



SPECIAL SERVICE AREA #18

MINUTES COMMISSIONERS MEETING

June 9, 2010

Nookies Tree, 3334 N. Halsted St., Chicago, Illinois

1. Call to Order & Roll Call

Chairman Jim Ludwig called the meeting to order at 10:07 a.m. and the following Commissioners were in attendance: Dave Gassman, Mickey Hornick, Tim Klump, Ron Koziel, Michael Mitsoglou, and Bob Ordinario. A quorum was present.

Jay Lyon reported that Sue Tessler was ill and could not attend.

2. Approval of the March 10, 2010 Meeting Minutes

It was

MOVED and SECONDED

to dispense with the reading of the previous meeting minutes and accept them as sent in advance of the meeting.

MOTION CARRIED UNANIMOUSLY.

3. Financial Reports

Copies of the current financial statements were distributed. After a brief discussion, it was

MOVED and SECONDED

to accept the financial reports as presented.

MOTION CARRIED UNANIMOUSLY.

Discussion ensued about holiday decorations in the 2010 budget.

It was

MOVED

to allocate \$3,000 as prize money for a holiday decorating contest for businesses.

MOTION FAILED.

It was then

MOVED and SECONDED

to enhance the holiday decorations on the street by \$4,000 in 2010.

MOTION CARRIED, 4 AYES, 1 NAY.

Jay Lyon indicated that the \$4,000 would be moved from the banner purchase line item in this year's budget.

Because of the desire expressed by Commissioners to decorate the street more fully at holidays etc., commissioners were advised to consider adding funding for this line item in the 2012 budget. Consensus was to leave the 2011 line item as it was presented at this time.

4. Old Business

A. Approval of the SSA #18 2011 Work Plan, Budget and Service Provider

Chairman Ludwig reviewed the 2011 Work Plan. He noted that only a few changes have been suggested since the March meeting:

- The Security Rebate program has been lowered to \$10,000;
- The Site Marketing Materials line item has been lowered to \$7,500; and
- The Public/Media Relations Services line item has been lowered to \$3,600.

The additional savings have been put into the Security Subcontractor line item, which has \$10,000. The SSA will use this funding for hiring two off-duty police officers to patrol three nights a week during peak times in the summer.

Mr. Hornick discussed the importance of attracting retail – and the proper retail – to the street. Jay Lyon indicated that the Public/Media Relations Services, Site Marketing Materials, and Website/Technology line items all have attracting businesses to the street as one of their goals.

Commissioners noted that one issue SSA #18 experiences is that there are few vacancies on the street. One goal we have is to have better communication with our property owners so that when a vacancy does arise, we are proactive in how it is filled.

Jay Lyon noted that the 2011 Work Plan includes additional kiosks for the street, including a digital version that would be placed inside the Center on Halsted. The Streetscape line item also includes an alteration to our planters that would prevent people from sitting on the lip of the planter and damaging the plants.

It was

MOVED and SECONDED

to accept the 2011 Work Plan as presented.

MOTION CARRIED UNANIMOUSLY.

Commissioners reviewed the 2011 Budget as presented.

A question was asked about the CAPS Community Service expense of \$1,200. Jay Lyon explained that our desire is to assist the CAPS office in putting out communications on a regular basis. Our goal is to help the CAPS office be more proactive with its communications.

It was then

MOVED and SECONDED

to accept the 2011 Budget as presented.

MOTION CARRIED UNANIMOUSLY.

It was then

MOVED and SECONDED

to maintain the Northalsted Area Merchants Association dba Northalsted Business Alliance as the SSA #18 Service Provider for 2011.

MOTION CARRIED UNANIMOUSLY.

B. Review of Kiosk Status

Jay Lyon indicated that installation of our first three kiosks will be completed just after Chicago Pride Fest®. We are hopeful that next year's process will go more smoothly as we now know what the obstacles will likely be.

C. WiFi Zone Status

Jay Lyon reported that we continue to make progress, though not as quickly as we'd like.

Chairman Ludwig attended a meeting with Jay Lyon, the Bureau of Electricity, the City's Department of Innovation and Technology, Sentinel Technologies, and RCN. Working with this many entities makes the process a long one.

It was suggested that the SSA send a letter to its payers with an update on the WiFi program, as well as the Security Rebate and Façade Incentive programs. Jay Lyon will handle this.

D. Vacancy on the Commission

Jay Lyon reported that Ken Lebovic has decided against serving on the Commission. Alderman Shiller's office has suggested alternatives to Mr. Lebovic, including the owner of El Mariachi. Consensus was that the owner of El Mariachi be approached to fill the vacancy left by Nick Cocalis.

E. Other Old Business

There was none.

5. New Business

A. City Blue-Light Camera

Chairman Ludwig noted that there is now a blue-light camera at Aldine and Halsted.

B. Development of SSA #18 Email List

Ron Koziel discussed compiling an email list for the SSA.

It was

MOVED and SECONDED

to send a mailing soliciting email addresses from SSA #18.

MOTION CARRIED UNANIMOUSLY.

Jay Lyon suggested that this mailing could be part of the WiFi zone status mailing to save on costs.

C. Other New Business

There was none.

6. Time and Place of Next Meeting

The next meeting of the SSA #18 Commissioners will take place on Wednesday, September 8, 2010, at 10 a.m. at Nookies Tree.

7. Adjournment

There being no further business, the meeting was adjourned at 11:19 a.m.