

Lakeview SSA 27

Commission Meeting Minutes

January 13, 2022, 8:30 AM

Virtual Meeting via Zoom Conferencing

Present: Helen Bailey, Dave Garfield, Kaitlyn Hurley, Russell Huxhold, Laura McMahon, James Miller, Luis Monje, Mike Schuba, Ria Tjiong

Absent: None

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

Guests: Lisa Ripson

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

There was no public comment.

Reading and Approval of Minutes

Kaitlyn Hurley motioned to approve the SSA 27 Commission Meeting Minutes from December 9th, 2021, seconded by Helen Bailey; motion carries.

Presentation from Ripson Group

Lisa Ripson of Ripson Group presented an overview of their work during the second half of 2021, including features on WGN and USA Today. Lisa Ripson also provided an overview of PR strategy in 2022, including a focus in Q1 on initiatives such as Winter Wellness and Ice Sculpting activation. Lisa Ripson opened the floor to any questions from the SSA 27 Commission, and Luis Monje noted that Ripson Group should focus in 2022 on educating the public about SSA 27 and what the SSA does. Lisa Ripson confirmed this is a key component of Ripson Group's strategy. Kaitlyn Hurley inquired whether the SSA's PR strategy includes influencer marketing and Lisa Ripson noted that the SSA has worked with influencers on an adhoc basis, but there has not been a long term strategy around influencer marketing.

2022 Ice Sculpting Program

Luis Monje confirmed the ice sculpting program will take place Saturday, January 29 from 4-6pm and Sunday, January 30 from 12-2pm outside of St. Alphonsus, with food trucks parked next door at the Athenaeum providing free food and beverages for attendees. Luis Monje also confirmed that the sculpting vendor will bring lights and music and will relocate the sculptures to go on display at Southport Plaza at the end of each day.

2022 Lincoln Hub Craft Fair

Luis Monje noted that SSA 27 has \$20,000 budgeted for a new craft fair event in 2022. Nicole McLellan presented some background for this initiative, noting that the idea for this initiative began in 2019 but due to COVID-19, the event has not been held since. Nicole McLellan added that per the RFP issued in

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2019, she recommends partnering with Amdur to launch this event in 2022, as they have strong relationships with craft and artisan vendors and hold similar events around Chicagoland. Laura McMahon asked about the business participation, and Nicole McLellan confirmed local businesses will be included as event vendors. Luis Monje inquired what the event will look like, and Nicole McLellan confirmed the event will have food trucks, live music, artisan vendors and other activities, and the recommended location is near Paulina Station. Ria Tjong motioned to approve an agreement with Amdur For a craft fair in 2022 not to exceed \$20,000, seconded by Mike Schuba; motion carries.

2022 Digital Marketing Initiative

Luis Monje reminded the Commission that during the 2022 budget discussions, the Commission specified they would like to implement a new digital marketing initiative with a \$25,000 budget. Nicole McLellan provided an overview of the proposed digital marketing initiative, which would include working with a digital marketing firm to manage paid advertising. Carisa Marconet specified the initiative would focus on facebook and google ads, and the digital marketing firm would provide metrics and analytics on clicks, audience, engagement and other. Kaitlyn Hurley motioned to approve receiving bids from digital marketing firms for a digital marketing / paid advertising initiative in 2022, seconded by Ria Tjong; motion carries.

Committee & Task Force Reports

- **Community Event Grants:** Carisa Marconet updated the Commission that the 2022 Community Events & Placemaking Grant application has been released.
- **Public Art Committee:**
 - **Mosaic:** Nicole McLellan reminded the Commission that the Public Art Committee has been working with Greenstar Movement since 2021 to create a design for the community mosaic that will be executed in 2022 on the UPS building at Southport. Nicole McLellan presented the recommended mosaic design from the Lakeview Public Art Committee, noting the seasonal elements and connectivity of Lakeview represented through the L line stations. Ria Tjong motioned to approve the presented mosaic design, seconded by Russell Huxhold; motion carries.
 - **Kintsugi:** Nicole McLellan noted the Public Art Committee is interested in pursuing a kintsugi initiative in 2022 at Konbini & Kanpai on Belmont. James Miller motioned to approve working with the Japanese Cultural Center in 2022 to execute kintsugi outside of Konbini & Kanpai on Belmont not to exceed \$6500, seconded by Helen Bailey; motion carries.
 - **Sculpture:** Luis Monje motioned to approve working with the Chicago Sculpture Exhibit to install two sculptures in 2022 not to exceed \$7000, seconded by Ria Tjong; motion carries.
 - **Call for Artists:** Nicole McLellan updated the Commission that the 2022 Call for Artists has been released and the response deadline is February 11th, 2022.
- **Shop Local Task Force:** Colton Davis provided an overview of the 2021 Holiday Passport Program, noting there were 88 participants. Colton Davis added that in future years, he recommends increasing marketing efforts and business engagement.

President's Report

Luis Monje shared that the search for a new office is ongoing.

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Treasurer's Report

Nicole McLellan presented the financials through November 30, 2021, noting that at the end of November, SSA 27 was \$214,286.58 under budget. Nicole McLellan added that after several major expenses in December 2021, including payment for tree care, coffee & pastry programming, contracts and decor removal, the budget will land with less than a \$120,000 surplus, all of which will carry over to the 2022 budget.

Partner Board Reports

- **Lakeview Roscoe Village Chamber of Commerce:** Becca Girsch noted that priorities currently involve closing out the 2021 financials and the ongoing office search. Becca Girsch added that the Chamber is planning for the 2022 Annual Meeting and considering the plan for in-person events. Becca Girsch also shared that she is beginning planning for 2022 strategic planning.
- **Friends of Lakeview:** Becca Girsch noted that the Board will hold their final messaging workshop in the coming weeks.

Staff Report

There were no updates.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Helen Bailey motioned to adjourn the meeting, seconded by Russell Huxhold; meeting adjourned at 9:35 AM.

Next Regular Meeting Date: February 10, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

February 10, 2022, 8:30 AM

Virtual Meeting via Zoom Conferencing

Present: Helen Bailey, Dave Garfield, Kaitlyn Hurley, Russell Huxhold, James Miller, Mike Schuba, Ria Tjiong

Absent: Laura McMahon, Luis Monje

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

Guests: None

Call to Order

James Miller called the meeting to order at 8:33 AM.

Reading of Mission Statement

James Miller read the mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Mike Schuba motioned to approve the SSA 27 Commission Meeting Minutes from January 13th, 2022, seconded by Helen Bailey; motion carries.

2022 Digital Marketing Initiative

Nicole McLellan noted that during the January meeting, the Commission voted to issue a request for proposals from more digital marketing firms. Nicole McLellan added that four proposals were submitted, and provided a summary of each proposal and associated costs. Nicole McLellan added that in 2022, SSA 27 has a \$10,000 budget for a digital marketing contract and a \$15,000 budget for ad spends.

Ria Tjiong motioned to approve a contract for digital marketing services with StraightNorth not to exceed \$10,000 and paid ads not to exceed \$15,000 in 2022, seconded by Kaitlyn Hurley; motion carries.

Russell Huxhold inquired whether the Commission should consider a maximum length of contract of five to six months as a trial period. Nicole McLellan confirmed this is an option, however, she recommended keeping the number of committed months flexible to ensure SSA 27 is able to advertise a wide variety of programs throughout the remainder of the year.

James Miller motioned to approve a 10-month contract with Straight North in 2022 not to exceed \$10,000 and paid ads not to exceed \$15,000, seconded by Ria Tjiong; motion carries.

Rebate Program Discussion

James Miller noted that SSA 27 currently has two active rebates and a third rebate undergoing formation:

- Security (active)

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- Digital marketing (active)
- Landscaping (in progress)

James Miller asked the Commission for feedback on the program and whether the Commission wants to continue these programs moving forward. Nicole McLellan and Colton Davis provided an overview of rebate funds disbursed between 2020 to 2021, and explained some of the challenges of these programs.

Following Commission input and feedback, the Commission agreed to take time in advance of the March 10th, 2022 meeting to consider the future of the rebate program and alternative initiatives that could take its place.

Committee & Task Force Reports

- **Community Event Grant Task Force:** Carisa Marconet shared that the next Task Force meeting is March 8th and the Task Force will perform their review beginning March 1st. Nicole McLellan added that the Commission will review the Task Force's grant recommendations at their next meeting on March 10th, 2022.
- **Streetscape Committee:** Helen Bailey updated the Commission that the Streetscape Committee has made the following recommendations for curbies in 2022:
 - Gap: 3416 N Southport Ave
 - Click Shoes: 3729 N Southport Ave

Helen Bailey added that the adjacent storefronts are excited at the prospect of curbies at these locations, and Russell Huxhold inquired whether these businesses have historically been involved in Chamber or SSA 27 activities. James Miller clarified that the curby location at Gap is meant to serve traffic traveling through Southport Station and to support the adjacent Low-Line Market and related activities. Mike Schuba motioned to approve a contract in 2022 with vendor Landscape Forms at a not to exceed \$40,000 for curby sites on Southport outside of Click Shoes and Gap, seconded by James Miller; motion carries. Nicole McLellan added that she will provide these updates to Landscape Forms and is aiming for a summer curby installation.

- **Public Art Committee:** Nicole McLellan updated the Commission that the community mosaic will be installed in May or June and that she will conduct widespread outreach to engage the community in the tiling process. Nicole McLellan added that the deadline for the 2022 Call for Artists is Friday, February 11th, and that 30 responses have been received. Nicole McLellan clarified these proposals are primarily being considered for the 4 art panels at Southport Plaza and the 1-3 panels at Ashland and Paulina Plazas, as well as potential vacant window activations. Nicole McLellan updated the Committee that she is currently in discussions with the Public Art Committee regarding the 2022 Project Windows initiative.

