



SSA Meeting Minutes: June 5, 2019

ATTENDEES

SSA Commissioners present: Saima Causevic, Mark Aistrope, Tom Guagliardo, Andrew Levin, Kareeshma Ali, Stephanie Fishel, David Maletin

Staff present: Alexa Schutz, Thomas Applegate, Dalia Aragon, Carson Poole

SSA Commissioners absent: n/a

Guest: Alderman Rosanna Rodriguez & Chris Poulos 33rd Ward chief of staff

Meeting called to order at 5:39 pm by Chair, Mark Aistrope.

Approval of minutes: 1st Fishel, 2nd Causevic; all in favor.

Approval of financials: 1st Maletin, 2nd Guagliardo; all in favor with abstention from Levin.

2020 Draft Budget: discussed line-by-line the final draft submitted on June 7th. The following dollar amounts were proposed for the categories from the levy, carryover, and collections:

- Customer Attraction - \$39k
 - Continue the banner program, increase special events, holiday ribbons, swag and district branding opportunities, pilot two \$500 community grant program for SSA to sponsor community-led events
- Public Way Aesthetics - \$281k
 - Pilot anti-etching/acid program for windows, landscaping and new planters, decrease facade from \$100k down to \$85k based on past performance, wayfinding, mural, litter, snow, and window merchandising consultant services to complement facade program
- Sustainability and Public Places - \$14k
 - Streetscape elements, bicycle valet and programming, and tree maintenance
- Economic and Business Development - \$19k
 - PR consultant, designer on retainer, district photography, CTA ads and district campaigns, media, and a district "snapshot" data for demographics and numbers for public to use and encourage new business in our community
- Safety Programs - \$3k
 - Security cameras while encouraging facade applicants to add cameras to app
- SSA Management - \$26k
 - Most admin costs allocated at 28% to SSA against total NRC costs
- Personnel - \$83k
 - Thomas, Alexa, Dalia allocated to SSA; calculated at 28% of the possible 30% caps for SSA management and personnel

Other discussions:

- Fishel asked for an update on banners and when they will be up; Schutz advised banners up near transit on Kimball and Kedzie this summer. The plan is by end of 2020 there will be banners throughout all the SSA as we expand away from our pilot area!
- There was a concern around facade requests going down due to the budget decrease made. Interest is still there but based on previous years to be the most fiscally responsive is to decrease but still aim for as many as possible. Many factors affect applicants completing or moving forward which is beyond our control.



- Levin requested an update on the 5 year Tree contract, Applegate clarified that we are in the process of reassessing the status of our trees. Staff and interns will be doing inventory on which trees were lost and need replacing this summer.

Motion to approve SSA 2020 budget draft submission (until new EAVs):

1st by Levin, 2nd by Aistrope; all in favor.

Motion to approve NRC as the Service Provider for SSA 60 for 2020:

1st by Aistope, 2nd by Guagliardo; all in favor.

Facade Improvement Program: applications for approval (rebate amount)

- 3021-23 W. Montrose --Irving Park Early Learning Center (\$2,500)
 - Applicant seeks 2 new windows to increase air flow/circulation. After revisiting the project from last month, discussion was had on the benefit for the business and business district. Maletin agreed that new windows will make the business look nicer just like their previous facade application did for the district. Encouragement for upgrades to their Sacramento location will continue
 - Motion to approve: 1st by Maletin, 2nd by Guagliardo; all in favor, approved for rebate of \$2,500.
- 4549-53 N. Kedzie/3149-53 W. Wilson mixed use building (\$20,000)
 - Applicant is committing to put efforts towards pressuring better window appeal from his tenant. After revisiting this from last month for added clarity on scope and needed discussion on window display improvements with the tenant of the applicant, Schutz had a conversation with tenant thus provided approval letter to applicant after positive discussion. Fishel and Maletin did not feel that the project should move forward until tenant makes window clearing improvements and then landlord can circle back on applying for the facade; others felt conflicted as the tenant did not apply, rather the landlord, and it can stall his investment. Schutz confident that with dual efforts from the applicant and connecting the food mart tenant with a window display consultant, visual improvements and commitments will be strong.
 - Motion to approve: 1st by Aistrope, 2nd by Ali; additional approval from Cuasevic and Guagliardo. Fishel and Maletin voted no. Motion passes for rebate maximum of \$20k.

Flavors of Albany Park 2019 updates: 10th annual year of the event, 3rd year under new "Flavors" rebrand. Ticket max set at 600 with 200/route. Arun's media event served as the kickoff event for Flavors. This year we had 3 routes: Montrose, Kedzie, and Lawrence. New this year: family tickets to local schools were given away as part of the presenting and gold sponsorships as a way to get more families to participate and afford our only ticketed event. Seeking volunteers, otherwise in great shape for the event. Ticket sales always increase 1-7 days prior to event.

Public Input: Fishel raised concerns on public safety near Troy/Montrose and who the contact at Alderman Rodriguez's office for public safety issues. Chris Poulos, the 33rd Ward chief of staff, is the point of contact who can be reached at 847-226-5302 or info@33rdward.org. Alderman Rodriguez has also confirmed that she will assign a staff member to attend SSA meetings.

Meeting concluded at 7:14pm. Next meeting is Wednesday, July 10 at Surge at 5:30pm.