



SSA Meeting Minutes: December 11, 2019

ATTENDEES

SSA Commissioners Present: Mark Aistrope, David Maletin, Saima Causevic, Andrew Levin

Staff Present: Thomas Applegate, Alexa Schutz, Dalia Aragon

SSA Commissioners Absent: Kareeshma Ali, Stephanie Fishel

Guests/Public: Daniella Cornue (resident, business owner), Anthony Tamez-Pochel (33rd Ward staff)

Meeting called to order at 5:45 pm by Chair, Mark Aistrope. **Quorum is achieved.**

Approval of Minutes: 1st Maletin, 2nd Causevic; Levin abstained, all in favor, approved.

Approval of Financials: 1st Levin, 2nd Causevic; all in favor, approved.

Review of Financials: Schutz explained that we received \$5000 more in levy than anticipated but there have also been more refunds than foreseen and higher: \$7000 to be exact. We are still on budget as discussed in previous meetings since July and are anticipating \$59,000 in rebates to be cut by the end of December as several projects are wrapping up or still have outstanding documentation to provide us. As of today, we have not received an invoice for the snow removal for the Nov. 11th snowfall which was outside our Nov. 15th contract start date. Schutz reminded the group that moving forward we will be paying monthly installments for snow removal services with 4 more payments in 2020. Applegate clarified that this is still new territory for us in terms of having a lower amount for carryover but there is a line of credit NRC holds which can be used to support the SSA, if needed. Overall, we have been able to deliver the agreed on SSA services and are on track with carryover between \$20-30k.

Schutz advised on the need for a budget modification for the SSA Admin expenses (SSA Management and SSA Personnel) which is capped at 30% of the collected levy; we are currently under our budgeted amount by 2%. Schutz requested to move \$8k from the Sustainability category to Personnel and make adjustments necessary to hit our Admin expenses goal under 30%. **Motion for budget modification:** 1st Levin, 2nd Aistrope, all in favor, approved.

Maletin asked for clarification on window merchandising cost and impact to see if it is worth continuing in 2020; he is concerned that the results aren't readily seen, but also is unsure how to measure the results especially with the constant struggle of how the SSA can hold businesses accountable. Schutz explained that this program is (a) supplemental for facade applicants but also (b) for those who are not in a financial position to invest thousands in signage by providing simple, affordable ways to improve their windows or merchandising. In summary, a professional window merchandising consultant Amy Meadows has a consultation and walk through at the business; thereafter she provides a document outlining areas of strength and weakness for the business owner to use to make simple changes with a big impact on the district and their sales.



Applegate reminded the group that the SSA must also be accountable alongside with landlords holding their tenants responsible for not abiding by their commitment. Schutz explained the 4 projects that received window merchandising consultations 2019: Charlie's Grocery, Dukan International Market, Kedzie Wilson Mart, and Los Primos. Schutz advised that the changes can be slower moving than we hope, but they tend to be gradual as businesses shift their mindsets; she will share the PDFs with the group that the consultant provides for Commissioners' review and later discussion on how to strengthen this affordable yet supplemental business beautification program.

Review & Selection of SSA Vendors

1. Litter Abatement Contract
 - Two bids were received and reviewed by Commissioners.
 - Schutz's recommended Cleanstreet, our current vendor, who is very responsive and professional. She will stress the attention to detail around removing posters which has been their one weak spot.
 1. 1st Aistrophe, 2nd Levin; all in favor, Cleanstreet approved as the litter abatement contractor for 2020 with the supplemental option of using them for leaf and weed removal services, should we choose, which are also outlined in their bid.
2. Schutz reminded the group that we want to get Cleanstreet SSA60 vests for 2020 to make sure the public is aware that they are not city works but rather services provided by the SSA.

Street Amenities Update

- We have installed 9 concrete planters along Lawrence and Kedzie Ave on 12/9, that were immediately landscaped for the winter/holiday season.
- Staff worked with the city's CDOT bike program manager to get 45 free galvanized bike racks surveyed for strategic, business-centric locations within the SSA. Roughly 10 of these have been installed thus far with hopes to complete installation throughout the winter season. The locations have been carefully selected to maximize support to businesses and customers in the district. In 2020, we can look to paint these and our parking meters.
- Our last round of district banners will be fabricated and installed along Montrose on 36 poles plus 10 more sponsorships on Lawrence/Kedzie available approximately mid-December.

2019 Year in Review: Aragon reviewed the 2019 Year in Review; see handout.



Public Input:

- Cornue suggested we use social media to promote our year in review to reach a wider audience. Staff will continue to promote SSA services as we move along and link to a year in review report that all can access.
- Staff advised that the 33rd Ward's community zoning process has not started with the 2801 W Montrose Proposal because MVAH Partners has not requested an official zoning change. This property is located in the SSA on Montrose/California. Maletin asked who is hosting the community meeting on December 16 and what stance has NRC taken. Staff informed the group that NRC remains neutral and will never make a decision for the community. Commissioners encouraged to attend on 12/16.
- Pochel clarified that the 33rd Ward issued a Letter of Support for MVAH Partners to get apply for affordable housing financing and will run their process like 35th. He also explained that the office is in the process of configuring how to highlight local businesses without going against city ethics code; when you showcase one business, naturally, others are excluded so they want to avoid favoritism.