Colton Davis added that he is working with Visual Feeder to receive a proposal for a potential vacant storefront activation on Lincoln. Colton Davis added there will be further updates at the next Commission meeting.

President's Report

- **2022 Meeting Schedule:** James Miller noted that the draft SSA budgets are due on Friday, June 3rd, so the June Commission meeting is rescheduled for Thursday, June 2nd at 8:30 AM.

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- **Strategic Planning + Partner Board Retreat:** Becca Girsch reminded the Commission that the three-entity Board retreat is taking place Thursday, February 17th, 2022 and Commissioners are encouraged to attend.
- **Office Lease:** James Miller updated the Commission that after a thorough search, organizational leadership has recommended to continue with a three-year lease at the current office space at 1409 W Addison. Becca Girsch noted this renewal will include several improvements, including updated HVAC and hot water heater, a kitchenette, and improved signage. James Miller motioned to approve a three-year office lease for the Lakeview Roscoe Village Chamber of Commerce at 1409 W Addison, seconded by Russell Huxhold; motion carries.

Treasurer's Report

- **SSA 27 2021 Q4 Report:** Nicole McLellan presented the SSA 27 2021 Q4 report. James Miller motioned to approve the SSA 27 2021 Q4 report, seconded by Mike Schuba; motion carries.
- **2021 End of Year Financials:** James Miller provided an overview of the 2021 end of year financials, noting that there was \$120,000 budgeted for carryover in 2021, and SSA 27 ended up with roughly \$76,000 that will carryover from the 2021 to the 2022 budget. James Miller noted this was a success as a result of concerted efforts to spend down carryover.
- **December 2021 Budget Modification:** Nicole McLellan provided an overview of proposed budget modifications, noting there were a couple budget overages to address, primarily in budget categories 6 and 7 due to staff changes during the second half of 2021. Mike Schuba motioned to approve the following zero-sum modifications to the 2021 budget, seconded by Helen Bailey; motion carries:
 - Decrease 1.02 Special Events by \$3,000
 - Increase 1.06 Holiday Decor by \$3,000
 - Increase 2.05 Streetscape Elements by \$2,000
 - Decrease 2.06 Public Art by \$2,000
 - Decrease 5.01 Public Way Surveillance Cameras/Maintenance by \$8,026
 - Decrease 6.01 SSA Annual Report by \$15
 - Increase 6.02 SSA Audit by \$2,020
 - Increase 6.03 Bookkeeping by \$289
 - Decrease 6.05 Office Utilities by \$58.25
 - Decrease 6.06 Office Supplies by \$171
 - Decrease 6.07 Office Equipment Lease/Maintenance by \$490
 - Decrease 6.08 Office Printing by \$318.40
 - Decrease 6.09 Postage by \$123
 - Decrease 6.10 Commission Meetings and Trainings by \$159
 - Decrease 6.11 Subscriptions/Dues by \$356
 - Decrease 6.12 SSA Bank Account Fees by \$37
 - Decrease 6.13 Monitoring/Compliance by \$7
 - Decrease 6.14 Equipment Purchase/Maintenance by \$450
 - Decrease 6.16 Storage Space Fees by \$11
 - Decrease 6.17 Liability/Property Insurance by \$11,416
 - Increase 6.18 Conferences & Training by \$2,175
 - Increase 6.19 Admin/Office Services by \$1,555.65
 - Increase 7.01 Executive Director by \$7,150

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- Increase 7.02 Community Development Manager by \$3,601
- Increase 7.03 Office Manager & Bookkeeper by \$2,200
- Increase 7.04 Business Services Director \$577
- Increase 7.05 Events & Marketing Manager by \$470
- Increase 7.06 Events and Marketing Staff by \$500
- Increase 7.07 Business Services Manager by \$1,000
- Increase 7.08 Office Manager by \$100

Partner Board Reports: Becca Girsch noted that the Chamber is hosting its virtual Annual Meeting on March 17, 2022. Becca Girsch added that the next Friends of Lakeview meeting is February 16th, 2022, and their final messaging workshop is scheduled for March 9th, 2022.

Staff Report

- **Ice Sculpting Program Recap:** Nicole McLellan specified that this program went smoothly and was well-received by the public. Nicole McLellan added that there were roughly 75-100 people in attendance per day, and that promotion via virtual invites and printed banners worked well to raise awareness.
- **Lincoln Roscoe Craft Fair:** Nicole McLellan informed the Commission that this event location is confirmed to take place on Lincoln between Roscoe and School, on May 21-22 and October 1-2. Nicole McLellan added that Amdur will provide 2-3 food vendors and a minimum of 30 art vendors.

New Business

James Miller noted to start considering any new programs for 2023 budget planning.

Announcements

There were no announcements.

Adjourn

James Miller motioned to adjourn the meeting, seconded by Mike Schuba; meeting adjourned at 9:31 AM.

Next Regular Meeting Date: March 10, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

March 10, 2022, 8:30 AM

Virtual Meeting via Zoom Conferencing

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

Absent: None

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

Guests: Alice Howe

Call to Order

Luis Monje called the meeting to order at 8:33 AM.

Reading of Mission Statement

Luis Monje read the mission statement.

Public Comment

Nicole McLellan announced that Alice Howe from the Wicker Park Bucktown Chamber and SSA 33 is attending to observe the meeting.

Reading and Approval of Minutes

Helen Bailey motioned to approve the SSA 27 Commission Meeting Minutes from February 10th, 2022, seconded by James Miller; motion carries.

Rebate Program Discussion

Luis Monje recapped that during the February meeting, the Commission discussed the future of rebates and were charged with considering potential changes to the rebate program or alternative ideas to replace rebates moving forward. Luis Monje noted that historically, none of the rebate programs have been majorly successful, other than those implemented in 2020 in reaction to COVID-19. Luis Monje added that the Commission has invested a lot of time and resources in these programs, and feels that these resources would be better invested in alternative programs. Helen Bailey agreed, noting that the application process is cumbersome with little return on investment. Kaitlyn Hurley agreed that she does not feel the rebates are beneficial enough to continue. Ria Tjong noted that she has experienced positive results with rebate programs, but agreed that the application process can be difficult. Laura McMahon added that The Guild benefited from the rebate programs during the pandemic, particularly the marketing rebate.

Mike Schuba motioned to approve ending all SSA 27 rebate programs with a formal end date of April 30th, 2022, seconded by Kaitlyn Hurley; motion carries.

Summer Donut Social

Luis Monje noted that SSA 27 launched coffee and donut programming in 2021 and there is a \$5,000 budget in 2022 to continue this program, and opened the floor to the Commission for input on 2022 program planning. Russell Huxhold recommended this event take place in summer as a donut vendor

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competition. Luis Monje added this event could take the form of a dessert walk. Ria Tjong motioned to approve a summer donut social and explore a summer sweet event, seconded by Russell Huxhold with a budget to be determined; motion carries.

Committee & Task Force Reports

- **Community Event Grant Task Force:** Carisa Marconet provided updates from the Community Event & Placemaking Grant Task Force meeting on Tuesday, March 8th, and provided an overview of the recommended grant programs for 2022. Luis Monje inquired what type of marketing would be performed for each program and Carisa Marconet confirmed that each organizer will execute their own marketing plan and that SSA 27 will also perform marketing via e-newsletters, social media and the new digital marketing initiative with Straight North. Nicole McLellan added that the 9 recommended grants total \$32,500, which is in line with SSA 27's 2022 maximum event grant budget of \$32,500. Russell Huxhold motioned to approve \$32,500 in funding for the following projects according to the maximum amounts listed below, seconded by Helen Bailey; motion carries.
 - A Very Harry Back to School Celebration: \$4,500
 - Burley Community Event: \$2,000
 - Chicago International Film Festival Lights, Camera, Chicago: \$4,000
 - CircEsteem Around Chicago: \$4,500
 - Dog Days of Summer: \$3,500
 - Endless Summer: \$4,000
 - Ikebana Walk: \$4,000
 - International Pop Down: \$4,000
 - Turning the Page Pop-Up Used Book Sale: \$2,000
- **Public Art Committee**
 - **Project Windows:** Nicole McLellan informed the Commission that the Art Institute of Chicago is interested in partnering again in 2022 on Project Windows on the theme of Cezanne. Nicole McLellan added that the Lakeview Public Art Committee is considering whether to participate and she will have further updates at a future meeting.
 - **Storefront Activation:** Colton Davis provided an overview of a proposal from Visual Feeder for an activation of three spaces on Lincoln Avenue for a total of \$15,000, which includes install, removal, design, and projections for 3-4 months with a new design provided once per month. Colton Davis added that the property owner requested funding for the electric utilities and that they would provide a 10-day written notice if the space were to be leased. Mike Schuba motioned to approve a storefront activation initiative in 2022 with Visual Feeder at a not to exceed \$15,000, in addition to a budget of \$50 per month per three locations for electric utilities, seconded by Laura McMahon; motion carries.
 - **Chicago Sculpture Exhibit:** Nicole McLellan provided a reminder that the Commission approved to partner with CSE in 2022 to install two sculptures in SSA 27 boundaries. Nicole McLellan updated the Commission that the Public Art Committee has performed their rankings and submitted their top 8 selections to CSE, and CSE will provide a confirmation of the final two sculptures later this month.

