

Albany Park & Irving Park Special Service Area #60 Commissioner Meeting
Wednesday, September 12, 2018
3403 W. Lawrence Ave. Ste. 201

Commissioners present: Saima Causevic, Tom Guagliardo, Hannah Moses, Mark Aistrope

NRC Staff: Alexa Schutz, Thomas Applegate, Duka Dabovic Community: Gina Munoz (33rd Ward)

1. Meeting called to order at 5:35pm.
2. Old Business:
 - a. Approval of minutes - Duka reminded the Commission per the minutes, SSA Marketing Committee recommended to allocate \$5k to the MOSAIC Albany Park Arts Festival in which the funds will be formally reallocated and accounted for in the financials. for to the events bucket. 1st by Tom, 2nd by Saima. All in favor.
 - b. Approval of financials - 1st Hannah, 2nd Tom; all in favor.
3. New Business:
 - a. LimeRed presentation and discussion
 - i. Demetrio reviewed the process for the LimeRed design approach, scope of work, and outputs to provide NRC with a style guide to direct branding of the community. He stressed that people throughout their community sessions valued (1) diversity (2) cuisine and (3) warm residents with a tone of friendliness and inclusivity. He recommends NRC using specific colors for their branding and having a distinct font across all assets.
 1. Banner design direction discussion
 2. Street level for eye-level - considering cars, walking, transit
 3. commends trying a small area to pilot: Kimball to Kedzie on Lawrence, and Kedzie from Law to el
 4. Demetrio said he can share a checklist for items that require decision-making among NRC and SSA.
 5. This is a style guide for any designer to use with foundational directions in time for the next SSA marketing meeting.
 6. Thomas stated to provide LimeRed any feedback but if the SSA likes the product we have funds available (recently allocated to the Kedzie Pilot) to start with some immediate improvements like banner designs and painting.
 - ii. Street amenities improvements, following LimeRed recommendations
 - iii. Approval of Façade: 2901 W. Lawrence Ave Summit Properties for the future Meeting Tomorrow: 1st Tom, 2nd Hannah. All in favor. Mark Aistrope recused himself from voting.
 - a. Mosaic Arts Fest 10/4-10/8: thanks to Mark and Meeting Tomorrow for supplying the sound and tech at Lot Jams & Mosaic Arts Fest, and 33rd Ward to provide activities for kids for the 9/13 event plus popcorn for all three events.
4. Updates/Public Input

Adjourned 7:26pm.