Reminders:

- No meeting in January - see you in February 2020!
- Community meeting on December 16 at 7pm for 2801 W Montrose proposal by MVAH Partners at Horner Park Field House.

Meeting concluded at 6:54 pm.

The next meeting is February 12, 2020 at 5:30pm at NRC's office, 3403 W. Lawrence Ave Suite 201.



4100: Customer Attraction - *website, special events, social media, banners, holiday decor, print materials*

- Events sponsored by SSA #60:
 - Tastes & Tours of Albany Park - 279 attendees
 - Flavors of Albany Park - expanded to 3 routes, one sold out! 515+ attendees
 - Lot Jams - 400+ attendees over 4 dates
 - Mosaic Albany Park Arts Festival - 750+ attendees
- Additional district events and efforts sponsored or led by NRC/Chamber/partners:
 - Bike to Work Week with Active Transportation Alliance - 130 attendees
 - 2019 “Best Businesses” for greater Albany Park, Irving Park, North Park - 864 responses for 15 business winners announced at chamber holiday party
 - 9 B2B networking over coffee, lunch, drinks, plus holiday party - 250 attendees
 - 2 SBIF rollouts with an exceptional interest for the Lawrence-Kedzie TIF with 39 applicants from our 65+ attendees at the rollout meeting; continuously advocating for consistent SBIF dollars. 11 applicants for Lawrence-Pulaski TIF.
 - 4 business workshops on access to capital, business plans, public safety for businesses, and social media for business - 36 attendees
 - Social media: daily business highlights, promotions, events, openings, jobs
- Rolled out our district banner program: installed 176 banners on 88 poles in our pilot area (Kimball, Lawrence, Kedzie) for the first round with a total of 55 sponsors. 72 banners on 36 poles will be installed for the 2nd round in December as we move to Montrose with a total of 24 sponsors and swap out our existing “verb” banners to match and connect the rest of the district with a unified design.
- Purchased 75 sets of dual sided brackets.
- Print materials for district marketing: 6 event banners, 6 oversized posters, 650+ posters, 12,000+ postcards

4200: Public Way Aesthetics - *landscaping, facade, art, litter, city permits, snow, window merchandising.*

- Approved facade improvement projects totaling \$88,200; projects included:
 - Ravenswood Animal Hospital, 2752 W Montrose Ave.
 - Kim’s Home Cooking, 4829 N. Kedzie Ave.
 - Condo Building Property at 3553 W. Montrose Ave.
 - DMSFit, 3136 W Montrose Ave.
 - Storefront at 4219 N. Kedzie Ave - mixed use 2 flat
 - Irving Park Early Learning Center, 3023 W Montrose Ave.
 - Little Feet Big Steps, 4545 N Kedzie Ave.
 - Storefront at 4738-40 N. Kedzie Ave - former grocery
 - Storefront at 4742-46 N. Kedzie Ave - former bakery
 - Khepri Cafe, 4549-53 N. Kedzie Ave.
 - Kedzie Leland LLC, 4658 N. Kedzie Ave.
 - Le Village Cowork, 3146 W Irving Park Rd.
 - Property at 4549 N. Kedzie Ave. & Wilson - mixed use, focus on residential
 - Honore Storage, 3215 W. Lawrence Ave.



- 9 new planter boxes installed along Lawrence Ave and Kedzie Ave!
- 28 planter boxes serviced with winter/holiday landscaping on Montrose, Irving Park, Lawrence, and Kedzie. 19 of those 28 were serviced with summer plantings on Montrose and Irving Park that exploded with added color and height.
- Litter abatement: April-October 7 days/week; November-March 4 days/week
 - 2,218 trash bags collected
 - 124 pounds of recycling collected
 - 7,291 times garbage cans serviced
 - 292 signs/posters/stickers removed
 - 56 graffiti tags removed
- Snow removal: 40.9" in 2019 (Jan through YTD) - 2018 was 26.7"
- 4 window merchandising consultations for businesses

4300: Sustainability and Public Places - *garbage/recycle, energy retrofits, public transit and bike enhancements.*

- 21,612 times tree beds serviced
- 45 bike racks surveyed with city bike program manager for free galvanized racks

4400: Economic/Business Development - *PR, district planning, site marketing, economic impact study, SSA data collection, strategic & master planning*

- Use of LimeRed's design guidelines and finalized banner designs
- Over 20 media/news articles covering our events including TV spotlights

4500: Safety Programs - *security services, cameras, patrol*

- While interest has stagnated in this rebate program, we always encourage facade projects to include camera or add more. Two of our approved facade projects have included security cameras for added public way security. An increasing number of businesses already have or added cameras in and outside their businesses.

BACP / NBDC Contract Performance: NRC & Albany Park Chamber of Commerce

As of January 1, 2019 - December 10, 2019

- 34 district events, business to business meetings, workshops and networking
- 154 one-on-one business consultations to assess opportunities to grow
- 410 referrals from one business to another to foster growth, create collaborations, and remove obstacles
- 105 new businesses/licences contacted to offer assistance and promote chamber membership