters at the new Paulina Station seating area, which will be powder coated sky blue to match the nearby curbies. Luis Monje added these are an alternative option to the steel corten planters at the Low-Line. James Miller motioned to approve the purchase of two planters from PlanterWorx at a not to exceed \$8,000, seconded by Helen Bailey; motion carries.
  - **2021 Curbies:** Luis Monje noted that vendor Landscape Forms provided an update that the curbies will be delivered during the week of September 13th, and after reconfirming the install date with adjacent properties, there were concerns about adding seating at the intersection of Southport and Belmont. Luis Monje added that the Streetscape Committee recommended moving these curbies to the intersection of Ashland & Melrose near Whole Foods. James Miller motioned to approve placing three curbies at 3201 N. Ashland, seconded by Ria Tjong; motion carries.
  - **Pressure Washing:** Luis Monje provided a reminder that the Commission approved performing a pressure washing in October on the sidewalks of Southport and Belmont, and had inquired whether the work could be kept to early hours. Luis Monje provided an

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update that vendor Pressure Washing Systems confirmed this would not be possible, and the work will be completed in a period of 1-3 weeks during the hours of 6am - 5pm. Luis Monje added that the vendor confirmed they will cause minimal disruption to businesses, and that there will be SSA 27 signage added to the tree beds on both corridors when the work happens so the community knows the project is funded by SSA 27.

### **President's Report**

- **2021 Taco Fest:** Luis Monje shared that there is not adequate volunteer capacity to have an SSA 27 table at Taco Fest, but SSA 27 can still fund other items like upgraded bathrooms, adirondack chairs, and SSA-branded signage to promote the SSA. Ria Tjong motioned to approve SSA 27 involvement at Taco Fest through upgraded bathrooms, adirondack chairs and signage at a not to exceed \$7,000, seconded by Helen Bailey; motion carries.
- **Search Committee Update:** Becca Girsch informed the Commission that interviews for the new Executive Director are being conducted, and decisions should be made by the end of the month.

### **Treasurer's Report**

- **2021 Budget & Programming:** Nicole McLellan brought forth conversation on the mid-year budget appraisal, providing a reminder that there is a \$67,000 budget surplus that could be used for additional programming or program expansion in 2021. Nicole McLellan noted that an additional \$15,000 was allocated to pressure washing and up to \$7,000 is allocated to Taco Fest, and additional funding will be allocated to holiday programming, such as Small Business Saturday and giveaways at the tree lighting event. Nicole McLellan opened the floor for brainstorming ideas for using surplus funds, and no additional ideas were proposed.

### **Partner Board Reports**

- **Lakeview Roscoe Village Chamber of Commerce:** Becca Girsch shared that Burger Fest went well, but that it was less busy than in past years. Becca Girsch added that banner improvements are currently underway. Becca Girsch provided a final update that September 8th is the Aldermanic round table, a four-part DEI series will take place in October in partnership with SR4 Consulting, and that Trick or Treat, Shop for schools, and Holiday programming is coming up in the future.
- **Friends of Lakeview:** Becca Girsch shared that Taco Fest will take place from Saturday, September 18th - Sunday, September 19th.

### **Staff Report**

- Nicole McLellan provided the following updates:
  - Curbies are currently anticipated to ship during the week of September 13th, with possible delays.
  - Installation of the Paulina Station seating area will be delayed until the end of October.
  - The Streetscape Committee is considering upcoming RFPs.

### **New Business**

There was no new business.

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**Announcements**

There were no announcements.

**Adjourn**

Helen Bailey motioned to adjourn the meeting, seconded by James Miller; meeting adjourned at 9:21 AM.

Next Regular Meeting Date: October 14, 2021 at 8:30 AM

***SSA 27 Mission Statement***

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## **Lakeview SSA 27**

Commission Meeting Agenda

October 14, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Russell Huxhold, James Miller, Luis Monje, Mike Schuba, Ria Tjong

**Absent:** Kaitlyn Hurley, Laura McMahon

**Staff:** Colton Davis, Becca Girsch, Carisa Marconet, Nicole McLellan

**Guests:** Dave Garfield, Sandy O’Kane

### **Call to Order**

Luis called the meeting to order at 8:32 AM.