President's Report

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- **2023 Budget Planning + Process:** Luis Monje asked the commission to start considering the primary goals of SSA 27 in 2023 and how the budget can be utilized to achieve those goals. Ria Tjiong noted that digital marketing and promotion of SSA 27 initiatives will be important, and Helen Bailey added that a marketing campaign with the basic facts about SSA 27 would be helpful. Mike Schuba added that signage at events and programs would be a good addition. Kaitlyn Hurley inquired whether SSA 27 has done a spring cleaning program in the past, and noted this would be a good addition to the budget and workplan in future years. Luis Monje and Mike Schuba agreed this would be a good addition to the 2023 budget and workplan. Laura McMahan and Ria Tjiong added that gift card giveaways and swag can be a powerful promotional tool.
- **COVID-19 Updates:** Luis Monje opened the floor to commission feedback regarding a plan to return to in-person meetings, potentially beginning in May or June. Commissioners agreed May or June make sense and Nicole McLellan confirmed Commissioners can reach out following the meeting to provide additional feedback.

Treasurer's Report

James Miller provided an overview of financials through January 2022, specifying that the most significant expenses have been in 1.02 Special Events for ice sculpting and generally in category 2 public way aesthetics. James Miller added that the Commission may perform a budget modification at the April Commission meeting. James Miller noted that it would be beneficial to form a quarterly budget forecast for 2022 so the Commission can anticipate spending. Nicole McLellan confirmed she can work on this, and moving forward can provide financials for the year prior so the Commission can compare the present and past year.

Partner Board Reports: Becca Girsch noted the Chamber Annual Meeting is on Thursday, March 17th from 9:00 AM - 10:00 AM and she encourages Commissioners to attend. Becca Girsch added that Colton Davis will end his time with the Chamber on Friday, March 18th. Carisa Marconet noted that the 2022 Wine Stroll will take place on Thursday, April 7th, 2022 and has been expanded to offer three routes across Southport Avenue and Roscoe Street.

Laura McMahan left the meeting at 9:32 AM.

Becca Girsch added that Friends of Lakeview is working to finalize its organizational messaging.

Staff Report

There were no updates.

New Business

There was no new business.

Announcements

James Miller thanked Carisa Marconet for her work on a successful Lakeview Roscoe Village Restaurant Week.

Adjourn

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

Next Regular Meeting Date: April 14, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

April 14, 2022, 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: Becca Girsch, Carisa Marconet, Nicole McLellan

Guests: Dante Odoni

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

James Miller motioned to approve the SSA 27 Commission Meeting Minutes from March 10th, 2022, seconded by Ria Tjong; motion carries.

Presentation by ACT Group

Luis Monje announced that SSA 27-approved auditor ACT Group has completed their audit of the SSA 27 2021 financials, and that Dante Odoni of ACT Group is present to provide an overview of the findings. Dante Odoni shared the results of the SSA 27 2021 audit and presented the findings, and opened the floor to Commissioners for any questions. Becca Girsch reminded the Commission that this audit is required by the City of Chicago and will be submitted to DPD. Luis Monje inquired what mechanisms ACT Group utilized to ensure there is an appropriate cost allocation for SSA 27 expenses following the merger of Lakeview and Roscoe Village in 2021. Dante Odoni confirmed this is factored into the audit process to ensure expenses are accurately allocated, and Becca Girsch confirmed that ACT Group also has the audit materials for LRVCC and FOL to help ensure the split is accurate across entities.

Acceptance of the 2021 Audit

Helen Bailey motioned to accept the findings of the 2021 draft audit, seconded by Ria Tjong; motion carries.

Carisa Marconet joined the meeting at 8:42 AM.

Dante Odoni left the meeting at 8:43 AM.

Security Rebate Program

Luis Monje reminded the Commission that during the March meeting, the Commission voted to end all

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active rebate programs with a formal end date of April 30, 2022. Luis Monje added that due to recent safety concerns, he wanted to revisit the security rebate program and discuss keeping this program active until the Commission can find a better alternative safety program. Ria Tjong agreed the security rebate program should remain for the time being. Nicole McLellan added that she recommended expanding the program to include alley-facing cameras. Kaitlyn Hurley inquired if residents are eligible for the security rebate program and Nicole McLellan confirmed SSA 27 businesses and residents are eligible. Luis Monje recommended expanding the rebate so that alley-facing cameras are eligible as long as cameras facing the public way are also installed. James Miller added that applicants should also be encouraged to link their camera to the City's OEMC network, and Nicole McLellan confirmed the rebate application provides information on the OEMC network.

The Commission agreed that this program should be relaunched and promoted to a wide base, and Luis Monje and Ria Tjong recommended exploring security alarms and panic buttons as eligible rebate expenses.

Ria Tjong motioned to approve reinstating the security rebate program with alley-facing cameras as an eligible expense and for staff to explore additional eligible expenses, seconded by James Miller; motion carries.

Committee & Task Force Reports

- **Streetscape Committee**

- **Lincoln/Paulina Construction:** Helen Bailey noted that due to water main construction at the Lincoln/Roscoe/Paulina intersection, the curbs at 3356 N. Lincoln Avenue were relocated to the sidewalk outside of Arthur Murray at 3301 N. Lincoln Avenue, where they will remain until the construction is complete. Nicole McLellan added that the timeline is unclear but since there will also be updates to the brickwork at this intersection, she estimates this may take 3-4 months. Nicole McLellan also reminded the Commission that this construction also impacts the Paulina Station Seating Area, which is currently in storage but was planned for installation in April 2022. Nicole McLellan noted that due to construction, she recommends keeping the seating area in storage for the time being.
- **2022 Holiday Decor:** Helen Bailey informed the Commission that the Streetscape Committee has started conversations on 2022 holiday decor and is interested in continuing working with Southport Construction to build upon the 2021 decor theme. Helen Bailey added that staff are receiving pricing and ideas from Southport Construction before making any decisions on a vendor. Luis Monje inquired about the status of the construction at Lincoln/Southport/Wellington and Nicole McLellan confirmed the project is scheduled for spring of 2022 and will include the addition of new outlets on light poles along Southport and Belmont, and added that she is unsure of the project completion date.

- **Public Art Committee**

- **Community Mosaic:** Nicole McLellan informed the Commission that Greenstar Movement has begun the installation process for the community mosaic at the UPS store and the community workshop days will be held on May 11-13 and 18-20, 2022.

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- **Mural Opportunity:** Nicole McLellan noted that artist Todd McCafrey offered to provide a free mural for the Lakeview community and the Public Art Committee has recommended Schuba's for this opportunity.
- **2022 Call for Artists:** Nicole McLellan stated that the Public Art Committee is currently reviewing artist submissions for the following projects:
 - Eight art panels at Southport Plaza
 - Three art panels at Paulina/Ashland Plaza
- **Storefront Activation:** Nicole McLellan updated the Commission that due to disagreements regarding utility costs, they will not proceed with activating the storefronts along Lincoln Avenue. Nicole McLellan noted she will pursue other locations for an installation at a later date.
- **Project Windows:** Nicole McLellan informed the Commission that staff will promote this initiative to local storefronts in case they want to get involved.

President's Report

Luis Monje announced that due to issues with the Cook County Assessor's office, SSAs throughout the city will experience delays receiving their tax disbursements in 2022. Luis Monje explained that the full 2022 budget may not be available for spending in 2022, and staff are exploring pursuing a line of credit to ensure funds are available for 2022 projects. Luis Monje added that staff are considering potential areas to reduce projects to free up funds.

Treasurer's Report

- **2023 Budget Process Overview:** Nicole McLellan presented an overview of the 2023 budget process, noting that the draft 2022 budget is due to the city on June 3rd, 2022, and the final budget is due to the city on July 15th, 2022.
- **2023 Budget Brainstorm:** James Miller opened the floor to feedback on new budget ideas and Nicole McLellan presented an overview of preliminary ideas for further consideration. Luis Monje added the Commission can consider scheduling a Special Meeting for focused discussion on the 2023 budget.

Partner Board Reports

Becca Girsch informed the Commission that Friends of Lakeview has successfully executed the OSIF agreement and is working to secure a line of credit for the project. Becca Girsch added that the Chamber completed the 2021 Annual Report and encouraged Commissioners to review this. Becca Girsch also noted that the Strategic Planning Task Force will meet in the coming weeks.

Staff Report

There were no updates.

New Business

There was no new business.

Announcements

Luis Monje reminded the Commission to complete their City and County Ethics Statements.

SSA 27 Mission Statement

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Adjourn

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

Next Regular Meeting Date: May 12, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

May 12, 2022, 8:30 AM

Virtual Meeting via Zoom Conferencing

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

Absent: Russell Huxhold, Laura McMahan, Mike Schuba

Staff: Erik Carlson, Becca Girsch, Carisa Marconet, Nicole McLellan, Julie Star

Guests: None

Call to Order

Luis Monje called the meeting to order at 8:33 AM and announced that Erik Carlson is the new Business Services Manager for the Lakeview Roscoe Village Chamber. Erik Carlson introduced himself to the Commission and provided information on his background.

Reading of Mission Statement

Luis Monje read the mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Ria Tjong motioned to approve the SSA 27 Commission Meeting Minutes from April 14th, 2022, seconded by James Miller; motion carries.

Lincoln Roscoe Spring Craft Fair

Luis Monje announced the Spring Craft Fair is coming up on May 21st-22nd, 2022 and will take place on Lincoln from Roscoe to School. Carisa Marconet added this event is in partnership with Amdur Productions and will include 40 vendors, a youth art tent and beer sales by Friends of Lakeview. Luis Monje inquired about signage at the event and Carisa Marconet confirmed the event will include various signage with the SSA logo.

Committee & Task Force Reports

- **Streetscape Committee**

- **Sheil Park Seating Area:** Helen Bailey informed the Commission that there is a construction project beginning Monday, May 16th on the sidewalk outside of Sheil Park, on Southport from Eddy to Cornelia. Helen Bailey noted there is a SSA 27 seating area at this location and Sheil Park will help remove and store the furniture during the project. Nicole McLellan added that it sounds like the sidewalk paint will be removed during the construction, and a repaint will be required following construction.
- **Lincoln/Ashland/Belmont Construction:** Helen Bailey noted that staff are meeting with CDOT this week to get updates on the project plans and start date.
- **Paulina Water Main Construction:** Helen Bailey confirmed that the water main construction at Lincoln/Roscoe/ Paulina has not started yet due to equipment shortages, and that construction will not affect the upcoming craft fair.

