



SSA #18 COMMISSION MINUTES – December 9, 2020
Video Conference

1. Call to Order & Roll Call

Commissioner Jim Ludwig called the meeting to order at 9:08 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: 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 Mike Raffety to approve the October 14, 2020 Meeting Minutes.
SECOND by Kearby Kaiser.
MOTION CARRIED.

3. Commission Update

There are two vacancies currently on the commission. Eric will follow up on the status of Elizabeth's pending SSA Commissioner application.

Commissioners are reminded that virtual meetings are not optional and they are the new meeting format moving forward until the city provides clearance for in person meetings to resume.

4. Budget Update

Lake provides an update on SSA spending to date. We are short on city deposits this year by \$12,000. We are projecting an estimated carry over into 2021 of \$70-90,000.

5. Northalsted Update

Lake provides an update that the Northalsted Board is planning for a wide range of potential scenarios in 2021 including options with limited festival operations due to the pandemic. This plan will also include limited staffing while still growing office capacity through hourly employees and internships. Lake will continue to serve as acting Executive Director during this time. The commissioners have concerns about the timeline for staffing changes.

Ramesh reports that a new committee has been created called the Health and Wellness Committee which will be led by our newest board member Dr. Robin Gay-Stafford from Howard Brown Health Center.

6. Rebate Programs Update

A new print mailer will be distributed to all businesses within the SSA. Robert will also be calling all businesses to remind them about the various COVID assistance programs.

Eric reports that the following amount of applications have been submitted, which includes several applications still pending processing that were submitted after December 1:

Board Up Rebate - 11 businesses

Healthy Air - 6 businesses

Seasonal Enhancements - 6 businesses

Digital Marketing - 12 businesses

Facade - 5 businesses

Health and Sanitation - 13 businesses

Security - 4 businesses

Social Distancing - 14 businesses

Discussion on the creation of new rebate programs to further assist businesses or increase the current maximum rebate amount of the existing rebate programs.

MOVED by Kearby Kaiser to allow businesses to be eligible for the Health and Sanitation Rebate twice within 2020. This is a 50% rebate, \$500 maximum per application. Max two applications per business.

SECONDED by Cindy Rudman.

MOTION CARRIED.

MOVED by Kearby Kaiser to increase the Healthy Air Rebate Program from a 50% maximum to a 100% maximum capacity up to \$2,000. Limit one application per business.

SECONDED by Cindy Rudman.

MOTION CARRIED.

MOVED by Kearby Kaiser to increase the Seasonal Enhancements Rebate Program from a maximum of \$1,000 to a maximum of \$2,000 per business. Limit one application per business.

SECONDED by Cindy Rudman.

MOTION CARRIED.

MOVED by Kearby Kaiser to create the new Service Fee Rebate Program which is a 50% rebate program with a maximum of \$1,000 per business. limit one application per business. Service fees include fees paid to third party delivery companies, credit card processing fees or other regular occurring operational service fees. Program provisionally approved pending submission and review by the city.

SECONDED by Cindy Rudman.

MOTION CARRIED.

MOVED by Kearby Kaiser to set application deadline for all 2020 rebate programs to be submitted by February 1, 2020 for all expenses completed by December 31, 2020.

SECONDED by Cindy Rudman.

MOTION CARRIED.

7. 2021 Commission Schedule

The commission will meet on the second Wednesdays of select months from 9:00-10:30am. Meeting will be held virtually until the city approves in person meetings. Meetings will be held on:

January 13

February 10

April 14

July 14

October 13

December 8

8. Public Comment

No public comment.

9. Adjournment

There being no further business,

MOVED by Cindy Rudman to adjourn the meeting at 10:43 am.

SECOND Kearby Kaiser.

MOTION CARRIED.

Next meeting will be held on Wednesday, January 13th at 9:00 AM.