### **Reading of Mission Statement**

Luis Monje read the mission statement.

### **Public Comment**

There was no public comment.

### **Executive Director Update**

Lakeview Roscoe Village Chamber Board Chair Sandy O’Kane joined the meeting to provide an update on the Executive Director search. Sandy O’Kane announced that Becca Girsch has been confirmed as the new Executive Director, and Becca Girsch expressed her thanks and excitement to serve in this role.

### **SSA 27 Commission & Committee Nominations**

Luis Monje noted that Dave Garfield, CEO of Garfield Liquors previously expressed his interest in joining the SSA 27 Commission. Luis Monje asked Dave Garfield to provide his statement of interest, and Dave Garfield explained that he would like to contribute to local initiatives that give back to the community.

Dave Garfield left the meeting at 8:38 AM while Commissioners discussed his qualifications. Dave Garfield rejoined the meeting at 8:40 AM. Ria Tjong motioned to nominate Dave Garfield as an SSA 27 Commissioner, seconded by Helen Bailey; motion carries.

Luis Monje noted that the Streetscape Committee has been searching for a new Chair, and at their last meeting, the Committee voted to recommend Helen Bailey as the new Streetscape Committee Chair. Helen Bailey expressed her interest in taking on this role, noting that she has enjoyed her work with the Committee. Ria Tjong motioned to approve Helen Bailey as SSA 27 Streetscape Committee Chair, seconded by Russell Huxhold; motion carries.

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

James Miller motioned to approve the SSA 27 Commission Meeting Minutes from September 9th, 2021, seconded by Mike Schuba; motion carries.

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

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

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- **Shop Local Task Force:** Colton Davis provided an overview from the last Shop Local Task Force meeting, noting that the Task Force recommended use of the Eventzee app for 2021 programming. Ria Tjiong motioned to approve use of the Eventzee app for the 2021 Shop Local Passport Program, seconded by Helen Bailey; motion carries. Mike Schuba motioned to approve funding the new Shop Local Passport program not to exceed \$5,000, seconded by Ria Rjiong; motion carries.
- **Streetscape Committee**
  - **2021-2022 Snow Removal Contract:** Nicole McLellan explained that each year, SSA 27 provides snow removal at the Lincoln Hub. Nicole McLellan noted that snow removal cost has increased due to material and labor shortages, and presented the snow removal bids for Commission feedback. Nicole McLellan recapped that the scope includes a 6' clearing on Southport, Lincoln and Wellington up to 100' from each corner, pedestrian islands and slip lanes. Helen Bailey motioned to approve a snow removal contract for the 2021-2022 snow season with BrightView at a not to exceed \$12,800, seconded by Russell Huxhold; motion carries.
  - **2022 Litter Abatement Contract:** Nicole McLellan informed the Commission that the Streetscape Committee had recommended increasing litter service in 2022 due to excessive levels of trash during 2021. Nicole McLellan explained that this service would include 3 days of garbage collecting and litter abatement between January - March, 4 days of litter abatement between April - December, and 5 days of garbage collection between April - December. James Miller motioned to approve a litter abatement contract in 2022 with Cleanslate not to exceed \$100,000, seconded by Mike Schuba; motion carries.
  - **2021 Tree Care:** Nicole McLellan provided an overview of tree care needs, noting this is a project SSA 27 typically conducts toward the end of the year. Ria Tjiong motioned to approve performing tree care and pruning in 2021 with Bartlett Tree Experts at a not to exceed \$60,000, seconded by Helen Bailey; motion carries.
  - **2021 Holiday Decor Update:** Nicole McLellan noted that vendor Southport Construction had received all decor items except for the gateway arches, which should ship any day, and added that the Chamber has notified the CTA of decor plans of gateway arches and staked snowflake clusters at Southport Plaza and snowflake clusters on the cubbies at Paulina Plaza.
  - Colton Davis updated the Commission that the Committee decided to move forward with two bike corrals at Corridor Brewing and On the Route. Colton Davis added that the bike corral at Corridor will be Lakeview green, but On the Route inquired whether the corral placed at this location could be orange. Mike Schuba and Luis Monje recommended that the corral should remain Lakeview green to match organizational branding, and Colton Davis confirmed he would discuss this item with On the Route.

