



SSA #18 COMMISSION MINUTES – October 7, 2020
Video Conference

1. Call to Order & Roll Call

Commissioner Jim Ludwig called the meeting to order at 9:11 am and the following Commissioners were in attendance: Jim Ludwig, Kearby Kaiser, Mike Raffety, Cindy Rudman and Elizabeth Fuld. Not in attendance Dave Gassman and Tim Klump.

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

Public attendance: Jake Wittrich from Block Club Chicago

2. NBA Programs Update

The Northalsted Business Alliance Virtual Annual Meeting was held on October 6th. This was a virtual presentation that featured a recap of the previous years accomplishments and the announcement of the board officer elections. This video is posted on northalsted.com.

Creating the video for the Annual Meeting was a valuable learning experience for our staff. Lake requests that some of the Social Media Outreach funding be spent to purchase new video equipment and electronics. Since so much of our presence is online at the moment being able to publish new and creative videos is a great way for the organization to stay active on social media. Once this equipment is purchased this will be a tool for member businesses to use so they can develop their own video content. The use of this equipment would include instruction from our staff.

Lake reports that an Search Engine Optimization (SEO) workshop for member businesses will be developed. The Alliance is looking at ways to offer new online educational workshops for our member businesses. The membership year is moving to the calendar year format with the next membership year starting January 2021.

As part of the neighborhood's rebranding efforts new street light pole banners will be installed. These banners will be installed prior to the end of the year.

Our former sidewalk maintenance company CleanStreet has gone out of business and their contract has been taken over by the company CleanSlate. CleanSlate took control of our contract on October 4th. This contract will end on December 31, 2020. We will issue an RFP

for sidewalk maintenance services for 2021. We will also need to enter into a new contract for snow removal services this winter season.

Lake states that we would like to increase our SSA print budget material as we plan to increase the signage for our Wear A Mask campaign.

Lake states the Holiday Bucks Gift Card Program will launch on November 1st and go through the end of December.

Lake provides a budget update and states that we have underspent this year, this is due do a reduction of events and services in response to COVID-19. We are projected to have a large carry over going into 2021. We should plan for 25% carry over into next year, which is the max allowed by the city. We will ask the city if they are allowing SSA's to have an increased carry over in 2021 due to COVID-19.

Lake reports that all rebate programs are currently open and businesses are continuing to apply. He states that we are developing two new rebate programs and asks that a special meeting be held next week to approve these new programs.

The commission agrees to hold a special meeting on Wednesday, October 14th at 9:00 AM.

3. SSA Management Update

Eric reports that 6 of the rainbow pylons previously damaged earlier this summer have been repainted. Electrical crews have replaced light bulbs and are replacing a part that impacts the power supply to the pylons located near Cornelia. This replacement part will be installed by the end of the month.

Landscaping crews are installing our new fall seasonal landscaping today. Crews are also working on the installation of 8 large gray planter pots that are positioned within the Broadway/Clarendon traffic triangle. The installation of these pots is our first streetscape enhancement within this space.

4. Halloween Update

Lake provides an update on our Northalsted Halloween plans. We will partner with a Dog's Best Friend on the Halloween Pup Crawl again this year. This will be an outdoor dog focused event with social distancing measures in place. No chamber of commerce organizations will be offering Trick or Treat events this year.

Elizabeth states that she has received a lot of inquiries from families about Halloween family focused programming and encourages the organization to continue to offer programming in the future as there is a high demand. Lake states that will look at the development of future family Halloween programming.

5. Approval of July 10, 2020 Meeting Minutes

MOTION by Mike Raffety to approve the July 10, 2020 Meeting Minutes.

SECOND by Kearby Kaiser.

MOTION CARRIED.

6. Public Comment

No public comment.

7. Adjournment

There being no further business,

MOVED by Kearby Kaiser to adjourn the meeting.

SECOND Mike Raffety.

MOTION CARRIED.

Next meeting will be held on Wednesday, October 14th at 9:00 AM.