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Julie Star joined the meeting at 8:42 AM.

- **Public Art Committee**

- **Community Mosaic:** Nicole McLellan announced that there has been significant progress on the community mosaic and that there will be open community tiling days on May 11-13 and 18-20, as well as roughly 15 groups with their own scheduled days. Nicole McLellan encouraged commissioners to attend the community days to support the mosaic tiling. Kaitlyn Hurley inquired how volunteers can attend the community days, and Nicole McLellan confirmed volunteers do not need to RSVP or bring any supplies, and can join at any point during the community days.
- **Todd McCafrey Mural Opportunity:** Nicole McLellan presented the Public Art Committee's recommended mural concept by artist Todd McCafrey, depicting a punk pigeon with a leather jacket and electric guitar against a blue backdrop. Helen Bailey motioned to approve the punk pigeon concept for a complimentary mural by Todd McCafrey at Schuba's Tavern, seconded by Kaitlyn Hurley; motion carries.
- **2022 Art Panel Updates:** Nicole McLellan provided an overview of the 2022 Artist Selection Process performed by the Lakeview Public Art Committee and presented the recommended artists for the 2022 and 2023 Low-Line art panel installations. Ria Tjong motioned to approve the below projects, artists and budgets for Low-Line art panels, seconded by James Miller; motion carries:
 - 8 Low-Line Art Panels at Southport Plaza in 2022: Daniel Wilson, not to exceed \$5,000
 - 3 Low-Line Art Panels at Ashland & Paulina Plazas in 2022: Nancy Pochis Bank, \$2,000
 - 8 Low-Line Art Panels at Southport Plaza in 2023: Stephen Eric Lee, not to exceed \$5,000
 - 3 Low-Line Art Panels at Ashland & Paulina Plazas in 2023: Rodney Duran, not to exceed \$2,000
- **Kintsugi:** Nicole McLellan reminded the Commission that the Kintsugi initiative is scheduled to take place on July 24-26, 2022 outside of Konbini & Kanpai.
- **Chicago Sculpture Exhibit:** Nicole McLellan presented the final sculpture selections to be installed in 2022, *Firefall* and *Prairie Vane*.

Luis Monje reminded the Commission that there is room for additional Lakeview Public Art Committee members, and if anyone is interested in getting involved they should inform Nicole McLellan.

President's Report

- **2022 Delayed Tax Distributions:** Luis Monje reminded the Commission that the second disbursement of SSA 27's tax distributions are expected to be delayed until early 2023. Luis Monje added that Nicole McLellan has performed a budget review to identify potential projects to put on hold until there is better clarity on a possible line of credit. Nicole McLellan presented an overview of the 2022 budget review and broke down the 2022 budget into the following categories:
 - Committed funds: Funds that are contractually committed

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- Non Committed Essential Funds: Funds that are not contractually committed but are needed to fulfill core SSA services
- Non Committed & Nonessential Funds: Funds that are not contractually committed and could be set aside without negatively impacting SSA 27's core services

Becca Girsch added that this is an unprecedented situation impacting all SSAs, so staff are trying to exercise caution with 2022 spending. Luis Monje recommended moving forward with high-impact programs, such as special events and streetscape projects, while putting a hold on less impactful programs.

- **SSA 27 Line of Credit:** Luis Monje recapped that based on 2021 disbursements, the delayed disbursement amount is estimated at \$380,000. Luis Monje added that staff have discussed a \$300,000 line of credit with Wintrust Bank, but he would like Commissioner feedback on whether to pursue a higher line of credit in line with the estimated \$380,000 in delayed disbursements. Nicole McLellan noted that in line with city guidance to pare down programs and pursue other monetary means, she recommends pursuing a lower line of credit at \$300,000. Dave Garfield, James Miller and Ria Tjong agreed with Luis Monje to pursue a higher line of credit of \$380,000, noting that the Commission does not have to draw on the full line of credit if it is not needed. James Miller motioned to approve pursuing a line of credit from Wintrust Bank not to exceed \$380,000, seconded by Dave Garfield; motion carries.
- **Strategic Planning:** Luis Monje announced the Task Force had its first meeting on May 11th, 2022 to discuss the strategic planning RFP, potential consultants and next steps. Luis Monje added that the Task Force will meet on a monthly basis moving forward and Becca Girsch confirmed she will continue to provide updates as the process continues.

Treasurer's Report

- **SSA 27 2022 Q1 Report:** Nicole McLellan presented the SSA 27 2022 Q1 report. James Miller motioned to approve the SSA 27 2022 Q1 report, seconded by Ria Tjong; motion carries.
- **2023 Budget Discussion:** Nicole McLellan recommended scheduling a special budget meeting with the Commission in May, and the Commission agreed to move forward with scheduling a special meeting. Nicole McLellan confirmed she would reach out to the Commission for their availability. Nicole McLellan provided an overview of the 2022 discretionary budget menu, which outlines existing and new programs as well as budget comparisons between 2022 and 2023.

Partner Board Reports

Becca Girsch informed the Commission that Friends of Lakeview is pursuing a line of credit to cover menu funds for Phase II Construction costs, which will be disbursed at the end of project completion. Becca Girsch added that there is plenty of spring and summer programming coming up and encouraged the Commissioners to review the Chamber's website.

Staff Report

There were no updates.

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 Ria Tjong; meeting adjourned at 9:30 AM.

Next Regular Meeting Date: June 2, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

May 24th, 2022, 8:30 AM

Virtual Meeting via Zoom Conferencing

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

Absent: Helen Bailey, Dave Garfield, Kaitlyn Hurley

Staff: Becca Girsch, Nicole McLellan

Guests: None

Call to Order

Luis Monje called the meeting to order at 11:03 AM.

Reading of Mission Statement

Nicole McLellan read the mission statement.

Public Comment

There was no public comment.

2023 Budget Planning Process

Nicole McLellan provided an overview of the 2023 budget planning process, explaining that the draft 2023 SSA 27 budget is due on June 3rd, 2022.

2023 Discretionary Budget Review

Nicole McLellan provided an overview of the proposed 2023 discretionary budget and opened the floor to Commissioners for questions.

Additional Budget Input and Ideas

Nicole McLellan opened the floor to Commissioners for additional budget ideas and questions. Mike Schuba inquired about initiatives that could be implemented to provide additional support to Lincoln Avenue businesses. Nicole McLellan confirmed there are several Lincoln Ave streetscape initiatives planned for 2023 but the Commission could consider a business-focused initiative.

Following discussions, the Commission agreed to add a Lincoln Ave Business Development Initiative into the 2023 budget, and to implement a pet-focused theme for the 2023 coffee and donut social event. Luis Monje and Ria Tjiong encouraged considering a street closure for this event, to open up the possibility of a pet stroll or pet-themed parade.

Next Steps

Nicole McLellan confirmed she would incorporate the new Lincoln Business Development initiative into the draft 2023 budget, which will be presented for final approval at the next scheduled Commission meeting on June 2nd, 2022.

Adjourn

Ria Tjiong motioned to adjourn the meeting, seconded by Mike Schuba; meeting adjourned at 12:00 PM.

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Next Regular Meeting Date: June 2, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

June 2, 2022, 8:30 AM

Virtual Meeting via Zoom Conferencing

Present: Helen Bailey, Dave Garfield, James Miller, Luis Monje, Mike Schuba, Ria Tjong

Absent: Kaitlyn Hurley, Laura McMahon

Staff: Erik Carlson, Becca Girsch, Carisa Marconet, Nicole McLellan, Julie Star

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.

SSA 27 Commission Update

Luis Monje announced that Russell Huxhold closed his shop HuxHemp a few weeks ago and is unfortunately no longer eligible to serve on the SSA 27 Commission. Luis Monje added that the SSA 27 Commission now has three open spots, and if any Commissioners know of anyone who would make a good addition to the Commission, they should relay their recommendations to Nicole McLellan.

Mike Schuba joined the meeting at 8:34 AM.

Reading and Approval of Minutes

Ria Tjong motioned to approve the below sets of meeting minutes, seconded by James Miller; motion carries:

- SSA 27 Commission Meeting minutes from May 12th, 2022
- SA 27 Commission Special Meeting minutes from May 24th, 2022

Lincoln Roscoe Spring Craft Fair Update

Luis Monje informed the Commission that the first craft fair in partnership with Amdur Productions was held on May 21-22, 2022 and was a success. Luis Monje added that Amdur will provide an event report in the coming weeks, and opened the floor to feedback from any Commissioners who were in attendance. Nicole McLellan noted that she heard positive reviews from adjacent businesses who had strong sales, and Carisa Marconet and Becca Girsch added that they heard positive comments from attendees. Luis Monje inquired if staff can inquire about post-event feedback from local business and residents for future SSA programs and Nicole McLellan confirmed this could be built into future program frameworks.

Committee & Task Force Reports

- **Streetscape Committee**

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- **Lincoln/Ashland/Belmont Reconstruction:** Nicole McLellan provided an overview of the 2022 LAB reconstruction, noting that construction will impact portions of Lincoln Ave; Belmont Ave; and Ashland Ave.
- **2022 Curby Order:** Helen Bailey informed the Commission that due to the delayed tax disbursement issue and efforts to put some funds aside, the 2022 curby order for Southport has been delayed to an April 2023 delivery.

Julie Star joined the meeting at 8:47 AM.

