



## SSA Meeting Minutes: November 11, 2020

### ATTENDEES

**SSA Commissioners present:** Saima Causevic, Stephanie Fishel, Kareeshma Ali

**Staff present:** Alexa Schutz, Thomas Applegate, Dalia Aragon

**SSA Commissioners absent:** Mark Aistrophe, David Maletin, Daniella Cornue, Andrew Levin

**Guests:** Benjamin Corpuz

Meeting called to order by Secretary at 5:41 pm.

Meeting did NOT achieve a quorum but the group proceeded with SSA updates that did not require votes.

*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 September minutes:** to be reviewed and approved at the December meeting

**Approval of September financials:** to be reviewed and approved at the December meeting

- **Review of October Financials:** Schutz explained that the SSA finances are on track for our end of year plan that has been in place for months, especially as we received \$26,000 levy income in October. Thus, the carryover is currently projected to be higher than the \$40,00 that we have been targeting to start off 2021. SSA 60 is at the moment at 94-97%% of levy collection which is higher than last year. Nonetheless, the SSA is in great shape and on track with program delivery. Causevic mentioned that we should prepare for the impacts of Covid for the first installment in March which may be limited or less than expected as Covid impacts will move into next year. The unexpected \$26k deposit may provide a buffer.
- **SSA Reconstitution:** Schutz advised that NRC's application for SSA reconstitution/expansion was submitted before the November deadline and the City will let us know about their decision for next steps/approval to proceed by December 1. Staff reached out to all three Alderman and received letters of support from 33rd & 35th Ward; although we haven't received written support from 39th Ward, they have been in the conversation, understand the process/timeline, and SSA benefits. By the December meeting, we will know our next steps and be able to release an RFP for a consultant to move forward with our reconstitution process immediately in January 2021.
- **Covid Report & Mailer:** Schutz shared that while it is very similar to the annual report but is not meant to supplement it but to make the public aware of the SSA's COVID19 response and work. We want the community to be aware of how we spent funds during the pandemic and how the SSA was a reliable, flexible tool to support businesses located within the boundaries. The COVID-19 report also informs the public about upcoming events. It is hosted on our website and is being mailed out to all PIN holders and businesses in the SSA which also provides an extra touch point prior to reconstitution.
- **Public Art Installations:** Block Club Chicago did an article on recent art installations that have been sponsored by the SSA, and one outside of the SSA but on our Lawrence/Lawndale. A few hours ago we had Univision do an interview with one of the leaders featured on the Lindo Michoacan storefront at Lawrence and Kedzie. Honore Storage mural has just been finished; it could not have been done without the participation of the 12+ community members who participated in the committee to guide the direction and design of the mural. Overall, 3 murals have been installed over the past couple of months to bring vibrancy to our community even during the pandemic.



- **District Marketing & Events:** Flavors of Albany Park Restaurant Crawl was expanded until November 30 in response to the recent indoor dining rollbacks. Winter Wonderland Bingo will be launched in time for Shop Small Saturday to incentive the community to spend dollars locally during holiday shopping season and winter through February. Stickers, buttons, and posters showing community love have also been picked up and will be distributed to our community members/businesses; these will be free promo items. We will also be launching a marketplace with some neighborhood merchandise items that will serve as a fundraiser to NRC while continuing to market our neighborhoods with consistent branding. This marketplace will be open for a 3 week period and the cost of the items will be \$14 each with different colors to choose from. Schutz mentioned that the SSA can sponsor some items for future giveaways/incentives for shopping local. New banners will be installed before or immediately after Thanksgiving for more banners south of Montrose on Kedzie/Irving Park Rd and west of Kedzie on Montrose
- **Vendor Service Updates:** Patch should be installing holiday decorations by Friday or Saturday, 11/13-11/14. A reminder that our vendor for trash/litter pick up is now Cleanslate, therefore, let staff know if anything looks out of place as they get familiar with our area and contract.
- **NRC Updates:** With Schutz transitioning out of NRC, we are on round 2 of interviews so hopefully by the coming weeks there will be a proposed candidate and a new staff member by December.
- **Public Input:** Causevic informed the city has not been great about trash pick up on their scheduled days.

**Upcoming Meeting:**

- SSA Meeting, December 9 @ 5:30pm via Zoom

Meeting concluded at 6:20 pm.