



SSA #18 COMMISSION MINUTES – October 13, 2021

1. Call to Order & Roll Call

Commissioner Jim Ludwig called the meeting to order at 1:12 pm and the following Commissioners were in attendance: Jim Ludwig, Kearby Kaiser, Elizabeth Fuld, Dave Gassman, and Mike Raffety

From the Northalsted Business Alliance: Business Development Coordinator and SSA Program Manager Robert Morvay and President Ramesh Ariyanayakam.

From the public: Northalsted Board Member Lake Alen was in attendance.

2. Approval of Meeting Minutes

MOTION by Mike Raffety to approve the August 25th Meeting Minutes.

SECOND by Dave Gassman.

All approve.

MOTION CARRIED.

3. Public Comment Period

- a. There is no public comment.

4. Northalsted Update

- a. Pride Fest
 - i. Robert and Ramesh share information from Pride Fest, Gates were down and Beer was up.
 1. Robert explains that many people believed the Fest cancelled after the Pride Parade announced its cancellation, despite Northalsted's marketing efforts to dissuade that belief. Ramesh and he believe that along with consistent rain forecasts contributed to low gates.
 - ii. Dave asks if Northalsted runs presales.
 1. Ramesh says it cannot happen legally, but Northalsted tried an express pass for the gates for Market Days and Pride Fest that can theoretically be purchased online.
 2. Ramesh wants to try to hire additional staff just to count how many people pay for admission.
 - iii. Jim asks how SEM is paid.
 1. Ramesh replies that it's a fee and a 25% cut of profit.
 - iv. Ramesh remarks that staffing played a huge role in the success of the beer booths, with Northalsted paying a staffing company this year.

1. Kearby says that in Andersonville, they staff the booths themselves to benefit their organization.
 2. Jim recommends putting out a newsletter for non-profits to staff beer booths.
 3. Kearby says he always has people fighting to staff festivals, and to reach out to him if Northalsted is having staffing issues in the future.
- b. Executive Director
- i. Ramesh updates the SSA that Northalsted haven't established a financial transition flow from Lake as he was both Executive Director and Treasurer; as such, September financials are not yet completed.
 1. Northalsted's Mark Liberson will be holding a conversation with Lake on how to handle transition.
 2. Jim asks if there is a new Treasurer.
 - a. Ramesh says not yet, but the board is looking.
 3. Everyone in attendance thanks Lake for his service to the SSA and NBA as Executive Director and Treasurer.
- c. Halloween Plans
- i. Robert and Ramesh share Northalsted's plans for Halloween, including the Pup Crawl on the 23rd, the Hydrate Ball on the 27th, Circuit Mom Takeover at Sidetrack on the 28th, the Halloween Bar Crawl on the 30th, and the Parade on the 31st.
 1. The parade will go from Addison to Bradley, with additional reach to cover the entirety of Addison being approved this year.
 - ii. The Family Fun Zone was initially planned, but due to time constraints due to Pride Fest being in October, planning was behind so the Halloween Committee elected to drop it and put the cash for it elsewhere.
- d. Market Days Report
- i. Ramesh reports on the final tabulated numbers for Market Days 2021, remarking that the festival was an overall success despite issues with staffing, and that its profit will carry Northalsted through the loss that Pride Fest will likely run at.

5. SSA Program Update

- a. Sherwin Williams Security Rebate Waive
- i. Robert mentions that Del has been speaking to the manager of Sherwin-Williams about using their parking lot for Halloween. During the conversation, Sherwin-Williams' manager mentioned that due to outstanding security complaints regarding loiterers in the lot, Sherwin-Williams has had Security Cameras installed. Del informed her of the Security Rebate, but the process of the camera installation is already complete, thus voiding the usual timeline of a Security Rebate application. Robert asks if the SSA would be willing to waive this requirement for submission.
 1. The commission approves, and will vote on this properly during the next meeting following Sherwin-Williams' application.
- b. SSA Commission Vacancies
- i. Jim does not know if Allan from The Men's Room has applied thus far, and asks Lake.
 1. Lake says that he is unsure.
 2. Ramesh will reach out to Allan.

6. Contractor Update

- a. Sidewalk Maintenance
- i. Tunney's office reached out to Robert telling him that they were incredibly pleased with the cleanliness of the street before, during, and after Pride Fest.

This is notable as Northalsted had switched contractors from Brightview to Cleanslate after various complaints from Tunney's office.

b. Pylon Lighting

i. Robert is still waiting on a quote from Horizon Electric, but expects it soon.

MOTION by Mike Raffety to adjourn the meeting.

SECOND by Dave Gassman.

All approve.

MOTION CARRIES.

The meeting adjourned at 2:30 pm.

Next SSA meeting will likely be held at 801 W Cornelia at 1:00 pm, changes to location pending.