



SSA #18 COMMISSION MINUTES – May 20, 2020

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Video Conference

1. Call to Order & Roll Call

Commissioner Jim Ludwig called the meeting to order at 9:07 am and the following Commissioners were in attendance: Jim Ludwig, Kearby Kaiser, Tim Klump, Mike Raffety, and Cindy Rudman. Not in attendance Dave Gassman and Elizabeth Fuld.

Also in attendance for the Northalsted Business Alliance: President Ramesh Ariyanayakam, Treasurer and Acting Executive Director Lake Alen, Board Member Dusty Carpenter, Board Member Micah Hilgendorf and Director of Operations Eric Santiago.

Public attendance: Jake Wittrich from Block Club Chicago.

2. Approval of the April 29, 2020 Meeting Minutes

MOVED by Kearby Kaiser

SECONDED by Mike Raffety

to approve the minutes from the April 29th Commission Meeting.

MOTION CARRIED.

3. Renewals and Recruitment

Eric reminds all commissioners with outstanding applications to please complete their forms as soon as possible.

The commission currently has two openings. Commissioners are asked to submit their recommendations. A recommendation is shared to reach out to the non-profit organizations located within the SSA boundaries.

4. Budget Update

Lake presents the applications for the newly created rebate programs. Application links provided below:

- Digital Marketing Grant - <https://northalsted.com/marketing-grant/> to used for expenses from March 15 - June 30
- Digital Marketing Rebate - <https://northalsted.com/marketing-rebate/> to be used for future expenses

- Health & Sanitation Rebate - <https://northalsted.com/security-addendum/> to be used for expenses beginning March 15

These programs will be funded through the SSA. A ten business day gap has been placed within the application period for both rebate programs to allow more businesses the opportunity to apply. A lottery system will be used if there are more applicants than available funding. The commission reserves the right to grant a rebate for less than the maximum funding amount if needed.

Cindy Rudman and Kearby Kaiser volunteer to review applications. These newly created rebate programs were first created by the Lakeview Chamber of Commerce.

MOTION by Kearby Kaiser to approve the Digital Marketing Grant
SECOND by Tim Klump
All Approve
MOTION CARRIED.

MOTION by Kearby Kaiser to approve the Digital Marketing Rebate
SECOND by Tim Klump
All Approve
MOTION CARRIED.

MOTION by Kearby Kaiser to approve the Health and Sanitation Rebate
SECOND by Tim Klump
All Approve
MOTION CARRIED.

The Facade Rebate and Security Rebate program applications have been updated to an online application format, which matches the template of the 3 newly created rebate programs. The application fee has been removed from these applications.

It is reported that El Mariachi has received a \$5,000 facade rebate. They submitted their application in 2019. No other applicants are pending at the moment.

MOTION by Kearby Kaiser to approve the updated Facade Rebate
SECOND by Tim Klump
All Approve
MOTION CARRIED.

MOTION by Kearby Kaiser to approve the updated Security Rebate
SECOND by Tim Klump
All Approve
MOTION CARRIED.

No applications have been submitted for the security rebate program, this program generally has few applicants submitted.

Lake presents plans for the 2020 budget update to reflect the carry over reported from the 2019 Audit as well as adjusted expenses in response to COVID-19.

