

Lakeview SSA 27

Community Events & Placemaking Grant Program Task Force Meeting Minutes

March 4, 2019, 6:00 PM

Lakeview Chamber of Commerce, 1409 W. Addison St., Chicago, IL 60613

Present: Darian Campise, Terese McDonald, Amy Novotny, Chuck Stewart

Absent: None

Staff: Lee Crandell, Dillon Goodson, Carisa Marconet

Guests: None

Call to Order

Amy Novotny called the meeting to order at 6:06 PM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Terese McDonald motioned to approve the minutes from the Community Events & Placemaking Grant Program Task Force meeting on November 29, 2018, seconded by Chuck Stewart; motion carries.

Overview of Grant Program and Objectives

Amy Novotny presented an overview of the 2019 Community Events and Placemaking Grant Program and recapped the qualifications listed in the application and guidelines to help Task Force members evaluate projects. She noted available funding of approximately \$20,000 for third-party events in 2019, and reminded the Task Force that any recommendations must be confirmed by the SSA Commission.

Review of 2019 Applications

Amy Novotny noted that a total of 16 individuals and organizations submitted applications in response to the SSA's 2019 call for projects. She presented a summary of scores resulting from the Task Force's initial review of the applications, which was conducted by electronic survey prior to the meeting. The Task Force discussed each application and commented how the different projects meet the goals of the program, suggesting the importance of projects demonstrating a potential to create a buzz in the community.

Final Recommendations

Darian Campise motioned to recommend the approval of \$18,250 in funding for the following projects according to the maximum amounts listed below, seconded by Chuck Stewart; motion carries:

- A Very Harry Celebration: \$2,500.00
- Belmont Theater District Backyard BBQ: \$4,500.00
- Bitter Pops 5-2 Fest: \$5,000.00
- BlaineFlix: \$500.00
- Chicago Family Bike Fest: \$2,000.00
- Summer Workouts on St. Alphonsus Terrace - Core Power Yoga: \$250.00
- Summer Workouts on St. Alphonsus Terrace - Lakeshore Sport & Fitness: \$250.00
- Summer Workouts on St. Alphonsus Terrace - Pure Barre Chicago Lakeview: \$250.00

- Ward 47 Fresh Market & Artisan Fare: \$3,000.00

Next Steps

Amy Novotny explained that the Task Force's recommendation would be presented at the March SSA Commission meeting for final action, and then all applicants would be informed of the outcome.

Adjourn

Chuck Stewart motioned to adjourn the meeting, seconded by Terese McDonald; meeting adjourned at 7:15 PM.

Lakeview SSA 27

Community Events & Placemaking Grant Program Task Force Meeting Agenda

December 9, 2019, 6:00 PM

Lakeview Chamber of Commerce, 1409 W. Addison St., Chicago, IL 60613

Present: Darian Campise, Amy Novotny, Chuck Stewart

Absent: None

Staff: Carisa Marconet, Nicole McLellan

Guests: None

Call to Order

Amy Novotny called the meeting to order at 6:08 PM.

Public Comment

There was no public comment.

Reading and Approval of Minutes

Chuck Stewart motioned to approve the minutes from the Community Events & Placemaking Grant Program Task Force meeting on March 4, 2019, seconded by Darian Campise; motion carries.

Review of 2019 Projects

Nicole McLellan and Amy Novotny recapped SSA-funded projects that took place in 2019. Task Force members commented that future grant recipients should market their project throughout the service area and other Chicago neighborhoods. Amy Novotny also discussed ways to increase awareness of SSA 27, including getting a pop-up banner or similar signage to bring to varying events.

2020 Projects

Nicole McLellan and Amy Novotny informed the Task Force that outreach will be performed for businesses in and out of Lakeview, in order to reach as wide an audience as possible. Task Force members noted that there should be a focus on outreach to existing events that might be interested in bringing their programming to Lakeview.

2020 Program Guidelines & Application

Nicole McLellan presented proposed changes to the 2020 application. Amy Novotny motioned to approve the below changes to the 2020 Community Events & Placemaking Grant Program application, seconded by Chuck Stewart; motion carries:

- Add a question for previously funded events to explain how event will change moving forward
- Add a Social Media & Marketing Worksheet
- Clarify the section about attaching a detailed budget vs. the summary budget

Next Steps

Nicole McLellan confirmed she would complete application updates and post the application with a deadline of Friday, February 14, 2020. The Task Force will reconvene in March to review applications and make grant recommendations to the SSA 27 Commission.

Adjourn

Chuck Stewart motioned to adjourn the meeting, seconded by Amy Novotny; meeting adjourned at 7:00 PM.