



SSA #18 COMMISSION MINUTES – July 8, 2020
Video Conference

1. Call to Order & Roll Call

Commissioner Jim Ludwig called the meeting to order at 9:05 am and the following Commissioners were in attendance: Jim Ludwig, Kearby Kaiser, Tim Klump, Mike Raffety, Cindy Rudman and Elizabeth Fuld. Not in attendance Dave Gassman.

Also in attendance from the Northalsted Business Alliance: President Ramesh Ariyanayakam, Treasurer and Acting Executive Director Lake Alen, and Director of Operations Eric Santiago.

Public attendance: Joe Lewis from Chicago Black Drag Council, Kevin Pearson from City Bureau Documenters, Jake Wittrich from Block Club Chicago

2. Approval of June 17th Meeting Minutes

MOTION by Mike Raffety to approve the June 17, 2020 Meeting Minutes.
SECOND by Tim Klump.
MOTION CARRIED.

3. Rebate Program Update

Social Distancing Support rebate program guidelines and application are shared and discussed.

MOTION by Mike Raffety to approve the Social Distancing Support Rebate Program.
SECOND by Tim Klump.
MOTION CARRIED.

Lake shares ideas to create additional new rebate programs in the future that focus on making businesses more environmentally friendly.

Discussion about allowing businesses the opportunity to participate in the Digital Marketing Rebate Program more than once per year.

MOTION by Kearby Kaiser to allow businesses to apply for the Digital Marketing Rebate Program twice per calendar year.
SECOND by Cindy Rudman.
MOTION CARRIED.

Lake states that in addition to the new rebate programs created in response to COVID-19 that Northalsted will also be planning new educational workshops to provide businesses with additional resources.

Eric reported that so far 6 businesses have applied for the Emergency Window Board Up Rebate and 3 businesses have applied for the Digital Marketing Grant and Rebate Programs. No applications have been received for the Health and Sanitation Rebate Program. Ramesh stated he felt most businesses are focused on reopening efforts at the moment which is why we haven't received a rush of applications yet.

Northalsted marketing staff is creating a paper mailing with information about all rebate programs to be distributed to all businesses within the SSA.

4. 2021 SSA Budget

Lake presents the 2021 SSA Budget providing a comparison between the 2020 and 2021 budgets highlighting areas where big changes have been made.

Please See Appendix A on page 4 >>>

Kearby requests that in planning future Halloween programming that we continue to offer family friendly and children's programming.

MOVED by Mike Raffety to approve the proposed 2021 Services and 2021 Budget as presented.

SECONDED by Tim Klump.

MOTION CARRIED.

MOVED by Mike Raffety to approve the Northalsted Business Alliance as the sole service provider for Special Service Area #18 in 2021.

SECONDED by Cindy Rudman.

MOTION CARRIED.

5. Northalsted Update

Ramesh reported that Northalsted Board meetings have returned to their monthly meeting structure. The board will be meeting tomorrow to look at the long term structure of the organization and budget for the remainder of the year.

Kearby asks what the organization can do to increase social distancing. Ramesh states that we are actively emailing our businesses with the latest updates from the city and state about social distancing protocols.

6. SSA Program Update

Eric reported that annual maintenance on the pylons is being planned which will include painting and light bulb replacement.

Landscaping crews are working on replacement plant material for some of the locations that have been damaged.

Sidewalks and crosswalks were recently pressure washed. The crosswalks will be washed again throughout the summer.

7. New Business

Mike asked Ramesh for an update on Northalsted security plans for this summer and reported that large crowds have been gathering during the late evening hours on the past few weekends.

Jake Wittrock, a local resident in attendance at the meeting stated that he has seen crowds gathering Thursday through Sunday night blocking traffic and making it difficult for people to pass on the sidewalk and on the street.

Ramesh stated that he is working with the Chicago Police Department, the Alderman's office and the Mayor's office to address these concerns. Ramesh stated that our bars are currently closing at 11:00 PM and alcohol sales from 7 Eleven are not allowed after 9:00 PM. At this moment Northalsted will not have private security on weekend evenings and is working with CPD to address safety concerns.

Mike stated that CAPS meetings are still being held virtually via Zoom.

8. Public Comment

No public comment.

9. Adjournment

There being no further business,

**MOVED by Kearby Kaiser to adjourn the meeting at 10:27 am.
SECOND Cindy Rudman.
MOTION CARRIED.**

Next meeting will be held on October 7th.

