



SSA #18 COMMISSION MINUTES – October 14, 2020
Video Conference

1. Call to Order & Roll Call

Commissioner Jim Ludwig called the meeting to order at 9:12 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 SSA Operations Consultant Eric Santiago.

Public attendance: None

Pursuant to the applicable law and my 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.

2. Approval of Meeting Minutes

MOTION by Kearby Kaiser to approve the October 7, 2020 Meeting Minutes.
SECOND by Mike Raffety.
MOTION CARRIED.

3. Rebate Program Update

Eric shared the program details and applications for the two new proposed rebate programs:

[Northalsted SSA 18 Seasonal Enhancements Rebate Program](#)

Eligible businesses may receive a rebate of up to 50% (\$1,000 maximum per project) for the purchase of eligible seasonal enhancement expenses that encourage a healthy and socially distant space in response to COVID-19.

[Northalsted SSA 18 Healthy Air Rebate Program](#)

Eligible businesses may receive a rebate of up to 50% (\$1,000 maximum per project) for the purchase of eligible healthy air expenses that improve air quality. Eligible projects include HVAC upgrades, air purifiers, air filters, and window upgrades in response to COVID-19.

Eric stated that similar to the previously approved COVID assistance rebate programs that applications will be reviewed on the 15th and the 30th day of the month. Applications are reviewed by Cindy and Kearby. Mike volunteered to also assist with the application review process.

Lake stated that we have communicated all our rebate programs to all businesses within our SSA via email and direct mail communications. Staff is in the process of developing a text message alert system to also share valuable information to our business community.

MOTION by Mike Raffety to approve the Seasonal Enhancements Rebate Program and the Healthy Aire Rebate Program.

SECOND by Cindy Rudman.

MOTION CARRIED.

4. Budget Update

Lake shared the following budget changes needed to support the funding of our new rebate programs and better align our 2020 spending.

Amount	Money From	Money To	Explanation
\$5,000	5.03 Social Media	1.07 Print Materials	Enhanced Safety (social distance/mask awareness) campaign
\$3,500	5.03 Social Media	3.04 Bicycle Enhancements	Balance General Ledger
\$10,000	1.025 Decorative Banners	2.03 Facade Rebate	Enhanced Patio for safety Rebates
\$7,000	7.07 Operations Director	6.20 SP Contractors	Contractors for content creation

MOTION by Kearby Kaiser to approve the budget modifications as presented.

SECOND by Tim Klump.

MOTION CARRIED.

5. Neighborhood Update

Lake provided an update on the holiday gift card promotion stating that sales will begin on November 1st this year while supplies last.

Lake stated that our Public Relations Consultant Jen Gordon has been busy working with local media on the use of the historic "Boystown" name within the neighborhood.

Staff is looking at ways to make technology upgrades within the office through video equipment and computers.

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, December 9th at 9:00 AM.