

Special Service Area #60 Commission Meeting
Meeting Wednesday, April 11, 2018
3403 W. Lawrence Ave. Ste. 201

Commissioners in Attendance: Stephanie Fishel, David Maletin, Tom Guagliardo, Mark Aistrop, Saima Causevic, Hannah Moses. **Commissioners Absent:** Andrew Levin
Public: Carol Maher (PEAP/Resident), Jeff Sobczyk (33rd Ward)
NRC Staff: Thomas Applegate, Alexa Schutz, Duka Dabovic

1. Meeting Called to Order at 5:36pm

2. Old Business:

- a. **Minutes:** March meeting minutes were reviewed. Duka made a correction to the carry over mentioned in the minutes, which is \$20,000 less due to payments made for snow removal installment. Tom made the motion to approve the minutes upon correction of the carry over language, Hannah seconded the motion. All in favor.
- b. **Financials** - budget vs actuals on a quarterly basis. Carryover is reflected in actual carryover as 86k. 20-inch snow removal means we aren't getting the \$10k rebate; thus second payment for snow contract is in the 4th quarter. Snow removal contract was 10" over than anticipate due to a January snow storm. Pie chart is Q1 expenses by category. Motion to approve monthly transaction reports; Saima first, Hannah 2nd. All in favor.

3. New Business

- a. **Branding** - after Montrose pilot groups and Kedzie Demo groups, concerns on the continuity of the two corridors, largely due to banners and color schemes, so Marketing Committee seeking a branding guideline as we move forward with these projects and overall district branding. RFP was released; two proposals received: LimeRed and a5. Marketing Committee (Stephanie & Tom, Andrew absent) recommend LimeRed and asked to see if they could also take on the PR functions/articles that Kurman Communications is currently doing due to the lack of Chicago/land pickup. Stephanie reviewed the committee decision: LimeRed is bit higher at \$10k but a5 provides an a la carte options (which we would likely choose and go over budget) with a base starting at \$7500; Committee prefers LimeRed especially due to their local portfolio and community investment due to them living locally in area. Mark asked what the deliverables are they would give us; "strategy" is very vague. We should outline this is what do and then how to carry forth in future. Duka says these expectations will be concretely outlines with more conversations especially with CMAP plan. Per Mark: he sees two tracks, each area has its own identity verses just making it all its own. Motion to approve LimeRed: 1st Tom, 2nd Stephanie. All in favor.

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b. Facade Projects:

Great Seas -- Presenting with no change although some diff iterations have been going around. Stephanie makes a motion to not fund this project as this design stands today, 2nd by David. All in favor to denying application, all in favor. Saima has recused from voting.

3300 W Montrose: Agreeing to aluminum windows to match first floor bi-fold; siding coming down and signage. Confirmed that brick is under. Tom 1st, Hannah 2nd to approve. All in favor. Eligible for \$7500. (was deferred)

4432 N. Kedzie: currently vacant. Banners and windows added on south end of building. Currently church upstairs. Unknown ideal tenants in storefront space. Motion to approve Steph, Saima 2nd, all in favor.

Montrose/Drake 3525 W. Montrose: storefront replacement, masonry fix, limestone repair, sign removed. Stephanie 1, David 2nd. All in favor.

Tortuga's: Commissioners was to reconsider the structure of the awnings frame to make it skinnier. Project will be brought back to the Façade review commission.

4225 N. Kedzie//Shirabi Mini Mart: channel letter signage only (verses that and a blade sign per committee). Decreasing the flood lighting from 5 to 3, business declined to change that due to darkness of street which compliments their security cameras for safety. Stephanie has concerns that they will junk up their windows, added rope lighting, gamble machines like Drake Quick Mart. Does not feel it is a good use of funds. Jeff thinks goose-neck lighting would look nicer. TA said staff always willing to talk to biz owner that the sign is great but the other items not a benefit to community and can ask to tone down the lighting/rope lights BUT we are not the police... Commissioners think only issue is lighting -- DEFERRED until staff ask to remove distractions.

Bru Coffeeworks: two different materials to choose from -- only funding aluminum (due to public way process and future signage costs they will incur). Stephanie 1st, David 2nd. All in favor.

Next meeting is May 9 -- want Commission to meet at least 2 times to review budget changes. Change meeting to June 6 from June 13. All in favor.

Public Input: 311 request fest April 29 1pm at Horner Park with after party at Pitchfork. Meeting adjourned at 6:55pm.