- **Other Construction Updates:** Nicole McLellan informed the Commission that the sidewalk construction on Southport from Eddy to Cornelia will begin on Friday, June 3rd, and that three benches, 1 planter and 1 sculpture needed to be relocated. Nicole McLellan added that following construction, an evaluation will be performed on the sidewalk paint to determine if any portions need to be redone.
- **2022 Holiday Decor:** Helen Bailey noted that the Streetscape Committee met with Southport Construction to discuss 2022 holiday decor and there are several strong options for 2022 decor.
- **Public Art Committee**
 - **Todd McCafrey Mural Opportunity:** Nicole McLellan informed the Commission that the Punk Pigeon mural by Todd McCafrey will be completed at Schuba's this month.
 - **Kintsugi Update:** Nicole McLellan shared that due to the sidewalk reconstruction taking place as part of the Lincoln/Ashland/Belmont reconstruction, the kintsugi project planned for installation at Konbini & Kanpai has been put on hold and the Lakeview Public Art Committee is considering alternative locations.

President's Report

- **SSA 27 Line of Credit:** Luis Monje noted that following the Commission's recommendation to pursue a line of credit totaling \$380,000, Wintrust Bank approved the full line of credit and the paperwork is nearing completion. Luis Monje added that the Commission will vote to approve a memorandum of understanding for the line of credit between the SSA and Chamber at the July meeting.
- **Strategic Planning:** Becca Girsch provided an update on the strategic planning process.

Treasurer's Report

- **2023 Draft Budget Review:** James Miller recapped the 2023 budget planning process and provided an overview of the SSA 27 2023 draft budget and workplan. Nicole McLellan clarified that the proposed budget will result in roughly a 4.68% budget increase, and includes \$100,000 allocated in carryover. Nicole McLellan explained the purpose of the carryover budget, and how these funds can be moved between fiscal years. Ria Tjong motioned to approve the SSA 27 draft 2023 Budget & Workplan, seconded by Helen Bailey; motion carries.
- **Next Steps:** Nicole McLellan informed the Commission that staff will undertake Aldermanic meetings with the 32nd, 44th and 47th Wards to ensure Aldermanic support for the budget. Nicole McLellan added that the final budget will be approved by the Commission at their July 14th meeting, with a submission due date on July 15th, 2022.

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Partner Board Reports

Becca Girsch provided an update on activity regarding the Lakeview Roscoe Village Chamber and Friends of Lakeview.

Staff Report

Erik Carlson provided an update on recent business services initiatives.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Ria Tjong motioned to adjourn the meeting, seconded by Helen Bailey; meeting adjourned at 9:18 AM.

Next Regular Meeting Date: July 14, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

July 14, 2022, 8:30 AM

Tuco And Blondie, 3358 N Southport Ave, Chicago, IL 60657

Present: Helen Bailey, Dave Garfield, Kaitlyn Hurley, Luis Monje, Mike Schuba

Absent: James Miller, Laura McMahon, Ria Tjong

Staff: Erik Carlson, Becca Girsch, Nicole McLellan

Guests: None

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

There was no public comment.

Reading and Approval of Minutes

Mike Schuba motioned to approve the SS 27 Commission Meeting minutes from June 2nd, 2022, seconded by Helen Bailey; motion carries.

Coffee & Donut Program Updates

Luis Monje announced that planning for 2022 coffee and donut programming is underway, and will be a pet-themed social event taking place on Sunday, October 9th from 9-11 AM. Luis Monje added that the program will include complimentary food, beverage, and dog treats, and the space will be activated with music, chalk art, dog training and other programming, and clarified that the program budget is \$5,000. Nicole McLellan added that outreach is underway to food trucks and chalk artist Emma Moss is already confirmed. Kaitlyn Hurley provided additional program ideas, including:

- Doggie trail mix making station
- Branded dog bow, bandana or other accessory

Committee & Task Force Reports

- **Streetscape Committee**
 - **2022 Holiday Decor:** Helen Bailey informed the Commission that the Streetscape Committee has recommended approving Southport Construction as the 2022 holiday decor vendor. Nicole McLellan added that Southport Construction provided successful services in 2021 and this will be an opportunity to expand upon the snowflake theme in 2022. Nicole McLellan also noted that the decor may be impacted by the LAB construction, but she will work with the construction team to confirm the possibility of installing the community tree at its typical location. Kaitlyn Hurley motioned to approve a holiday decor contract with Southport Construction in 2022 not to exceed \$73,900, seconded by Dave Garfield; motion carries.

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- **Summer Maintenance:** Helen Bailey noted that several maintenance projects are underway, including the below:
 - Summer weeding
 - Litter receptacle power washing
 - Cleaning and oiling of vector benches and curbies
- **The Wave People Spot:** Nicole McLellan provided background on the history of the People Spot initiative, explaining that the program ended in 2019 with the aim to sell both People Spots. Nicole McLellan added that the purchaser for The Wave People Spot fell through, so a new call for bids was issued in 2022. Nicole McLellan informed the Commission that the City of Evanston made a bid of \$5,000 for The Wave People Spot, and the Streetscape Committee recommended approving the City of Evanston's bid. Helen Bailey motioned to approve selling The Wave People Spot to the City of Evanston in 2022 at a purchase price of \$5,000, seconded by Mike Schuba; motion carries.
- **Public Art Committee**
 - **Mosaic Ribbon Cutting Ceremony:** Nicole McLellan informed the Commission that the mosaic has been completed with the help of 200 community members, and there will be a ribbon cutting ceremony on Wednesday, July 27th from 5:30-6:30 PM. Kaitlyn Hurley commented on the success of this initiative, particularly how many people of all ages supported the execution. Luis Monje added that for future public art projects, the Commission should aim to consider how to engage the community with different programs.
 - **Todd McCafrey Mural:** Nicole McLellan informed the Commission that artist Todd McCafrey's complimentary Punk Pigeon mural has been completed at Schuba's and is a great addition to the neighborhood. Mike Schuba added that Schuba's is pleased with the mural and had a positive experience working with Todd McCafrey. Luis Monje inquired if the Commission can provide some type of compensation to Todd McCafrey, such as PR or monetary compensation. Nicole McLellan confirmed she has shared details of the project with PR vendor Ripson Group and they are going to pitch out recent public art work. Mike Schuba motioned to approve a \$500 gift card for Todd McCafrey, seconded by Kaitlyn Hurley; motion carries.
 - **Kintsugi Update:** Nicole McLellan informed the Commission that due to the LAB Construction, the original kintsugi location outside of Konbini & Kanpai is no longer feasible. Nicole McLellan added that after exploring several other options, the Public Art Committee has recommended moving forward with the installation at 2940 N Lincoln Ave. Helen Bailey motioned to approve the kintsugi installation at the future JCC location at 2940 N. Lincoln Ave., seconded by Mike Schuba; motion carries.
 - **CSE Update:** Nicole McLellan informed the Commission that the sculptures from the Chicago Sculpture Exhibit have been installed at the locations below:
 - Firefall: Midwest Express Clinic / 3301 N Ashland Ave
 - Prairie Vane: Chase Bank / 3335 N Ashland Ave

President's Report

- **SSA 27 Line of Credit MOU:** Luis Monje presented a Memorandum of Understanding between the Lakeview Roscoe Village Chamber of Commerce and SSA 27 outlining the agreement terms for the \$380,000 line of credit to address delayed tax distributions. Kaitlyn Hurley motioned to

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approve the 2022 Memorandum of Understanding regarding the 2022 LRVCC/SSA 27 Line of Credit, seconded by Dave Garfield; motion carries.

Treasurer's Report

- **2022 Budget, Work Plan and Sole Service Provider:** Nicole McLellan confirmed that following the draft budget approval, staff have met with the 32nd, 44th and 47th Wards to discuss the SSA 27 2023 budget and ensure Aldermanic support. Nicole McLellan added that no changes have been made to the final budget, and that the budget presented will result in a 4.68% increase and \$100,000 allocated to carryover. Nicole McLellan noted that the major new programs that have been incorporated into the budget include the Earth Day Clean Up; the Lincoln Avenue business support initiative; a green space initiative; and upgrades to Lincoln Ave concrete benches and park. Helen Bailey motioned to approve the SSA 27 2023 Budget and Workplan and for the Lakeview Roscoe Village Chamber to remain the sole service provider of SSA 27 in 2023, seconded by Kaitlyn Hurley; motion carries.
- **July Budget Modification:** Nicole McLellan reviewed the proposed July 2022 budget modification. Helen Bailey motioned to approve the following zero-sum modifications to the SSA 27 2022 budget, seconded by Mike Schuba; motion carries.
 - Increase 1.02 Special Events by \$5,000
 - Decrease 1.09 PR/Media Relations by \$4,000
 - Decrease 1.10 Local Shopping Rewards Program by \$4,000
 - Increase 2.04 Way Finding/Signage by \$1,500
 - Increase 2.10 City Permits by \$1,000
 - Increase 2.11 Snow Removal by \$6,400
 - Decrease 4.01 Site Marketing (materials, services, etc.) by \$2,000
 - Decrease 4.07 Economic Impact Study, Market Study, Branding Study etc. by \$1,900
 - Decrease 5.04 Safety Communication and Education by \$2,000
 - Increase 7.01 Executive Director by \$4,586
 - Increase 7.02 Community Development Director by \$10,689
 - Increase 7.03 Office Manager & Bookkeeper by \$3,306
 - Decrease 7.04 Business Services Director by \$22,015
 - Increase 7.05 Events & Marketing Director by \$3,725
 - Increase 7.06 Engagement Manager by \$11,947.70
 - Decrease 7.07 Business Services Manager by \$16,154
 - Increase 7.08 Office Manager by \$3,915.30

Partner Board Reports

Becca Girsch provided updates from the Lakeview Roscoe Village Chamber of Commerce, announcing that proposals for the Master Planning RFP were due on July 13th, 2022, and that interviews are underway for a new Events & Marketing Director. Becca Girsch added that ACT Group is wrapping up the Chamber's 2021 audit and that Burger Fest is taking place July 15th-17th. Becca Girsch also noted that regarding Friends of Lakeview, the Low-Line groundbreaking is anticipated for September 2022, as is Taco Fest.