### President's Report

- **2021 Taco Fest Recap:** Luis Monje recapped that SSA 27 funded an upgraded bathroom trailer and 15 adirondack chairs at 2021 Taco Fest on September 18th-19th. Luis Moje provided feedback on the initiative, noting that both items were a success and were heavily used both days. Luis Monje added that in future years, the Commission can still consider an SSA funded booth, as well as seeing if there can be a more specific SSA-designated area for all

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SSA-sponsored items in the future. Helen Bailey agreed that Taco Fest went well and that there was good attendance.

#### **Treasurer's Report**

- **Fall Programming:** James Miller provided an overview of plans for additional fall programming in 2021, including a photo frame opportunity, branded masks at Trick or Treat, sidewalk chalk art, and coffee and donut programming. James Miller noted that Small Business Saturday is on Saturday, November 27th, and proposed the idea of handing out free coffee, hot chocolate and pastries to encourage local shopping. Mike Schuba motioned to approve coffee and donut programming in 2021 at a not to exceed \$12,000, seconded by Ria Tjong; motion carries. Mike Schuba added that he liked the idea of a photo frame opportunity.
- **November Budget Modification:** James Miller reminded the Commission that as in past years, the Commission will conduct a November budget modification at the next Commission meeting to evaluate leftover funds.

#### **Partner Board Reports**

- **Lakeview Roscoe Village Chamber of Commerce:** Becca Girsch noted the office is working on 2022 budget and work planning.
- **Friends of Lakeview:** Carisa Marconet provided an overview of upcoming events, including Trick or Treat on Southport and the holiday Cocktail Crawl.

#### **Staff Report**

There was no update.

#### **New Business**

There was no new business.

#### **Announcements**

James Miller asked if there were any new budget ideas, and Russell Huxhold suggested a holiday trolley during the high shopping days picking up and dropping off at designated main areas throughout SSA 27 boundaries. Luis Monje inquired if staff had ever reached out to CVS about using their parking lot for initiatives, and Nicole McLellan confirmed she would look into it.

#### **Adjourn**

James Miller motioned to adjourn the meeting, seconded by Russell Huxhold; meeting adjourned at 9:33 AM.

Next Regular Meeting Date: November 4, 2021 at 8:30 AM

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

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## **Lakeview SSA 27**

Commission Meeting Agenda

November 4, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Kaitlyn Hurley, Russell Huxhold, James Miller, Luis Monje, Mike Schuba

**Absent:** Dave Garfield, Laura McMahon, Ria Tjong

**Staff:** Colton Davis, Becca Girsch, Carisa Marconet, Nicole McLellan

**Guests:** None

### **Call to Order**

Luis Monje called the meeting to order at 8:32 AM.

### **Reading of Mission Statement**

Luis Monje read the mission statement.

### **Public Comment**

There was no public comment.

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

Helen Bailey motioned to approve the SSA 27 Commission Meeting Minutes from October 14th, 2021, seconded by Kaitlyn Hurley; motion carries.

**2021 Holiday Programming:** Luis Monje presented the below updates on 2021 holiday programming:

- **Coffee & Donut Programming:** Luis Monje noted that staff reached out to local coffee shops asking if they would like to partner in providing coffee, hot chocolate and donuts to the community in late November and December, but no local vendors were available. Luis Monje added that SSA 27 will instead partner with other vendors and food trucks with availability, including Southside Grounds and Stan's Donuts.

Russell Huxhold joined the meeting at 8:34 AM.

- **Tree Lighting Ceremony:** Luis Monje informed the Commission that this event will take place Sunday, November 21st from 6-7:30pm, and the program will include goody bags, Santa, holiday characters, and carolers. Luis Monje added that all Commissioners were invited to attend and help hand out the goody bags. Luis Monje inquired if the street could be closed off, and Nicole McLellan confirmed Wellington west of Southport will be closed off. James Miller offered to help coordinate a Christmas tree raffle and Kaitlyn Hurley noted this would be a good opportunity to include a donation component. Nicole McLellan confirmed she will send final details and calendar invites to the Commission.
- **Menorah Lighting Ceremony:** Luis Monje noted this event will take place Sunday, November 28th from 5:30-6:30pm at the intersection of Lincoln and Marshfield in partnership with the Chabad of Lakeview, and that SSA 27 will provide goody bags at this event.