2020 SSA Budget Update Presented at May 20, 2020 SSA Commission Meeting					
	Unbudgeted Carryover 2019 (income)		\$40,060.00		
Category	2020 Budget	2020 Adjustm	Details	%	
1.00	Customer Attraction				
1.02	Special Events	\$65,000.00	\$10,000.00	Removal of MKDS, PP, FF HH sponsorship	
1.04	Social Media Management	\$18,500.00	\$53,500.00	Digital marketing rebate & grant funding (35K)	
2.00	Public Way Aesthetics				
2.11	Sidewalk Power Washing	\$36,524.00	\$38,000.00	Budget needs to be increased to cover existing contract	
3.00	Sustainability & Public Places				
3.04	Bicycle Transit Enhancements	\$1,500.00	\$18,000.00	SSA covers bike rack bill to free up NBA money to support businesses	
5.00	Safety Programs				
5.02	Safety Improvement Program - Rebates	\$5,000.00	\$25,000.00	Cleaning and Sanitization Rebate Program (20K)	
6.00	SSA Management				
6.01	SSA Annual Report	\$500.00	\$0.00	NBA can cover 100%	
6.04	Office Rent	\$6,000.00	\$9,680.00	NBA cost sharing (new office)	
6.11	Subscriptions /Dues	\$0.00	\$2,500.00	NBA cost sharing	
6.12	SSA Bank Account Fees	\$360.00	\$500.00	Positive Pay added to account	
6.16	Storage Space Fees	\$5,400.00	\$10,000.00	NBA increased long term storage	
6.20	SP Contractors	\$0.00	\$10,000.00	New line item for NBA Managing Consultant	
7.00	Personnel				
7.01	Executive Director	\$15,000.00	\$5,000.00	Reduced due to furlough	
		\$489,548.00	\$477,884.00		
			\$11,664.00	< Carry Over	2.38%

Lake states that the Special Events Sponsorship will fund the creation of Virtual Pride Fest which will create a savings of \$55,000. The commissioners request that Halloween continue to feature neighborhood and family friendly programming.

Cindy asks for clarification on the proposed budget changes related to staffing. Lake states that the contracted role of Acting Executive Director has been approved by the city as temporary expense. This role will be 15 hours per week. Ramesh states that we will wait to hire a new full time Executive Director until after business operations have restored after COVID-19, hopefully before the end of the year.

Lake also reports that we will have new work study student beginning in mid-June. Additional work study students may also be hired over the summer or during the fall semester.

Mike requests that even without major festivals or the Pride Parade this summer that at least 2 sidewalk power washings be completed. In addition to sidewalk power washings Eric states that additional crosswalk only power washings will also be completed as this was the biggest concern in the survey that CDOT issued to residents following the installation of the rainbow crosswalks.

MOTION to amend the 2020 budget as amended by Kearby Kaiser
SECOND Mike Raffety
All Approve
MOTION CARRIED.

5. Northalsted Update

Ramesh reports that the Northalsted Board of Directors was previously meeting weekly in response to COVID-19, these meetings recently shifted to bi-weekly. Prior to COVID-19 the board held meetings monthly.

Northalsted is developing programming for a Virtual Pride Celebration that will feature a Virtual Chicago Pride Fest with 2 hours of programming on Saturday, June 20 and Sunday, June 21. Plus Northalsted is working with ABC 7 Chicago and the Chicago Pride Parade Organizing Committee on the development of a Chicago Pride Celebration that will air on ABC 7.

Virtual Pride Fest taking place on Pride Fest Weekend with a virtual parade on Parade Sunday

Dusty states that Northalsted will also launch virtualchicagopride.com which will be a resource for all Pride programming throughout Chicago for the month of June.

The commission asks if there is any new information on when and how businesses may begin to resume operation. Ramesh reports that they anticipate restaurants may begin to open with restrictions sometime in June, but no formal announcements have been made at this time.

Lake reports that the city did ask Northalsted to take part in a focus group addressing business needs to reopen and potential assistance from the City of Chicago that could best serve the needs of our business community. Northalsted provided feedback that the city should allow restaurants and bars to use parking spaces and non traditional spaces for the

development of expanded sidewalk cafes. As well as financial assistance for Personal Protective Equipment (PPE).

Commissioners express concerns that even with no Pride Parade or open bars that the neighborhood will be very busy on Chicago Pride Parade Weekend and that a plan for security should be created. Dusty states that the Northalsted Security Committee will work with CPD to address these concerns.

Dusty and Micah present the Northalsted Development Plan. Full copy of the presented plan can be found on Appendix A on pages 6-8 of the meeting minutes.

Dusty states that the goal of this plan will allow us to obtain loans and grants to help pay for larger expenses upfront and pay off the loans during a fixed period of time. Dusty shares that in addition to infrustruce expenses that the committee is also looking at the creation of new rebate programs and member services such as a watering service that would utilize our contracted watering company for Northalsted landscaping to also water private businesses landscaping in the future.

