



SSA Meeting Minutes: July 10, 2019

ATTENDEES

SSA Commissioners present: Saima Causevic, Tom Guagliardo, Andrew Levin, Stephanie Fishel, David Maletin

Staff present: Alexa Schutz, Thomas Applegate, Dalia Aragon

SSA Commissioners absent: Mark Aistrope, Kareeshma Ali

Guest: Chris Poulos (33rd Ward Chief of Staff), Carol Maher (resident)

Meeting called to order at 5:38 pm by Vice-Chair, Tom Guagliardo. **Quorum is achieved.**

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

Approval of financials: 1st Fishel, 2nd Levin; all in favor.

2020 FINAL BUDGET:

(a) **Approval of 2020 Budget and 2020 Services for SSA#60** (as presented with no changes from June 2019 SSA meeting, outlined below): 1st Maletin, 2nd Causevic; all in favor.

(b) **Approval of North River Commission as the Sole Service Provider Agency of SSA#60 for 2020:** 1st Fishel, 2nd Levin; all in favor.

(c) **Outline of 2020 Services and programs** (plus funding amounts that include levy, carryover, and late/lost collections):

- Customer Attraction - \$39,050
 - Continued: website, special events, decorative banners, print materials
 - New: social media management, holiday decorations, neighborhood business district branded swag, and community grants/placemaking
- Public Way Aesthetics - \$281,750
 - Continued: landscaping, facade improvement program, streetscaping elements, public art, litter abatement, snow removal, city permitting, window merchandising consultant.
 - New: acid etching removal and/or prevention, wayfinding.
- Sustainability and Public Places - \$14,000
 - Continued: garbage/recycling material program, public transit enhancements/benches, bicycle transit enhancements, trees and tree maintenance
 - New: bike valet, and bike friendly branding/programming
- Economic and Business Development - \$19,000
 - Continued: site marketing, vacancy storefront pop-up,
 - New: economic impact study/market study
- Safety Programs - \$3,000
 - Continued: safety improvement rebate program
- SSA Management - \$25,895
 - Most admin costs allocated at 28% to SSA against total NRC costs
- Personnel - \$83,650
 - Thomas, Alexa, Dalia allocated to SSA; calculated at 28.41% of the possible 30% caps for SSA-wide management and personnel costs

2020 BUDGET GRAND TOTALS:

- \$385,645 (Total Levy collected from 2019 for 2020 budget)
- \$466,345 (Grand Total, all sources including levy, late or lost collections, carryover)
- 0.3553 (Estimated Tax Rate)



2019 BUDGET MODIFICATIONS:

As outlined below, Schutz reviewed modifications to the current 2019 budget to carry forth new and/or continuing services for the remainder of the year while looking forward to 2020.

- **Motion to approve 2019 budget modifications as outlined below:**
1st Fishel, 2nd Levin; all in favor.

Proposed 2019 budget modifications						
DECREASE	Line Item #	Line Item Name	Current budget	Change to	Delta	Reason
	2.03	Facade Improvement Program	\$100,000	\$90,000	-\$10,000	Based on past years for actual rebates
	2.10	City Permits	\$3,000	\$1,000	-\$2,000	Mostly one time application fees; all bike permits will be waived with partnership with CDOT bike program manager
	3.02	Small Business Energy Retrofits	\$2,500	\$0	-\$2,500	never used these
	5.02	Safety Improvements Program Reba	\$10,000	\$3,000	-\$7,000	interest isn't very high due to many biz already having cameras; facade applications can include cameras
	7.02	Coordinator Dalia (was Alexa)	\$23,987	\$15,000	-\$8,987	Dalia is only on the SSA payroll for 1/2 the year (7 months out of 12)
TOTAL DECREASE					-\$30,487	
INCREASE	Line Item #	Line Item Name	Current budget	Change to	Delta	Reason
	1.06	Holiday Decorations	\$0	\$1,000	\$1,000	Pilot our holiday ribbon in 2019 as opposed to waiting for 2020
	1.07	Print Materials	\$1,000	\$2,500	\$1,500	Purchase district branding materials and posters/flyers/banners for last two big events of the year, vests for contractors
	2.02	Landscaping (plants, watering, etc)	\$10,000	\$20,000	\$10,000	More landscaping boxes to maintain/water along with new trees for those that are sick/dead or empty tree pits
	2.05	Streetscape Elements (including capital, install, maintenance, repair)	\$5,000	\$18,000	\$13,000	Contractor to de-rust, prime, and paint all existing bike racks, meters, and trash cans at \$9k, plus 15 landscaping boxes cost around \$525 per unit with shipping
	6.01	SSA Annual Report	\$3,000	\$5,000	\$2,000	2 reports: 2019 in review, and SSA60 5/6 year in review to market our efforts and programs prior to recertification
	6.03	Bookkeeping	\$1,680	\$4,500	\$2,820	Originally calculated too low; NRC bookkeeper allocated to 8 hours per month for the year
TOTAL INCREASE					\$30,320	