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- **Ice Sculpting:** Luis Monje proposed holding the ice sculpting program in late January or early February, during the weekend of January 29-30 or February 5-6 when there is less programming. Luis Monje added that this would be a good opportunity for additional programming, such as hot beverages or pastries. James Miller and Helen Bailey agreed these dates make sense. James Miller motioned to approve an ice sculpting program in January of February 2022 not to exceed \$4,000, seconded by Helen Bailey; motion carries.
- **Other Programming:** Luis Monje announced the moveable photo frame is in progress and staff are planning to create some temporary chalk art celebrating the winter holidays.

## Committee & Task Force Reports

- **Streetscape Committee**
  - **2022-2023 Landscaping Contract:** Helen Bailey informed the Commission that the following vendors provided proposals for landscaping proposals in 2022-2023:
    - BrightView: \$54,880
    - Christy Webber: \$80,900
    - Moore Landscapes: \$49,880
  - Nicole McLellan added that the Streetscape Committee discussed these options and agreed to recommend continuing with BrightView, who has been the SSA 27 landscaping vendor since 2018. Mike Schuba motioned to approve a 2022 contract with BrightView not to exceed \$54,880, seconded by James Miller; motion carries.
  - **Curby Updates:** Helen Bailey provided an update that the 2021 curby installations were completed last month at Whole Foods, St. Luke's and 1650 W Belmont and that signage has been installed at each location to recognize SSA 27, and the plantings will go in with the winter plant rotation in November. Helen Bailey added that the Committee has started 2022 curby planning, and is exploring install locations on Southport at the following locations:
    - Intersection of Addison & Southport
    - 3700 Block of Southport / Mercury Theater + Music Box
    - Southport Station Brown Line
    - Blaine Elementary: 3828 N Southport
    - Fleet Feet: 3359 N Southport
  - **Leaf Removal:** Helen Bailey noted that litter abatement vendor CleanSlate is conducting leaf removal on a weekly basis, which includes leaf removal from all SSA sidewalks, 18 inches into the street from the curb, gutters, the Low-Line plazas, tree beds and grates.
  - **2021 Holiday Decor Update:** Helen Bailey provided an update that the holiday decor will be installed according to the below timeline:
    - Community tree, 24 LED snowflake ornaments and red and silver ornaments: November 11th-15th
    - RGB snowflakes on 30 poles across N. Lincoln and W. Belmont: November 10th
    - Red and silver deco mesh on 114 poles on Southport, Belmont and Lincoln: November 10th
    - Snowflake clusters at Paulina Plaza on the yellow cubbies: November 9th
    - In-ground sparkler snowflake clusters lining the walkway at Southport Plaza: November 8th

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- 7 gateway arches at Southport Plaza: November 5th
- All decor installation will be completed by November 17th
- **Bike Corral Update:** Colton Davis updated the Commission that On the Route decided not to proceed with a bike corral in front of their location in Lakeview Green.

### President's Report

Luis Monje noted there was no update.