Staff Report

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Erik Carlson informed the Commission that the 2022 Leaders Mixer will take place on Thursday, August 25th at 5:30 PM at The Pony Inn. Nicole McLellan confirmed Commissioners would receive more information via email.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Mike Schuba motioned to adjourn the meeting, seconded by Dave Garfield; meeting adjourned at 9:38 AM.

Next Regular Meeting Date: August 11, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Agenda

August 11, 2022, 8:30 AM

Tuco And Blondie, 3358 N Southport Ave, Chicago, IL 60657

Present: Helen Bailey, Dave Garfield, Kaitlyn Hurley, James Miller, Luis Monje, Ria Tjiong

Absent: Laura McMahon, Mike Schuba

Staff: Becca Girsch, Nicole McLellan, Julie Star

Guests: None

Call to Order

Luis Monje called the meeting to order at 8:35 AM.

Reading of Mission Statement

Luis Monje read the mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Kaitlyn Hurley motioned to approve the Commission Meeting Minutes from July 14th, 2022, seconded by Ria Tjiong; motion carries.

Presentation from Ripson Group

Lisa Ripson presented updates on Ripson Group's PR efforts to date, including stories on local events and programs, community event grants, public art and more. Lisa Ripson also presented upcoming stories for Q3-Q4. The SSA 27 Commission provided feedback on other potential stories, including back to school, football season, and Lincoln Ave furniture stores. Luis Monje specified it is important to spread the wealth and ensure that stories highlight businesses and initiatives from across the entire SSA 27 boundaries.

Lisa Ripson and Chirs Comes left the meeting at 8:25 AM.

Programming Updates

- **Taco Fest:** Luis Monje informed the Commission that SSA 27 will sponsor a seating area at 2022 Taco Fest, taking place September 17-18, 2022, and that the chairs will have signage on them with SSA recognition and a QR code. Nicole McLellan added that she is looking into adding a face painter and other programming as well.
- **Lincoln Roscoe Craft Fair:** Luis Monje updated the Commission that the second Lincoln Roscoe Craft Fair will take place on October 1st-2nd on Lincoln from School to Roscoe. Luis Monje added there will be increased signage from the first event and Friends of Lakeview will offer beer sales again as a fundraiser. Luis Monje inquired if event attendance can be tracked and Nicole McLellan confirmed attendance is tracked for all events as part of quarterly reporting.

SSA 27 Mission Statement

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- **Wake Up With Your Pup:** Nicole McLellan confirmed that various partners and vendors have been secured and planning is going well for the event on October 9th. Luis Monje inquired about reaching out to rescue places to host fostering or adoption at the event.

Committee & Task Force Reports

- **Master Planning Task Force:** Becca Girsch updated the Commission that MKSK, Lakota Group, and Site Design have been invited to interview.
- **Streetscape Committee**
 - **2022 Holiday Decor:** Helen Bailey noted the Streetscape Committee has finalized the selection for 2022 holiday decor, putting an emphasis on building out focal points and wrapping poles with garland and ribbon. Helen Bailey added the focal points will include the below:
 - Southport Plaza: Three 6' gateway arches and in-ground snowflakes
 - Paulina Plaza: Hanging snowflakes on yellow cubbies and in-ground snowflakes
 - Lincoln Hub: CDOT confirmed that construction at the Lincoln/Southport/Wellington intersection will not impact the usual 20'-22' community tree installation. There will also be lit-up snowflakes and garland decorating the banister at St. Alphonsus.
 - James Miller inquired about holiday programming, such as reading with Santa, holiday face painting and carolers. Nicole McLellan confirmed there will be an opportunity for Commission holiday brainstorming at the next meeting.
 - **Summer Maintenance:** Helen Bailey confirmed the power washing of litter receptacles has been completed, and summer weeding will be completed shortly. Helen Bailey added that there are plans for cleaning and oiling of vector benches, curbies and yellow cubbies. Ria Tjong inquired if a power wash will be performed following LAB construction, and Nicole McLellan noted it may be difficult to budget considering the tax disbursement delays.
 - **Curby Relocation:** Helen Bailey advised that as a result of the Lincoln/Ashland/Belmont construction, the curbies outside of St. Luke's on Belmont will need to be relocated. Helen Bailey added that the Committee is currently exploring potential locations on Ashland, where there are currently no seating areas.
 - **2022-2023 Snow Removal:** Nicole McLellan recapped that at the last meeting, the Commission discussed snow removal and whether to expand the snow removal service area. Nicole McLellan noted due to uncertainties related to tax disbursement, she does not recommend expanding snow removal services in 2022, and to revisit this in future years. Kaitlyn Hurley motioned to approve a snow removal contract with BrightView in the 2022-2023 snow season not to exceed \$13,500, seconded by James Miller; motion carries.
- **Public Art Committee**
 - **Low-Line Art Panel Concepts:** Nicole McLellan presented the Low-Line art panel concepts recommended by the Public Art Committee for Commission approval. Ria Tjong motioned to approve the concepts presented by Nancy Pochis Bank and Daniel Wilson, seconded by David Garfield; motion carries.
 - **Kintsugi Update:** Nicole McLellan noted that the kintsugi installation was delayed due to weather, and she is working with the Japanese Culture Center to get this rescheduled.

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President's Report

There were no updates.

Treasurer's Report

- **SSA 27 2022 Q2 Report:** Nicole McLellan presented the SSA 27 2022 Q2 report for Commission review. James Miller motioned to approve the SSA 27 2022 Q2 report, seconded by Helen Bailey; motion carries.

Partner Board Reports: Becca Girsch presented updates from the Lakeview Roscoe Village Chamber and Friends of Lakeview.

Staff Report

There were no updates.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Helen Bailey motioned to adjourn the meeting, seconded by Kaitlyn Hurley; meeting adjourned at 9:30 AM.

Next Regular Meeting Date: September 8, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

September 8, 2022, 8:30 AM

Tuco And Blondie, 3358 N Southport Ave, Chicago, IL 60657

Present: Helen Bailey, Laura McMahon, James Miller, Luis Monje (via phone), Mike Schuba, Ria Tjong

Absent: Dave Garfield, Kaitlyn Hurley

Staff: Erik Carlson, Becca Girsch, Alyssa Lombardo, Nicole McLellan, Audrey O'Connor, Julie Star

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 August 11th, 2022, seconded by Laura McMahon; motion carries.

Staff Introductions

Becca Girsch introduced the Chamber's new Events & Marketing Director Alyssa Lombardo and Business Services Intern Audrey O'Connor.

Helen Bailey joined the meeting at 8:36 AM.

2023 PR Contract

Luis Monje noted that at the August Commission meeting, PR vendor Ripson Group presented their work to date as well as plans for the remainder of 2022, and opened the floor to the commission for thoughts and feedback on Ripson Group's work. Nicole McLellan added that Ripson Group has secured over 60 media stories to date and has several stories lined up for the remainder of the year. Laura McMahon inquired about the scope of Ripson Group's work and Nicole McLellan confirmed that Ripson Group provides PR services, including issuing press releases and garnering media coverage, but does not manage social media or digital marketing. Luis Monje inquired about opportunities to track Ripson's work from year to year, or set benchmarks for their 2023 contract. Nicole McLellan confirmed she will provide the Commission with information on media stories garnered between 2019-2023. James Miller motioned to approve a PR contract with Ripson Group in 2023 not to exceed \$36,300 per year, seconded by Mike Schuba, motion carries.

Programming Updates:

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- **Taco Fest:** Nicole McLellan shared that SSA 27 will fund two face painters, a balloon artist, and adirondack chairs in the kids area at Southport and Newport. Nicole McLellan added that there will be signage noting the SSA's funded items.

Ria Tjiong joined the meeting at 8:44 AM.

- **Wake Up With Your Pup:** Nicole McLellan informed the Commission that more vendors have been confirmed for the event on October 9th, including Dogs Deserve It, Bentley's Pet Stuff, and others. Mike Schuba inquired if dog adoption or fostering organizations will be included and Nicole McLellan confirmed she will reach out to them to gauge interest.
- **Holiday Program Brainstorm:** Nicole McLellan opened the floor to the Commission for holiday programming brainstorming.
 - **Tree Lighting:** The Commission provided ideas for holiday programming, including photos with Santa, a photo booth, incorporating stops with different activities at local businesses along the way to the tree lighting, setting up instagrammable pockets at businesses, storefront activations, and incorporating these ideas into the holiday passport program.
 - **Menorah Lighting:** Nicole McLellan noted that SSA 27 partners with the Chabad of Lakeview for this event held at the intersection Lincoln and Marshfield. Luis Monje inquired about the maintenance of this area and Nicole McLellan confirmed the planter is maintained under BrightView's contract, and she will reach out to them regarding any weeds.