Kearby suggests creating a nonprofit foundation similar to the Chicago Loop Alliance which developed the Chicago Loop Foundation. Ramesh states that Northalsted is already working on the development of a future Boystown Foundation.

Kearby suggests that the neighborhood continue to carry the gold from the rainbow pylons into future streetscape elements stating that gold is fabulous.

Mike suggests the development of entry archways that say Boystown that go over the street as a new photographic moment within the neighborhood. Similar to the archways within the Fulton Market District and the Puerto Rican flags on Division. Dusty reports that the company that created the pylons also created arches found throughout Chicago neighborhoods.

Dusty reports that we are working on a temporary solution to add additional landscaping to the Broadway/Clarendon Triangle. The scope of work provided by Teska Associates will be updated to reflect our long term plans.

6. SSA Program Update

Eric reports that crews are removing the bike racks throughout the neighborhood. CDOT will have all new custom Boystown branded bike racks in place by the end of the month. Summer landscaping will be installed on May 27th.

7. Public Comment

No public comment.

8. Adjournment

There being no further business,

MOVED by Mike Raffety to adjourn the meeting at 10:52 am.

SECOND Kearby Kaiser

MOTION CARRIED.

Next meeting will be held on June 17th.

APPENDIX A

Northalsted Development 3-4 Year Project List

We want to create an entire street 3-4 year's plan of updates that are done all at once to enhance our street instead of doing it piece by piece over 10-15 years. Hiring a firm like Teska to give guidance on contractors and helping push items through the city but us handle the creative aspect of what we are looking for.

Federal and City Grants are our #1 goal but the shortfalls will be covered by an NBA Loan backed by our festival income. We will need to hire a firm to help search for and apply for Grants.

Current Expenses – Teska to complete plan \$25K, Hire Grant writer \$5-\$10K.

Hanging baskets – 1 Year

- Install on every decorative street lamp
- Est Cost \$50K
- Funding 50% Loan 50% yearly Budget

Metal Pole Banners – 1 to 2 Years

- Like Lakeview East and Andersonville
 - But Leave on side for changing banners
- Est Cost \$30K
- Funding 50% Loan 50% yearly budget

Murals - 2 Years

- Increase number of murals on street in dead areas
 - Gerber Building
 - Two rental buildings with blank sides
 - Side of Chicago Diner (7-11 Side)
- Est Cost - \$40K
- Funding – 50% Loan 50% City Grant

Rainbow Pylons Restoration – 3-4 Years

- Projects
 - Remove, Sandblast, Repaint
 - Upgrade Electrical
 - LED Light upgrades
 - Planters – Half-circle planters street side of planter
- Est Cost - \$600K
- Funding – 90% LGBTQ+ & Historical Grants 10% NBA Loan

Clarendon Triangle – 2-3 Years

- Projects
 - Extend Triangle
 - 80% of area a planter
 - Pylon/Artwork raised in planter
- Est Cost - \$350K
- Funding – 80% Loan 20% Grant

Street Corner Planters (Replace Current) 3-4 Years

- Projects
 - Same style just updated new base
 - Add electrical for Holiday Décor
 - Spotlights for plants
 - Backlighting for street names
 - New Pavers around planters
- Est Cost - \$500K
- Funding – 100% Loan

Tree Planters – 2-3 Years

- Replace 30% of tree grates with raised sides and fence
- Electric to base of trees
 - Christmas lights
 - Spotlights
- Est Cost - \$100K
- Funding 80% Loan 20% yearly budget

Rebate Programs - 2 Years

- Retail/Services Planter Program
 - Available every 4 years
 - 50% cost of new planters
 - Must be pre-approved by development
 - Must use yearly or can't apply for again
- Street Café Planter Program
 - Available every 5 years
 - 50% cost of new street café supplies
 - Must be 50% flower/planters
 - Meet all city guidelines
 - Design approved by NBA Development Committee
- Free Watering offered to business planters
- Est Cost - \$20K Yearly
- Funding – Yearly Budget

Arch “Boystown”

Yearly increases in expenses

- Landscaping cost will increase 30%-50% yearly as we are increasing our needs
- \$5K yearly upkeep if newly added items (Painting and Replacements