### Treasurer's Report

- **2021 Q3 Report:** James Miller informed the Commission that the SSA 27 2021 Q3 report requires Commission approval. Nicole McLellan provided an overview of the document and opened the floor to questions. Kaitlyn Hurley motioned to approve the SSA 27 2021 Q3 report, seconded by Mike Schuba; motion carries.
- **November Budget Review and Modification:** James Miller presented the proposed November budget modification and anticipated costs through the end of 2021. Nicole McLellan added that all budget categories net zero. Mike Schuba motioned to approve the following zero-sum modifications to the SSA 27 2021 budget, seconded by Helen Bailey; motion carries.
  - Decrease 1.05 Decorative Banners by \$500
  - Decrease 1.07 Print Materials by \$5,950
  - Decrease 1.08 Display Advertising by \$22,450
  - Increase 2.02 Landscaping by \$20,000
  - Increase 2.04 Wayfinding Signage by \$500
  - Increase 2.05 Streetscape Elements by \$5,000
  - Increase 2.11 Snow Removal by \$3,400
  - Decrease 5.02 Safety Improvement Program by \$10,000
  - Decrease 5.04 Safety Communication & Education by \$4,000
  - Decrease 6.02 SSA Audit by \$1,799
  - Increase 6.03 Bookkeeping by \$1,000
  - Increase 6.05 Office Utilities by \$200
  - Increase 6.08 Office Printing by \$300
  - Increase 6.17 Liability/Property Insurance by \$12,179
  - Increase 6.18 Conferences & Training by \$2,120
  - Increase 7.01 Executive Director by \$8,760
  - Decrease 7.02 Community Development Manager by \$426
  - Increase 7.03 Office Manager & Bookkeeper by \$373
  - Decrease 7.04 Business Services Director by \$9,015
  - Increase 7.06 Events & Marketing Staff by \$247
  - Decrease 7.07 Business Services Manager by \$794
  - Increase 7.08 Office Manager by \$855

### Partner Board Reports

- **Lakeview Roscoe Village Chamber of Commerce and Friends of Lakeview:** Becca Girsch presented on the 2022 budget and work plan, touching on events that will return in 2022 and the anticipated strategic planning initiative. Becca Girsch added that she has been actively looking for a new office space and is still searching.

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**Staff Report**

Carisa Marconet noted that tickets for the 2021 Southport Holiday Stroll & Cocktail Crawl have been released and sales are going well, and added that 2021 Halloween programming was successful with high attendance. Nicole McLellan added that the pressure washing on Southport and Belmont was completed last week.

**New Business**

There was no new business.

**Announcements**

There were no announcements.

**Adjourn**

Luis Monje motioned to adjourn the meeting, seconded by Helen Bailey; meeting adjourned at 9:20 AM.

Next Regular Meeting Date: December 9, 2021 at 8:30 AM

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## **Lakeview SSA 27**

Commission Meeting Minutes

December 9, 2021, 8:30 AM

Virtual Meeting via Zoom Conferencing

**Present:** Helen Bailey, Dave Garfield, Kaitlyn Hurley, Russell Huxhold, James Miller, Luis Monje, Mike Schuba, Ria Tjong

**Absent:** Laura McMahon

**Staff:** Colton Davis, Becca Girsch, Carisa Marconet, Nicole McLellan

**Guests:** None

### **Call to Order**

Luis Monje called the meeting to order at 8:31 AM.

### **Reading of Mission Statement**

Luis Monje read the mission statement.

### **Public Comment**

There was no public comment.

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

Helen Bailey motioned to approve the SSA 27 Commission Meeting Minutes from November 4th, 2021, seconded by Russell Huxhold; motion carries.

### **2022 Meeting Schedule**

Luis Monje presented the SSA 27 2022 meeting schedule, noting that meetings will be held via Zoom for the foreseeable future. James Miller motioned to approve the SSA 27 Commission 2022 Meeting Schedule, noted below, seconded by Helen Bailey; motion carries.

- Thursday, January 13, 2022 at 8:30am
- Thursday, February 10, 2022 at 8:30am
- Thursday, March 10, 2022 at 8:30am
- Thursday, April 14, 2022 at 8:30am
- Thursday, May 12, 2022 at 8:30am
- Thursday, June 9, 2022 at 8:30am
- Thursday, July 14, 2022 at 8:30am, Annual Meeting
- Thursday, August 1, 2022 at 8:30am
- Thursday, September 8, 2022 at 8:30am
- Thursday, October 13, 2022 at 8:30am
- Thursday, November 10, 2022 at 8:30am
- Thursday, December 8, 2022 at 8:30am

### **Winter Programming Updates**

- **2021 Tree Lighting Ceremony:** Luis Monje announced the Tree Lighting on November 21st at St. Alphonsus went well, and there were about 350-400 people in attendance. Luis Monje noted this event included a street closure on Wellington for foot traffic, gift bags, free donuts, coffee

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and coco, and holiday characters. Becca Girsch agreed the event went well and that staff have lists for improvements in 2022, including updated audio.

