



SSA Meeting Minutes: October 14, 2020

ATTENDEES

SSA Commissioners present: Saima Causevic, Mark Aistrope, David Maletin, Andrew Levin, Stephanie Fishel

Staff present: Alexa Schutz, Thomas Applegate, Dalia Aragon

SSA Commissioners absent: Daniella Cornue, Kareeshma Ali

Guests: None

Meeting called to order at 5:44 pm by Chair, Mark Aistrope.

Note: Pursuant to the applicable law and city determination that attendance by remote means is necessary because an in-person meeting is not practical or prudent due to the declared public health disaster caused by COVID-19, this meeting is conducted by videoconference.

Approval of minutes: Motions to approve 1st Aistrope, 2nd Maletin; all in favor with no absentions

Financial Reports

Schutz reviewed the September P&Ls and balance sheets. We have received 90 percent of the 2019 budgeted levy. Schutz clarified we were billed twice in Sept for litter removal for both the August and September services hence the higher amount. A reminder that we have a new trash contractor, CleanSlate, that started services this month as they took over Cleanstreet's contracts city-wide. Schutz explained that we continue to be focused in delivering services consistent with our 2020 budget priorities along with our Q4 plan, and we will continue to make adjustments in response to the impacts from the pandemic. Expenses were light in the past quarter and will look a bit different as we work toward spending funds on district marketing, Ash tree treatments, pandemic support, and customer attraction events like Flavors of Albany Park. While it might look like an aggressive spending plan, we have been working strategically since September to ensure proper program delivery. Carryover projection is currently \$39,000, however, at the last meeting Commissioners suggested considering a slightly larger carryover for 2021 to handle the impacts of the pandemic, especially for the first levy installment. We can make adjustments at the beginning of the year should levy be lower than expected.

Approval of September financials:

Motions to approve: 1st Causevic, 2ndMaletin; all in favor with no abstentions

Staffing Updates

Schutz reported that she will be moving in November, and will remain with NRC until the end of the year. NRC will begin the hiring process this month, and Schutz will be helping with the transition of staff. There will be 3 rounds of interviews in total; thus 3 candidates will be invited to interview with the board and the SSA commissioners will remain informed during the process.



SSA Reconstitution – The feasibility study is due November 2, 2020; the city will provide a decision to allow NRC to move forward with our SSA reconstitution/expansion process in December which means we can get started as early as January 2021. NRC will seek to renew the existing SSA boundaries in addition to some expansion areas. Staff and leadership have identified the SSA expanded service area to build on the success within the current boundaries in a continuous fashion, and to be responsive to community desires for extra resources and services the SSA can provide in various corridors. We are expanding on Irving Park from California to Central Park, Irving Park from Central Park to Spaulding, Lawrence from Kimball Ave to Pulaski, and going north on Pulaski past Argyle.

Schutz shared the City's SSA timeline document for reference. We have had SSA reconstitution/expansion conversations with DPD's SSA program staff, PEBA, 39th and 35th Wards, plus a conversation with 33rd Ward will take place on Friday. We are asking all aldermen for letters of support. NRC will ensure future SSA Commissioners will be from ALL represented corridors including the expanded areas for comprehensive, geographic representation.

Public Art - (1) Schutz shared the art project for the Honore Storage building at 3215 W Lawrence Ave where we had a community design process with over a dozen local community members who participated and helped guide the final design of this new mural. (2) The branded window art called "Portraits of Resilience" on Lindo Michoacán's windows at Lawrence and Kedzie will be installed on October 19. There is a QR code on the art that will lead our public to a website that will explain more about the graphics and the residents represented. Schutz also mentioned that there is a possibility that more businesses will host these vinyl graphics across the district.

District Marketing - Schutz shared that staff have been working with LimeRed to find ways to market the district and neighborhoods, shine some positive light on communities, and elevate our #GlobalRootsLocalHeart tagline. Projects include (1) window signage (2) stickers (3) pins/buttons in addition to wearable neighborhood swag like tshirts and winter hats. Staff have relaunched the banner program and due to it being well received, we will be expanding down Kedzie and to Irving Park and westbound along Montrose. We have 40 light poles that have been sponsored as of this meeting date which will be installed late October or early November. We will also be producing up to three 2 minute videos to promote our businesses to a city-wide audience and interviewing will take place in the next 2 weeks. These videos will be 2 min each (\$500/video) and focus on highlighting diverse cuisines and international markets, retail and entertainment, and Irving Park businesses/Irving Park Road.

Flavors of Albany Park - Flavors of AP is in its second week. We have received dozens of receipts from participant "attendees" and hope that this will continue to draw attention to our local businesses, especially as the weather gets cooler. Flavors of AP event runs until October 31 and will then kick off our efforts to highlight some retail businesses in November for the holiday shopping season. Aragon is working with LimeRed to launch a Winter Wonderland Bingo to encourage businesses to spend their dollars locally during the holidays but also to support businesses in the first few months of the year when business slows down.



Updates - SSA sponsored the treatment of 76 Ash trees to fight the Emerald Ash Borer pest for the trees along our SSA commercial corridors and to help retain our urban canopy. Staff are conducting a CTA “Walk Thru” at the Kimball Brown Line Station along with Sen. Martinez, Rep. Andrade, 33rd Ward Alderman Rodriguez, and CTA staff to discuss how we can collectively work towards improvements and development at this site given it is at the heart of our business district. There will also be participating in the 33rd Ward’s walking tour with DPD Commissioner Cox along Lawrence Ave to discuss development opportunities in the upcoming weeks. Collectively, we will keep these city departments accountable to providing resources, maintenance, and development to our area and being more collaborative.

Public Input - Levin brought to attention the increase of mobile vendors and homeless individuals along Lawrence Ave. Schutz explained that there are no rules dictating how close these vendors can be to nearby brick-and-mortar businesses unlike the rules for Food Truck Operators. As long as they are fully licensed they have the right to be anywhere. Fishel advised on “no peddling zones” for Lawrence which exist along Kedzie; this restriction would help curb the amount of street vendors that can exist on Lawrence Ave and its area businesses.

Meeting concluded at 6:54 pm.

Next meeting is Wednesday, November 11 via Zoom at 5:30pm.