Appendix A - 2021 SSA #18 Budget

	Category	2020 Budget	2021 Budget	Difference
1	Customer Attraction			
1.01	Website	\$ 5,500.00	\$ 10,000.00	\$ 4,500.00
1.02	Special Events	\$ 10,000.00	\$ 25,000.00	\$ 15,000.00
1.04	Social Media Outreach	\$ 53,500.00	\$ 21,000.00	\$ (32,500.00)
1.05	Decorative Banners	\$ 25,000.00	\$ 35,000.00	\$ 10,000.00
1.06	Holiday Decorations	\$ 10,000.00	\$ 10,000.00	\$ -
1.07	Print Materials	\$ 1,000.00		\$ (1,000.00)
1.08	Public Relations	\$ 6,000.00	\$ 6,000.00	\$ -
2	Public Way Aesthetics			
2.02	Landscaping	\$ 80,000.00	\$ 90,000.00	\$ 10,000.00
2.03	Façade Enhancement Program -Rebate	\$ 12,500.00	\$ 12,500.00	\$ -
2.04	Way Finding/Signage	\$ 12,750.00	\$ 10,000.00	\$ (2,750.00)
2.05	Streetscape Elements	\$ 34,714.00	\$ 49,512.00	\$ 14,798.00
2.06	Public Art	\$ 9,500.00	\$ 9,500.00	\$ -
2.07	Sidewalk Maintenance - Materials and Supplies	\$ 500.00	\$ 500.00	\$ -
2.08	Sidewalk Maintenance - Service Contract	\$ 55,000.00	\$ 55,000.00	\$ -
2.11	Sidewalk Power Washing	\$ 38,000.00	\$ 40,000.00	\$ 2,000.00
2.12	Snow Removal	\$ 10,000.00	\$ 10,000.00	\$ -
3	Sustainability & Public Places			
3.04	Bike Transit Enhancements	\$ 17,164.00	\$ 1,500.00	\$ (15,664.00)
4	Economic/Business Development			
4.01	Site Marketing	\$ 2,000.00	\$ 2,000.00	\$ -
4.07	Economic Impact Study, Market Study, Branding Study	\$ 2,000.00	\$ 2,000.00	\$ -
5	Safety Programs			
5.01	Public Way Surveillance Cameras/Maintenance	\$ -	\$ -	\$ -
5.02	Safety Improvement Program - Rebates	\$ 25,000.00	\$ 5,000.00	\$ (20,000.00)

6	SSA Management			
6.01	SSA Annual Report			\$ -
6.02	SSA Audit	\$ 3,400.00	\$ 3,400.00	\$ -
6.03	Bookkeeping	\$ 4,800.00	\$ 4,800.00	\$ -
6.04	Office Rent	\$ 9,680.00	\$ 9,180.00	\$ (500.00)
6.05	Office Utilities	\$ 4,500.00	\$ 2,500.00	\$ (2,000.00)
6.06	Office Supplies	\$ -	\$ -	\$ -
6.09	Postage	\$ -	\$ -	\$ -
6.1	Meeting Expense	\$ 600.00	\$ 600.00	\$ -
6.11	Subscriptions/Dues	\$ 2,500.00	\$ 2,500.00	\$ -
6.12	Banking Fees	\$ 500.00	\$ 500.00	\$ -
6.16	Storage Fees	\$ 10,000.00	\$ 9,720.00	\$ (280.00)
6.17	Liability/Property Insurance	\$ 3,500.00	\$ 3,500.00	\$ -
6.18	Staff Development	\$ 3,000.00	\$ 3,000.00	\$ -
6.19	IT Monitoring Services	\$ 2,000.00	\$ 2,000.00	\$ -
6.2	SP Contractors	\$ 10,000.00	\$ -	\$ (10,000.00)
7	Personnel			
7	Personnel	\$ 50,000.00	\$ 60,000.00	\$ 10,000.00
	TOTAL	\$ 524,608.00	\$ 496,212.00	\$ (28,396.00)
	NOTES			
	Levy	\$ 484,548.00	\$ 484,548.00	\$ -
	Carry Over	\$ 45,060.00	\$ 11,664.00	\$ (33,396.00)
	Loss Collections	\$ 10,714.00	\$ -	\$ (10,714.00)
	Late Collections	\$ -	\$ -	\$ -