- **2021 Menorah Lighting Ceremony:** Luis Monje provided an event recap, noting SSA 27 partnered with the Chabad of Lakeview for this event on November 28th outside of Arthur Murray. Luis Monje added that SSA 27 provided gift bags for attendees and received great feedback from the Chabad that the event went well and there were about 50 people in attendance. Carisa Marconet added she was in attendance and the Chabad had performance acts at the event.
- **2021 Coffee & Donut Programming:** Luis Monje informed the Commission that this program is running the first two weekends of December, and that SSA 27 partnered with four different vendors, including Stan's; Southside Grinds; Cafe Tola; and Firecakes to hand out free cocoa, coffee and pastries for 200 people at Southport and Paulina stations. Luis Monje added that the event this year served as an incentive for holiday shopping, but will be expanded in future years to include a social aspect. Russell Huxhold inquired why the program was offered in the afternoon, and Nicole McLellan noted that the program was held during prime shopping time when shoppers were out. Luis Monje added that in the future, this program could be held two different times a year, in summer as a social event and fall as a treat for holiday shoppers.
- **2022 Ice Sculpting Program:** Luis Monje provided an overview of this program, noting there is a Master Carver confirmed for the weekend of January 29-30th. Luis Monje added this event requires electric access and recommends holding the event outside of St Alphonsus. Nicole McLellan added that the event will include 2 blocks of ice per day with LED lighting and music. Nicole McLellan asked about event timing, noting that 4-6pm each day has been discussed. The Commission agreed that 4-6pm worked for Saturday, January 29th, but an earlier time on Sunday, January 30th made more sense. Russell Huxhold recommended noon-2pm on Sunday, and Nicole McLellan confirmed she would check in with St. Alphonsus and the vendor. Mike Schuba added that in future years he could offer the courtyard at Tied House which has its own PA system.

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

- **Streetscape Committee**
  - **2021 Holiday Decor:** Helen Bailey reported that the holiday decor installation was completed in mid-November, and the community has provided great feedback on the Southport and Paulina focal points. Nicole McLellan presented decor photos and Helen Bailey opened the floor for additional decor feedback.
  - **Paulina Station Seating Update:** Helen Bailey noted that due to supply chain logistics and material shortages, the planters and seating elements for the new Paulina Station seating area have not arrived. Helen Bailey recommended keeping the items in storage until spring of 2022.
  - **2022 Curby Planning:** Helen Bailey provided an update that the Committee has been exploring curby sites for Southport in 2022 and have narrowed down the focus to four priority locations:
    - Click Shoes
    - Steingold's
    - Fleet Feet
    - Gap

### **SSA 27 Mission Statement**

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- Helen Bailey added that in 2022, there is a \$40,000 budget which is enough for about 6 curbies across two locations. Nicole McLellan noted that she is performing outreach to the adjacent businesses to collect their feedback on the project, and the committee will narrow down the sites to two locations at their next meeting.
- **Shop Local Task Force:** Colton Davis provided updates on the Shop Local Holiday Passport Program.
- **Public Art Committee:** Nicole McLellan informed the Commission that in 2022, the Public Art Committee would like to work with Chicago Sculpture Exhibit to bring a yearlong sculptural exhibit to West Lakeview. Ria Tjong motioned to approve partnering with Chicago Sculpture Exhibit in 2022 at a not-to-exceed \$3,500, seconded by James Miller; motion carries.

### **President's Report**

Luis Monje noted that 2021 staff reviews are currently in progress.

### **Treasurer's Report**

James Miller provided an overview of financials through October 31, 2021

### **Partner Board Reports**

- **Lakeview Roscoe Village Chamber of Commerce:** Becca Girsch presented on updates from the Chamber.
- **Friends of Lakeview:** Becca Girsch presented on updates from Friends of Lakeview.

### **Staff Report**

There were no updates.

### **New Business**

There was no new business.

### **Announcements**

There were no announcements.

### **Adjourn**

James Miller motioned to adjourn the meeting, seconded by Ria Tjong; meeting adjourned at 9:27 AM.

Next Regular Meeting Date: January 13, 2022 at 8:30 AM

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