

Lakeview SSA 27

Community Events & Placemaking Grant Program Task Force Meeting Minutes

Monday, February 8, 5:00 PM

Zoom Web Conferencing

Present: Darian Campise, Matt Lederer, James Miller

Absent: Kaitlyn Hurley

Staff: Sierra Buffum, Carisa Marconet, Nicole McLellan

Guests: Helen Bailey, Russell Huxhold, Christy Kyhl, Erin Schwartz

Call to Order

Darian Campise called the meeting to order at 5:03 PM and performed a roll call to confirm attendance for the record.

Public Comment

There was no public comment.

Overview of Grant Program and Objectives

Carisa Marconet provided an overview of the grant programs and objectives, stating that the goal of the Program is to support the development of more events and public programming serving the community through grants and other technical assistance. Carisa Marconet added that the Program furthers the organization's goals to create memorable experiences and promote the neighborhood, providing support and funding for organizations or individuals planning special events, ongoing public programming and creative placemaking activities.

Review of 2020 Programs

Erin Schwartz noted that A Very Harry Celebration quidditch was great and fun for kids, interacted well with local businesses and made great use of QR codes. James Miller thought that Paint Southport was a great event that people loved. Darian Campise made note that there was positive feedback in all of the post event reports from grant recipients along with plans for next year, which is a good sign that the events were a success

Review of 2021 Application and Timeline

Carisa Marconet informed the task force that the 2021 application includes the following changes: the application deadline, release date and contact information were updated; People Spots were removed as a location option for events; prizes cannot be purchased with grant money; preference will be given to projects that are seeking less than 50% of their funding from the SSA. Darian Campise suggested that staff send a marketing checklist for how the SSA will support event grant programs to all grant recipients when accepted. Nicole McLellan reminded the task force that questions on social distancing and health measures were added to the application in 2020, and these questions will remain in the 2021 application so that applicants will consider social distancing guidelines in their event plan. Carisa Marconet informed the task force that the application will be released on February 9, 2021 and the deadline to apply is March 21, 2021.

Matt Lederer motioned to approve the 2021 Community Events & Placemaking Grant application and timeline, seconded by Darian Campise; motion carries.

Discuss Goals and Organization Outreach Ideas for 2021

Erin Schwartz suggested that there should be an event for teenagers in the neighborhood as there currently are no event offerings directed towards teenagers. Darian Campise noted that a job fair that puts local businesses in touch with residents would be a great program to bring to Lakeview. Nicole McLellan suggested reaching out to universities to collaborate on a potential job fair or information session that would be helpful to high schoolers. James added that his all-time favorite event is PorchFest and he would love to see more grassroots style events similar to this program that get attendees walking around the neighborhood.

Next Steps

Carisa Marconet noted that as a next step, she will begin outreach to organizations to inform them about the Community Events & Placemaking Grant application and inform Ripson Group to send out a press release. Darian Campise added that staff should ask Ripson Group to publicize events closer to event dates.

New Business

There was no new business.

Announcements

Carisa Marconet announced that Kaitlyn Hurley has been recommended to take over the role as Community Events & Placemaking Grant Task Force Chair, considering Darian Campise will soon term out of her position as a Commissioner.

Adjourn

Darian Campise motioned to adjourn the meeting, seconded by James Miller; meeting adjourned at 5:27 PM.

Lakeview SSA 27

Community Events & Placemaking Grant Program Task Force Meeting Minutes

Tuesday, April 6, 5:00 PM

Zoom Web Conferencing

Present: Helen Bailey, Darian Campise, Kaitlyn Hurley, Russell Huxhold, Christy Kyhl, Matt Lederer,

Absent: James Miller

Staff: Sierra Buffum, Carisa Marconet, Nicole McLellan

Guests: Luis Monje

Call to Order

Kaitlyn Hurley called the meeting to order at 5:04 PM and performed a roll call to confirm attendance for the record.

Approval of Meeting Minutes

Matt Lederer motioned to approve the meeting minutes from February 8, 2021, seconded by Russell Huxhold.

Public Comment

There was no public comment.

Overview of Grant Program and Objectives

Kaitlyn Hurley provided an overview of the grant programs and objectives, stating that the goal of the Program is to support the development of more events and public programming serving the community through grants and other technical assistance. Kaitlyn Hurley added that the Program furthers the organization's goals to create memorable experiences and promote the neighborhood, providing support and funding for organizations or individuals planning special events, ongoing public programming and creative placemaking activities.

Review of 2021 Application

The Task Force discussed 24 applications by having the two task force members who were assigned to review each application provide their feedback and provide a recommendation on whether SSA 27 should provide a grant to that program. The Task Force took into account the goal and objectives of the SSA 27 grant program as well as the information and detail included in the application to make their decision. The Task Force decided to recommend approval of grant funding at the minimum requested amount to the seven below applications while also recommending the SSA 27 provide additional funding to approve four more tentative applications at the minimum requested grant funding amount.