TREE PROGRAM UPDATES

Meeting with Erik from Bartlett, our former tree maintenance/pruning contractor, to discuss our tree inventory that was completed back in Fall 2015. He suggests re-doing tree inventories every 3 years; will discuss his recommendations, review past contracts, and strategic plans for tree plantings (different contractor needed) and maintenance moving forward. Commissioners present all expressed deep interest in supporting our district trees! Between meeting with Bartlett and September SSA meeting, Schutz will communicate a proposal to consider. Poulos from 33rd Ward updated the group that want to push Dept. of Forestry to prioritize the 33rd Ward since this Ward is getting the most construction; inoculation of a tree costs \$60 and cutting down a tree costs \$1k which does not add up in order to keep our trees alive and healthy in the community for decades to come. Maletin requests a summary of previous tree inventory, costs, and assessment so we can then decide how to move forward. In the meantime, NRC is mapping out tree pit conditions and general health of trees (sick, stump, or nothing).



**Albany Park & Irving Park
SSA #60**

**Albany Park & Irving Park
Special Service Area (SSA) #60**

Commissioner Meeting
Wednesday, July 10, 2019
Surge Billiards, 3241 W. Montrose Ave

RECAP OF FLAVORS OF ALBANY PARK 2019

Great success and best one to date, thanks to all! See attached document for full event review, zip codes, dollars, and numbers. Commissioners very pleased and provided some suggestions. Event was ran very lean given the number of participants and restaurants. Highlights included: based on 86 survey results, 100% of people would do Flavors again or recommend it, 96% of people would return to Albany Park, 513 attendees, 3 routes, 49 businesses, 12 sponsors, growing number of ticket sales for seniors/students/kids, most heard from word of mouth followed by social media, and 49k Facebook impressions. Next year, we can continue to pair booze/food/retail like Miko's at A. Favorite Design or Bru Coffeeworks at Jaafer, multiple check in locations, focus on neighboring zip codes that weren't in the top 8, leveraging networks of businesses (almost all did NOT post about the event!), and better quantity mix of food and drink.

PUBLIC INPUT

- (a) SSA Marketing Committee - next meeting date could not be decided on; TBD.
- (b) Other: Fishel advised Poulus that a business T&J continue to display their clothing on mannequins on sidewalks at 4206 N. Kedzie. Encouraged Ward to educate them this behavior is not allowed and can be sited.

Meeting concluded at 6:30pm. Next meeting is Wednesday, September 11.

Flavors of Albany Park Restaurant Crawl

Wednesday, June 19, 2019

Event Review



Flavors 2019 was the largest so far, in every way:

- 513 attendees, 28% increase from last year
- 49 businesses participated, a 75% increase from last year
- 3 routes were offered, a 50% increase from the 2 routes last year

Total Tickets Pre-Sale	482
Day of Sales	11
Volunteer tickets	25
Checked in (out of 482) 95%	457
Day of Sales	11
Volunteers	30
After Party	15
Total 2019 Attendees	513

	TICKETS	Montrose	Lawrence	Kedzie
Adult		180	156	146
		37%	33%	30%

	Lawrence	Kedzie	Montrose	TOTAL
<i>ADULT</i>	92	82	131	305
<i>SENIOR</i>	25	9	13	47
<i>CHILD</i>	5	15	6	26
<i>STUDENT</i>	15	14	14	43
<i>FREE</i>	9	29	23	61
TOTAL	146	149	187	482

