



## SSA #18 COMMISSION MINUTES – December 8, 2021

### 1. Call to Order & Roll Call

Commissioner Jim Ludwig called the meeting to order at 1:11 pm and the following Commissioners were in attendance: Jim Ludwig, Kearby Kaiser, Dave Gassman, and Mike Raffety

From the Northalsted Business Alliance: Business Development Coordinator and SSA Program Manager Robert Morvay, Acting Executive Director Lake Alen, and President Ramesh Ariyanayakam.

### 2. Vacancy Update

- a. Tim is unable to attend meetings and therefore is not going to reapply for a seat among the commissioners
  - i. Dave mentions that he'd rather have someone who can only attend meetings once in a blue moon than no one at all. Robert will contact Tim and see if he'd like to still be part of the commission on that basis.
- b. Robert is awaiting applications from Phil from Splash, Allan from Men's Room Chicago, and Diego from Strong Hands Gym. He'll approach them to attend the next meeting.
- c. Robert has reached out to the Sherwin Williams manager, Julie from Camp Wiggles. and Aaron from Trickery but they said they will not be applying.
- d. Jim recommends reaching out to Ruth from John Krenger's office. Mike recommends reaching out to the owner of Halsted Flats. Lake recommends reaching out to Carlton from the 800 Apartments.

### 3. Approval of Meeting Minutes

**MOTION by Mike Raffety to approve the [October 13th Meeting Minutes](#).**

**SECOND by Dave Gassman.**

**All approve.**

**MOTION CARRIED.**

### 4. Public Comment Period

- a. No public in attendance.

### 5. Northalsted Update

- a. Yoshi's Cafe is shutting down on December 12th and the new owners are looking to renovate and build a new residence. Tunney will likely not allow first level residences so we could be looking at new storefront(s).

b. Halloween

- i. Ramesh remarks that due to the generosity of the SSA in increasing the budget, this was the most successful Halloween Parade ever. Overall turnout was huge (estimated 25,000-30,000). The extended parade route and staging zone on Waveland were a massive boon.
  1. Mike recommends covering Waveland with a tarp in case of poor weather, and Lake thinks this is a bad idea due to cost and lack of attendance if the weather is poor anyway.
  2. Jim recommends using Proud Purchase gift cards for awards for festivals, and Lake says we've done that before but it was not well received.
  3. Jim recommends sending parade promotional videos to bars to put on screens.
  4. The Halloween Parade was a lower loss than expected (\$5,000 instead of \$15,000) and is on the path to profitability.
  5. Jim recommends using a drone to capture parade, but Lake and Ramesh mention the expense and potential liability for crash and injury. Robert will look
- ii. The SSA Trick or Treat was well attended, and Jim suggests that Robert reach out to those that participated to get feedback.
- iii. Ramesh mentions the Annual Meeting being held the night of this meeting at 6-8pm, and welcomes the commission members to come.
- iv. Ramesh again mentions the success of Market Days and the failure of Pride Fest due to the cancellation and confusion around the Pride Parade as well as the rain.

**6. SSA Program**

a. 2022 Meeting Dates

- i. Lake showcases the [proposed meeting dates for 2022](#), and the commission likes them. Ramesh says we have to run it by Paul before we 100% lock them in, but we should motion for now.

**MOTION by Mike Raffety to approve the five presented dates for the SSA 2022 schedule.**

**SECOND by Kearby Kaiser.**

**All approve.**

**MOTION CARRIES.**

b. Budget Adjustments

- i. Lake presents the proposed [Budget Adjustments](#) that he and Robert drafted. Some of the Adjustments are necessary to cover cost overages and some are asks to reallocate funds to be used before end of year.
  1. The most pressing ask is for a \$45,000 increase to festival sponsorship to assist in making up for the cost of the unprofitable Pride Fest. This is approved.
    - a. Jim asks if we can find out who demanded that we had expensive ambulances on site, and to have the SSA officially object if this happens again.
    - b. Jim recommends that we drop Pride Fest to 2 days for 2022 due to unprofitability, and Lake replies that the unprofitability wasn't to do with the third day, but instead the blindside by the Pride Parade's cancellation, rain, etc.. Dave says Northlsted should run another year with a three day festival in normal conditions

2. In regards to Pylon Maintenance, Northalsted had great meetings with Choose Chicago and Sen. Sara Feigenholtz that seems like we'll be able to get great funding for Pylon maintenance and planter electrification. We also have a meeting with State Rep. Greg Harris next week.
  - a. These meetings also opened up the possibility of creating neighborhood entry archways at Belmont and Grace.
  - b. The real cost for all of these projects will be slightly under \$1 million.
3. Sidewalk Pressure Washing was way under budget due to lack of service due to labor shortages and an overpayment Robert and Lake found in an independent audit that was credited with a free pressure wash.
4. We have not used the 4.02 Group Purchasing Program in the past, and there is \$1,500 reallocated to the line to purchase online Food Sanitation License Purchase for all SSA businesses, not just NBA Members.

Kearby Kaiser leaves the meeting at 2:06 p.m.

5. Dues/Subscriptions have gone higher as the world and office matters become more digital, so we're lowering Office Supplies and increasing Dues/Subscriptions.
6. SSP Contractors and Executive Director lines require reallocation to put money towards W9 Contractor since there was no W2 Executive Director this past year.
  - a. Ramesh announces that Northalsted is now actively searching for an Executive Director between \$75k-95k, and the search has gone middling and will soon require the hiring of a search firm. The role may be split up into several roles accounting for the variety of tasks fulfilled by the ED.
7. With the previously approved Halloween increase for 2022, we're trying to use remaining 2021 budget to downpay for a variety of those expenses.
8. All other proposed changes were approved as presented without discussion.

**MOTION by Mike Raffety to approve the 2021 budget adjustments as presented.**

**SECOND by Dave Gassman.**

**All approve.**

**MOTION CARRIES.**

## **7. Contractors Update**

- a. Pylon Lighting
  - i. Robert is continuing to push Horizon to get the invoice by the end of the year, and they are investigating the labor need and preparing for the end of the year.
- b. Contract Renewals
  - i. Snow Removal - GoWindows
    1. Lake and Robert met with GoWindows, and they have agreed upon better terms that will ensure that the entire street gets coverage, including side streets and crosswalks post-plow. They asked for a 30% increase, which is fine due to their prices being overall low.
    2. GoWindows is preparing the formal agreement coming up.
  - ii. The SSA will continue with Sidewalk Maintenance with Cleanslate and Landscaping with Brightview.

**MOTION by Dave Gassman to adjourn the meeting.**  
**SECOND by Mike Raffety.**  
**All approve.**  
**MOTION CARRIES.**

The meeting adjourned at 2:23 pm.

Next SSA meeting will be held at Center on Halsted at 1:00 pm on February 9th.