Recommended:

- A Very Harry Celebration | \$4,000
- CircEsteem Around Chicago | \$4,000
- Chicago Family Bike Fest | \$3,000
- Dog Days of Summer | \$5,000
- Lee Rothenberg Jazz Pop-Up Concerts | \$3,500
- Turning the Page Pop-Up Book Sale | \$1,800
- Paint Southport | \$4,000

Tentative, based on funding:

- Sonic Walkabout | \$5,000
- Endless Summer | \$3,500
- Digital Shorts Mini Film Festival | \$1,200
- Ikebana Walk | \$5,000

Next Steps

Carisa Marconet noted that as a next step, she will coordinate with Nicole McLellan to present the task force's recommendation to the SSA 27 Commissioners at the April 8th Commission Meeting. Once approved by SSA 27, Carisa Marconet stated that she will respond to all grant applicants to inform them of the results and coordinate with SSA 27's PR firm to submit a press release.

New Business

There was no new business.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Russell Huxhold; meeting adjourned at 6:35 PM.

Lakeview SSA 27

Community Events & Placemaking Grant Program Task Force Meeting Minutes

Tuesday, December 14, 10:00 AM

Zoom Web Conferencing

Attendance: Kaitlyn Hurley, Helen Bailey, Matt Lederer, Carisa Marcoent, Nicole McLellan, Darian Campise.

Call to Order

Kaitlyn Hurley called the meeting to order at 10:02am.

Public Comment

There was no public comment.

Overview of Grant Program and Objectives

- Kaitlyn Hurley provided an overview of the grant programs and objectives, stating the goal of the Program is to support the development of more events and public programming serving our community through grants and other technical assistance. Kaitlyn Hurley recapped that the Program furthers the organization's goals to create memorable experiences and promote the neighborhood, providing support and funding for organizations or individuals planning special events, ongoing public programming and creative placemaking activities.

Review of 2021 Programs

- Carisa Marconet provided a review of the 2021 grant programs, noting the attendance of each event, total grant funding SSA 27 provided and any challenges the event faced.
- Nicole McLellan noted that there was a great variety and diversity in events in 2021.

Review of 2022 Application and Timeline

- Carisa Marconet noted that the application was sent to review by all task force members and provided the following updates that will be made to this year's application:
 - The application deadline is on March 1, 2022 and the release date is on January 10, 2022
 - Add a specification that any grant recipients must hold their event in 2022
- Kaitlyn Hurley provided the idea to put together a guide for where events can be hosted within the Lakeview SSA 27 area and including information such as capacity, whether shelter is available, how quiet or loud the area is and if there is power available to help inform applicants of their location options.

Timeline:

- Dec. 14, 2021: Task Force Kick-Off Meeting
- Jan. 10, 2022: Release application
- March 1, 2022: Application deadline
 - Darian Campise questioned if this application deadline is too soon and if attendees will be planning this far in advance. Darian Campise also wants to give late Spring and early Summer events enough time to plan after receiving approval for a grant, so she mentioned she is on the fence about the deadline.

- Nicole McLellan provided another perspective that there is a good amount of awareness for the program and a good number of partners in the area that take the grant program into account in their annual planning. Darian Campise agreed on this point and the task force decided to move forward with this current timeline.
- Helen Bailey wondered if it is possible to do winter events in January through March of the following year with the event grant program.
- Nicole McLellan mentioned that this will not work with the current application process, but that there could be another round of applications in the summer for winter events. As a starting point, Nicole suggested adding an asterisk to the application for any applicants who are interested in hosting their event in January through March of the following year to note that in their application so that the task force can gauge interest of applicants in hosting a winter event.
- March 2, 2022: Carisa Marconet will send 3-5 applications for each task member to review
- March 8, 2022 (4-6PM): Task Force Meeting to Review Applications and Make Grant Recommendations
- March 10, 2022: SSA Commission Meeting to Vote to Approve Events
- March 18, 2022: Notify Grant Recipients
- Matt Lederer motioned to approve the 2022 Community Event Grant application and timeline, seconded by Helen Bailey; motion carries.

Discuss Goals and Organization Outreach Ideas for 2022

- Carisa Marconet asked for ideas on businesses or organizations to reach out to about applying for the events grant.
 - Kaitlyn Hurley stated that it is important to continue to keep diversity, equity and inclusion in mind when doing outreach to partners and deciding on the events approved for the grant program.
 - Nicole McLellan noted that there were a lot of different arts related programs in 2021, but few sports related activities, so it would be good to do some outreach to sports-related organizations or kids sports leagues.
- Carisa Marconet inquired about specific goals for types of events to bring into the neighborhood with the events grant.
 - Nicole McLellan mentioned that senior programming is a great type of event to prioritize in 2022. Nicole suggested reaching out to Artis Senior Living and senior living facility on Belmont/Greenview to see if they are interested or know of any partners or groups that would want to apply.
 - Helen Bailey suggested finding a partner who could organize an employment or job fair event in the neighborhood.

Next Steps

- Carisa Marconet noted that she will begin putting together the announcement of the 2022 grant program and do outreach to organizations with the events grant application. Carisa Marconet added she will work with Ripson Group to create a press release for the events grant application release.

New Business

There was no new business.

Announcements

There were no announcements.

Adjourn

Matt Lederer motioned to adjourn the meeting, seconded by Kaitlyn Hurley; meeting adjourned at 10:36 AM.

Next Meeting Date: Tuesday, March 8, 2022, 4:00 PM.