Top Zip Codes	Counts	%	Neighborhood Areas
60625	211	59%	Albany Park, Lincoln Square, North Park
60618	80	22%	Irving Park, North Center
60641	22	6%	Old Irving, Portage Park
60640	13	4%	Ravenswood, Uptown



60630	11	3%	Jefferson Park, Mayfair
60613	9	2%	Uptown, Lakeview
60647	7	2%	Avondale, Logan Square
60622	6	2%	Bucktown, Wicker Park, West Town

Surveys	80 online from Survey Monkey
	44 in-person day-of the event
	50% of survey respondents chose Montrose (FYI)
Event ratings	Excellent - 57.50%
	Very good - 38.75%
	Good - 3.75%
	Per survey, 96% had an excellent or very good experience at Flavors!
Return or Recommend	100% of people would attend the event again or recommend it to a friend.
	96% of people will return to Albany Park
Event Promotion	From a friend - 54%
	Facebook/Social Media - 29.5%
	Other - 15.4%
	Poster/postcards - 13%
Better for Next Year	Better weather!
	What food and/or drink will be served
	Indicate veggie options
	Longer event time or more days (!!)
	Some places ran out of food, closed early on Montrose
	More cocktails or free booze
	Less seafood or hummus
	More garbage cans, less plates/silverware waste from restaurants
	Not all start at NOK, long line



ALBANY PARK CHAMBER	Posts	Impressions	Shares	Post Reach
Facebook	35	29,653	36	14,491
Instagram	11			
Twitter	7			
NORTH RIVER COMMISSION	Posts	Impressions	Shares	Post Reach
Facebook	51	20,283	29	8,021
Instagram	n/a			
EVENTBRITE	Page Views	Check In Rate		
	3,875	95%		
NEWSLETTERS	Number	Emails	Open Rates	
	11	16,320	4,514	

Online promotion totals:

Facebook impressions = **49,936**

Page and post views = **26,387**

Expense Category	Vendor	Details	2019 Actual Expenses	2018 Actual Expenses	Notes on delta
Event Coordinator	Patti Swanson		\$1,500.00	\$5,000.00	Patti Swanson cheaper than Liz DeChant
PR Marketing	BLAST! Marketing		\$750.00	\$5,000.00	BLAST Marketing for media alert and event kickoff party vs. Big Buzz; did not need BBIG for checkin
Designer	Azmina Molinda	Designs for posters, postcards, passports, banners	\$975.00		
Design Files	Matt Meyers	Provided design files from 2018 for future 2019 adaptations to design work	\$300.00	\$1,570.00	
Promotional Printing	TFA Signs	4 vinyl banners, 10k postcards, 300 posters, 620 passport tickets, 6 extra large posters	\$3,150.95	\$1,686.83	Increased postcards by 2500, new extra large posters in vacancies, more passports with more routes
Photographer x 2	Tipping Point Photography & Hayward Suggs		\$650	\$371.25	with 3 routes vs. 2, needed 2 to cover more ground
Entertainment	Dovetail Dance Studio	performance/dance lessons	\$150	\$550.00	decreased entertainment
Processing Fees	Eventbrite, Square, or PayPal		\$1,021.09	\$840.06	more sales, more fee for Eventbrite + Square
Staff Time	Alexa, Thomas, Duka, Brienne	Alexa (75 hr at 1910.25); Dalia (40 hr at 1092.80), Thomas (22 hrs at 974.82)	\$3,977.87	\$3,977.87	staff time for outreach, promotion, coordination
Promotion Assistance	Sydney from Nighthawk	Flyering/postering dropoffs in designated nearby neighborhoods	\$52.50	\$0.00	to add to capacity for promo material dropoffs to nearby areas
Facebook Promotion	Post boosts for tickets		\$60.00		
		Total Expenses	\$12,587.41	\$18,996.01	
		Total Sponsorships, Advertisements, including SSA sponsorship	\$12,000	\$21,450.00	
		Total Net Ticket Sales (online, day-of cash, Square)	\$11,863.03	\$10,601.90	
		Net Revenue	\$11,275.62	\$13,055.89	