Committee & Task Force Reports

- **Master Planning Task Force:** Becca Girsch informed the Commission that the Task Force voted to select MKSK as the Master Planning firm. Becca Girsch added that she is reviewing the contract and provided a reminder that the master planning initiative will be 50% funded by SSA 27. Laura McMahon inquired about the focus area of master planning, and Becca Girsch confirmed that master planning will be focused between Lakeview and Roscoe Village, with a major focus on the SSA 27 corridors. Nicole McLellan reminded the Commission that there is representation from all three entities on the task force, with Luis Monje and Helen Bailey representing SSA 27. Ria Tjiong motioned to approve a master planning contract with MKSK for 2022-2023 with SSA contribution not to exceed \$50,000 in 2022, seconded by Helen Bailey; motion carries.
- **Public Art Committee:**
 - **Low-Line Art Panels:** Nicole McLellan confirmed the installation by Nancy Pochis Bank was completed at the end of August at Ashland and Paulina Plazas. Nicole McLellan added that Daniel Wilson's installation is in progress and that there is signage at both locations reflecting SSA 27 funding.
 - **Kintsugi:** Nicole McLellan informed the Commission that due to weather delays on the kintsugi initiative, the project will now be completed between the end of September and early October.

President's Report

There were no updates.

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Treasurer's Report

James Miller shared that there are no major updates at this time, but Chamber staff are working on performing a budget forecast reflecting actuals to date as well as spending forecast for the remainder of the year, which will be presented at the October Commission meeting.

Partner Board Reports

Becca Girsch noted that 2023 work planning is underway for the Chamber and Friends of Lakeview, and added that Roost Chicken & Biscuits is holding a ribbon cutting today in Roscoe Village. Becca Girsch added that the Chamber will hold a Merchant Roundtable on September 13th and networking event on September 15th. Becca Girsch noted that Friends of Lakeview is moving forward with Low Line Phase II construction with the aim to break ground in mid- to late-October. Becca Girsch ended her updates by informing the Commission that 2022 Taco Fest will be September 17th and 18th, and that Trick or Treat on Southport will be October 24th.

Staff Report

Erik Carlson informed the Commission that he is working on the annual banner audit to replace any banners in need of repair. Julie Star noted the Low-Line Market and Roscoe Village Farmers Market have some upcoming PR coverage, and planning for Shop for Schools is in progress. Alyssa Lombardo confirmed she is focused on planning for Taco Fest and reminded the Commission that community and business support for social media is important for success, so they should aim to share, like, and interact with the Chamber's social media accounts. Becca Girsch added that the Lincoln Avenue Beer Stroll is on October 22nd, and that Roscoe may be added as a third route.

New Business

Luis Monje noted that security has been a key topic over the past year, and recommended that this topic is added to a future meeting agenda. The Commission provided input on potential safety programming, including offering defense lessons, nighttime running events, handing out whistles or panic buttons, and creating a specific work plan. Nicole McLellan and Becca Girsch confirmed staff will consider these recommendations for incorporation in the work plan, and Erik Carlson added that the Chamber is working on organizing a safety walk on Southport.

Announcements

There were no announcements.

Adjourn

Helen Bailey motioned to adjourn the meeting, seconded by Ria Tjong; meeting adjourned at 9:30 AM.

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

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Lakeview SSA 27

Commission Meeting Minutes

October 13, 2022, 8:30 AM

Hybrid Meeting via Zoom and In-Person at Tuco And Blondie, 3358 N Southport Ave, Chicago, IL 60657

Present: Dave Garfield (via Zoom), Kaitlyn Hurley, James Miller, Luis Monje (via Zoom), Mike Schuba (via Zoom), Ria Tjiong

Absent: Helen Bailey, Laura McMahon

Staff: Erik Carlson, Becca Girsch, Alyssa Lombardo, Nicole McLellan

Guests: Chuck Stewart

Call to Order

Luis Monje called the meeting to order at 9:39 AM.

Reading of Mission Statement

Luis Monje read the mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Kaitlyn Hurley motioned to approve the SSA 27 Commission meeting minutes from September 8th, 2022, seconded by Mike Schuba; motion carries.

Introductions

Luis Monje noted that Chuck Stewart has joined the meeting and is interested in reengaging with the SSA 27 Commission. Chuck Stewart introduced himself and shared his prior experience on the SSA 27 Commission and background with the community. SSA 27 Commissioners introduced themselves.

2022 Holiday Passport Program Updates

Erik Carlson updated the Commission that the 2022 Holiday Passport program is underway and will be similar to the 2021 program. Luis Monje inquired about marketing and graphics and Erik Carlson confirmed the collateral will remain the same as 2021 and that he will provide log-in instructions to the Commission. James Miller and Ria Tjiong asked about 2022 improvements as well as marketing reach, and Erik Carlson confirmed marketing collateral will contain QR codes to spread community awareness. Kaitlyn Hurley recommended sending marketing collateral to Straightnorth for digital marketing, and making the passport directives more specific than they were in 2021 in order to spread awareness of SSA 27 and provide SSA 27 business support.

Programming Updates

- **Taco Fest:** Nicole McLellan confirmed that the SSA 27 funded seating area and face painting at Taco Fest was well-received, and added that in future years flyers can be printed for distributed to spread awareness of SSA 27.
- **Lincoln Roscoe Craft Fair:** Nicole McLellan recapped the 2022 Fall Lincoln Roscoe Craft Fair, noting this was a successful event with high foot traffic and she recommended pursuing this

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event in future years. James Miller inquired about increased wine and cocktail purchases in 2023. Kaitlyn Hurley asked whether the event could go later than 5:00 PM and Nicole McLellan confirmed she would ask about costs for extended event hours in 2023. Becca Girsch noted the Commission could consider consolidating the series into one spring event with extended hours.

- **Wake Up With Your Pup:** Nicole McLellan confirmed the new Wake Up With Your Pup event took place on Sunday, October 9th and had an estimated 400 people and 200 dogs in attendance. Kaitlyn Hurley commented that the digital and physical marketing was well-executed and the collateral was eye-catching.

Committee & Task Force Reports

- **Streetscape Committee:** Nicole McLellan informed the Commission that following construction at Sheil Park, the sidewalk paint activation was removed. Nicole McLellan added that a repaint by Gallagher Asphalt would total \$7,500. Ria Tjiong motioned to approve a contract totaling \$7,500 with Gallagher Asphalt to repaint the Sheil Park sidewalk in 2022, seconded by James Miller; motion carries. Nicole McLellan also noted that leaf removal will be performed by Cleanslate and that the curbs at 1550 W. Belmont will be relocated to Ashland & Diversey due to LAB construction. Nicole McLellan added that the Paulina Station seating initiative will be installed in the coming weeks and that the Commission should come prepared to the November Commission meeting to consider vendors for litter abatement and landscaping in 2023.
- **Public Art Committee:** Nicole McLellan informed the Commission that Daniel Wilson's installation *Filter* was completed at Southport Plaza. Nicole McLellan also confirmed that the kintsugi project was completed at 2940 N Lincoln and signage will be installed to explain the initiative. Nicole McLellan added this was a new type of initiative for SSA 27 that posed challenges but provided a good introduction to different types of sidewalk activations.

President's Report

There were no updates.

Treasurer's Report

James Miller noted that staff are working on a budget forecast to evaluate expenses to date and end of year estimations. James Miller confirmed the forecast will be presented in November, alongside a recommended November budget modification. James Miller added that will likely make its first draw on the line of credit soon in the coming months.

Partner Board Reports

Becca Girsch informed the Commission that 2023 work planning for the Chamber and FOL is underway and that the Master Planning Task Force had its first meeting with MKSK. Becca Girsch added that the Low-Line and Roscoe Village farmers markets ended and that Low-Line Phase II construction will launch on October 17, 2022.

Staff Report

There were no further updates.

New Business

There was no new business.

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Announcements

There were no announcements.

Adjourn

Ria Tjong motioned to adjourn the meeting, seconded by Mike Schuba; meeting adjourned at 9:33 AM.

Next Regular Meeting Date: November 10, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

November 10, 2022, 8:30 AM

Hybrid Meeting via Zoom and In-Person at Tuco And Blondie, 3358 N Southport Ave, Chicago, IL 60657

Present: Dave Garfield (via Zoom), Kaitlyn Hurley, Laura McMahon, Luis Monje, Mike Schuba, Ria Tjiong (via Zoom)

Absent: Helen Bailey, James Miller

Staff: Erik Carlson, Becca Girsch, Alyssa Lombardo (via Zoom), Julie Star, Nicole McLellan

Guests: Chuck Stewart

Call to Order

Luis Monje called the meeting to order at 8:35 AM.

Reading of Mission Statement

Luis Monje read the mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Kaitlyn Hurley motioned to approve the SSA 27 Commission Meeting minutes from October 13th, 2022, seconded by Laura McMahon; motion carries.

SSA 27 Nominations

Chuck Stewart expressed his interest in becoming an SSA 27 Commissioner.

Chuck Stewart left the meeting.

Luis Monje opened the floor to the Commission for any questions or comments regarding Chuck Stewart's background. Mike Schuba motioned to nominate Chuck Stewart to the SSA 27 Commission, seconded by Kaitlyn Hurley; motion carries.

Chuck Stewart joined the meeting.

Program Updates:

- **Tree Lighting Ceremony:** Nicole McLellan reminded the Commission that the Tree Lighting Ceremony will take place Sunday, November at the intersection of Lincoln, Southport and Wellington and provided an overview of the program.
- **Menorah Lighting Ceremony:** Nicole McLellan confirmed the Menorah Lighting Ceremony will take place on Sunday, December 18th at the intersection of Lincoln and Marshfield in partnership with the Chabad.
- **Ice Sculpting:** Nicole McLellan confirmed the Ice Sculpting activation will take place on January 28-29, 2023 and will have a similar program to the 2022 program.

