



**SSA #18 COMMISSION MINUTES – February 10, 2021**  
*Video Conference*

**1. Call to Order & Roll Call**

Commissioner Jim Ludwig called the meeting to order at 9:04 am and the following Commissioners were in attendance: Jim Ludwig, Elizabeth Fuld, Kearby Kaiser, Tim Klump, Mike Raffety, and Cindy Rudman. 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: Paul Mazzetta, UIC Jane Addams School of Social Work

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 January, 13 2021 Meeting Minutes.**

**SECOND by Kearby Kaiser.**

**MOTION CARRIED.**

**3. Rebate Programs Update**

Eric presents a summary of the 2020 special business assistance rebate programs which includes the 6 COVID support rebates and the 1 Emergency Window Board Up rebate created specifically within 2020.

\$111,534.78 was distributed over 115 rebates. In total 34 businesses participated.

During our December meeting we were projecting a carry over into 2021 around \$54,000 as we were waiting for all rebate applications to be reviewed. After a surge of applications were submitted in January we estimate our carry over to be closer to around \$10,000. This is due to increased participation in our 2020 rebate programs.

Lake presents the proposed updated rebate programs for 2021. These programs are:

- Service Fee Rebate
- Health & Sanitation Rebate
- Healthy Air Rebate
- Digital Marketing Rebate

The program applications were updated so that applicants submit all materials including proof of purchase at once. This reduces the need for applicants to submit materials twice as part of their application.

The funding for all 4 rebate programs is a 50% rebate with a max of \$250 per business.

The programs are for work completed January 1, 2021 through June 30, 2021 (Q1 and Q2) with the deadline to submit materials as July 31, 2021. Dividing the year in half will allow us to review these programs half way through the year and evaluate the success of these programs to determine if we would like to offer these programs again.

**MOTION by Kearby Kaiser to approve the proposed 2021 special business assistance rebate programs of: Service Fee Rebate, Health & Sanitation Rebate, Healthy Air Rebate, and Digital Marketing Rebate programs as presented.**

**SECOND by Tim Klump.**

**MOTION CARRIED.**

## **5. Northalsted Update**

Ramesh reports that the city of Chicago is currently not issuing permits for street festivals. The festival committee has begun meeting and is working on plans for this year.

Lake states that he has been working with Del on updating Northalsted.com. Phase 1 was improving the backend of the website which included technical and software enhancements designed to increase searchability and upload speeds. Phase 2 will begin soon and will increase content on the website including an improved Member Portal for our businesses. As well the creation of a Job Board, Open Properties Listing, Small Business Guide, and additional information on Public Art.

Lake and Ramesh share that NBA is working to expand our public art offerings in the neighborhood through the addition of more murals as well as the development of new

temporary pop up art installations similar to the Snow People Sticker Art that was previously created. A list of walls and sites within the neighborhood for art has been developed with the Gerber Auto building listed as one of the priority sites.

Ramesh reports that we will continue to share information with our businesses on the vaccine rollout so businesses can share this information with their employees once it's available.

Ramesh reports that the board has approved Lake to continue serving as our acting Executive Director through 2021.

## **7. SSA Programs Updates**

Eric reports that BrightView has been awarded our Landscaping Services and Sidewalk Maintenance Services contract for this year. Having BrightView complete both of these services will provide a savings of \$10,000 this year. In order to streamline these services sidewalk maintenance will be provided 4 days a week during the colder months and it will be expanded to 7 days a week during the warmer months. Plans for our spring and summer landscaping installations are already underway.

Go Windows, is our new snow removal contractor.

Joy from Elites and Associates will be working on our 2020 SSA Audit which will be presented during our April meeting.

## **7. Commission Update**

The City of Chicago Department of Planning and Development will be holding new commissioner training workshops. Elizabeth has RSVP'd to attend. If any other commissioners are interested in participating please RSVP for one of the following options.

Wednesday, February 17th from 2:00 pm - 3:30 pm

- or -

Tuesday, February 23rd from 2:00 pm - 3:30 pm

Eric will be sending Jim, Tim, Mike and Dave their SSA Commissioner renewal applications.

We are currently working to recruit new commissioners to participate. Two potential commissioners were invited to participate in today's meeting and we will continue to work with them as well as others to be more involved within the organization.

**8. Public Comment**

Paul Mazzetta introduces himself from the UIC Jane Addams School of Social Work. He states he is working on research for a project examining our neighborhood.

**9. Adjournment**

There being no further business,

**MOVED by Tim Klump to adjourn the meeting at 10:07 am.**

**SECOND Kearby Kaiser.**

**MOTION CARRIED.**

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