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2023 Programs and Contracts:

- **Cleanslate: Litter Abatement:** Nicole McLellan presented the following two options for 2023 litter service.
 - 5 days of pick-up: \$99,723
 - 6 days of pick-up: \$108,603
- Nicole McLellan noted there have been many complaints about overflowing cans on Southport in 2022 and recommended a slightly increased pick-up schedule in 2023. Laura McMahon motioned to approve a litter abatement contract with Cleanslate in 2023 not to exceed \$104,000 to allow increased pick-up on Southport, seconded by Mike Schuba; motion carries.
- **Amdur: Craft Fair:** Nicole McLellan presented the following options for a 2023 craft fair with Amdur Productions:
 - 10am-5pm Saturday / 10am-5pm Sunday: \$11,000
 - 10am-7pm / 10am-5pm Sunday: \$13,000
 - 10am-8pm / 10am-5pm Sunday: \$14,000
- Kaitlyn Hurley motioned to approve a contract with Amdur for one spring Craft Fair in 2023 with extended hours of 10am-7pm on Saturday not to exceed \$13,000, seconded by Laura McMahon; motion carries.
- **Straightnorth: Digital Marketing:** Nicole McLellan presented an overview of work with Straight North to date, noting the difficulties of measuring success due to a lack of specific metrics for general awareness. Nicole McLellan recommended ending a contract with Straightnorth and pausing efforts in digital marketing. Kaitlyn Hurley motioned to end the digital marketing contract with Straightnorth as of December 31, 2022, seconded by Laura McMahon; motion carries.

Committee & Task Force Reports

- **Master Planning Task Force:** Becca Girsch updated the Commission that MKSK is assembling a survey and website for master planning which will be rolled out in December, followed by a community engagement program in January. Becca Girsch added that Task Force members will engage in a branding workshop in November and a programming workshop in December.
- **Streetscape Committee**
 - **People Spot Updates:** Nicole McLellan updated the Commission that the City of Evanston is no longer interested in buying The Wave People Spot, but that the Village of Skokie submitted an offer of \$5,000 for The Wave People Spot and confirmed they would take ownership by end of year. Mike Schuba motioned to approve selling The Wave People Spot to the Village of Skokie in 2022 at a purchase price of \$5,000, seconded by Luis Monje; motion carries.
 - **Sheil Park Repairs:** Nicole McLellan confirmed that the sidewalk paint repairs outside of Sheil Park have been completed by Gallagher Asphalt.
 - **Paulina Station Seating Area:** Nicole McLellan confirmed that the new Paulina Station seating area has been installed at the intersection of Lincoln, Roscoe and Paulina.

President's Report

There were no updates.

Treasurer's Report

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- **2022 Q3 Report:** Nicole McLellan presented an overview of the SSA 27 2022 Q3 report and opened the floor to the Commission for any questions. Kaitlyn Hurley motioned to approve the SSA 27 2022 Q3 report, seconded by Laura McMahon; motion carries.
- **2022 Q4 Budget Forecast:** Nicole McLellan provided an overview of 2022 Q4 spending, including a review of committed vs anticipated expenditures.

Partner Board Reports: Becca Girsch provided updates from the Lakeview Roscoe Village Chamber and Friends of Lakeview.

Staff Report

There were no updates.

New Business

There was no new business.

Adjourn

Mike Schuba motioned to adjourn the meeting, seconded by Laura McMahon; meeting adjourned at 9:32 AM.

Next Regular Meeting Date: December 8, 2022 at 8:30 AM

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Lakeview SSA 27

Commission Meeting Minutes

December 8, 2022, 8:30 AM

Hybrid Meeting via Zoom and In-Person at Tuco And Blondie, 3358 N Southport Ave, Chicago, IL 60657

Present: Helen Bailey (via Zoom), Dave Garfield (via Zoom), Kaitlyn Hurley, Laura McMahon (via Zoom), Luis Monje, Mike Schuba

Absent: Ria Tjong

Staff: Erik Carlson, Becca Girsch, Alyssa Lombardo, Nicole McLellan, Julie Star (via Zoom)

Guests: Chuck Stewart

Call to Order

Luis Monje called the meeting to order at 8:33 AM.

Reading of Mission Statement

Luis Monje read the mission statement.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Kaitlyn Hurley motioned to approve the SSA 27 Commission meeting minutes from November 10, 2022, seconded by Mike Schuba; motion carries.

SSA 27 Commission Updates & New Commissioner Outreach

Luis Monje announced that James Miller has resigned from the SSA 27 Commission, and the Commission is in need of a new Treasurer. Luis Monje added that Helen Bailey is interested in becoming the new SSA 27 Treasurer and that SSA 27 currently has 3 open positions and opened the floor to Commissioner feedback for potential new Commissioners.

Luis Monje motioned to elect Helen Bailey as SSA 27 Treasurer, seconded by Mike Schuba; motion carries.

2023 Meeting Schedule & Location

Luis Monje presented the 2023 SSA 27 Commission Meeting schedule and opened the floor to Commissioners for any feedback. Kaitlyn Hurley motioned to approve the SSA 27 2023 Commission meeting schedule, noted below, seconded by Mike Schuba; motion carries.

- Thursday January 12th, 2023 at 8:30am
- Thursday, February 9, 2022 at 8:30am
- Thursday, March 9, 2022 at 8:30am
- Thursday, April 13, 2022 at 8:30am
- Thursday, May 11, 2022 at 8:30am
- Thursday, June 8, 2022 at 8:30am
- Thursday, July 13, 2022 at 8:30am, Annual Meeting
- Thursday, August 10, 2022 at 8:30am

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- Thursday, September 14, 2022 at 8:30am
- Thursday, October 12, 2022 at 8:30am
- Thursday, November 9, 2022 at 8:30am
- Thursday, December 14, 2022 at 8:30am

Luis Monje opened the floor to Commission feedback regarding fully returning to in-person meetings or continuing with hybrid meetings, and Commissioners confirmed the hybrid option is most convenient.

2022-2023 Audit Contract

Becca Girsch provided an overview of the annual SSA audit process, including selecting an outside auditor to review SSA 27 financials and provide a report to the City. Becca Girsch provided an overview of the proposals for consideration. Kaitlyn Hurley motioned to approve a 2022-2023 audit contract with ACT Group at a not to exceed \$4,150 for the 2022 audit and a not to exceed \$4,550 for the 2023 audit, seconded by Luis Monje; motion carries.

SSA Website Feedback

Luis Monje informed the Commission that staff will be working on updates to the SSA 27 website and opened the floor to Commission feedback on additional changes.

Program Updates

- **Holiday Passport Program:** Erik Carlson noted that this program launched on Small Business Saturday (November 26th) and has been downloaded by 70 users. Erik Carlson added that more businesses are engaged in the program this year than in 2021 and many local businesses receipts have been uploaded. Luis Monje inquired about how to gauge success for this program and Nicole McLellan noted the aim of the program is to benefit local businesses so the number of participating businesses is an insightful metric.
- **Tree Lighting Ceremony:** Luis Monje shared that the Tree Lighting Ceremony on Sunday, November 20th was a success, with an estimated 450 - 500 people in attendance. Luis Monje added the program included donuts from Firecakes, holiday characters and warm beverages provided by the Golden Apple and S&G.
- **Menorah Lighting Ceremony:** Nicole McLellan confirmed the Menorah Lighting Ceremony will take place on Sunday, December 18th in partnership with the Chabad of Lakeview at the intersection of Lincoln and Marshfield. Nicole McLellan added there will be a post-lighting program held at the Lakeview YMCA.

Committee & Task Force Reports:

- **Master Planning Task Force:** Becca Girsch confirmed that Master Planning firm MKSK attended Trick or Treat on Southport and Winter Fest in Roscoe Village to seek community feedback. Becca Girsch added that MKSK is assembling a community survey and drafting a website to seek additional feedback, and that an in-person community engagement session will be held in January.
- **Streetscape Committee:**
 - **Holiday Decor:** Nicole McLellan confirmed that 2022 holiday decor installation was completed in mid-November with no issues. Nicole McLellan requested Commission

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feedback on decor removal, and the Commission confirmed that all decor including focal points should be removed by the end of January.

- **People Spot Updates:** Nicole McLellan confirmed the Village of Skokie has been informed that their bid of \$5,000 for The Wave was approved and that the furniture must be offloaded by end of year.
- **Sheil Park Repairs:** Nicole McLellan confirmed the repaint of the Sheil Park sidewalk was completed by Gallagher Asphalt. Nicole McLellan reminded the Commission that the project cost of \$7,500 was approved based on estimated square footage, but following project completion, Gallagher Asphalt noted that the total square footage was higher than estimated. Mike Schuba motioned to approve a cost not to exceed \$8,204 with Gallagher Asphalt for a repaint the Sheil Park stripes, seconded by Helen Bailey; motion carries.

President's Report

There were no updates.

Treasurer's Report

Nicole McLellan provided an update that the delayed tax disbursement issue has reached a resolution and that the remaining 2022 disbursements will be issued in early 2023. Nicole McLellan added that a 2022 EOY budget modification will take place in early 2023.

Partner Board Reports

Becca Girsch provided an overview of the LRVCC and FOL budget for 2023. Nicole McLellan reminded the Commission that the SSA 27 2023 budget was already approved in July 2022. Kaitlyn Hurley motioned to accept the 2023 budget for the Lakeview Roscoe Village Chamber of Commerce and Friends of Lakeview, seconded by Luis; motion carries.

Staff Report

Erik Carlson reminded the Commission to attend the Holiday Jingle and Mingle on December 19th. Erik Carlson added that staff are working on an art activation in Roscoe Village. Alyssa Lombardo noted the Holiday Stroll & Cocktail Crawl was a sold out event and she has been marketing the holiday decor focal points. Alyssa Lombardo added that the Wine Walk will take place February 9, 2023 and that Winter Wellness programming will begin in January.

New Business

There was no new business.

Adjourn

Mike Schuba motioned to adjourn the meeting, seconded by Kaitlyn Hurley; meeting adjourned at 9:34 AM.

Next Regular Meeting Date: January 12, 2023 at 8:30 AM

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