

NORTHALSTED

Special Service Area No. 18

MINUTES

COMMISSIONERS MEETING

March 11, 2009

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

1. Call to Order & Roll Call

Chairman Jim Ludwig called the meeting to order at 10:08 a.m. and the following Commissioners were in attendance: David Gassman, Mickey Hornick, Tim Klump, Ron Koziel, Tom Marciniak, Michael Mitsoglou (10:26 a.m.), and Sue Tessler. A quorum was present. Also in attendance was SSA Program Manager Jay Lyon.

2. Approval of the December 10, 2008 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. 2009 Budget Allocation.

Jay explained that two line items are affecting the SSA #18 budget for 2009 more than anticipated: the reconstitution of SSA #18 for 2010, which will cost approximately \$30,000; and the cost of the kiosks to be installed in 2009. As a result, the Commission needs to reallocate monies in the budget.

Changes suggested were:

- Delaying the printing of the Walking Map until 2010;
- Increasing the District Branding/Identity budget to account for the SSA reconstitution;
- Decreasing the Façade Enhancement program budget due to low applications to date in 2009;
- Lowering the Office Rent and Office Utilities/Phone line items because of NAMA's arrangement with the Center on Halsted;
- Increasing the budget for banners because of new banners anticipated with the branding project;
- Lowering the Holiday Decorations budget to reflect lower negotiated costs;
- Increasing the Streetscape line item to reflect higher kiosks due to final estimates;
- Lowering the Security Rebate item due to the number of applications received to date; and
- Lowering the Security Subcontractor line item due to CPD feedback and recommendation from the NAMA Board.

It was

MOVED and SECONDED

to reallocate funds as presented.

MOTION CARRIED UNANIMOUSLY.

4. Draft 2010 Work Plan/Discussion

Jay presented a draft Work Plan for 2010. Many programs will stay in place from 2009, but the suggestion was made for additional programs, including: educational programs for businesses; a District Market Study that will help determine what types of businesses should be solicited for the street; a Shared Valet Program to alleviate parking issues on the street; the expansion of the Sidewalk Snow Removal program to a seasonal contract; and Safety Seminars.

Following discussion, it was

MOVED and SECONDED

to incorporate the new programs into the 2010 Work Plan as presented.

MOTION CARRIED UNANIMOUSLY.

5. SSA #18 Expansion.

Jay reviewed the Expansion area and reported that a meeting will be held this afternoon with Aldermen Shiller and Tunney on this matter. Consensus was that the Expansion be pursued if Aldermanic support is forthcoming.

6. 2008 SSA Audit.

Jay reported that Greg Mermel is scheduled to review the SSA #18 accounting for 2008 in April and that a draft Audit would be available before the May 1 filing deadline with the City.

7. Old Business.

A. Review of Kiosk Status

Jay noted that the contract with Star Signs is now in place. He and Jim Ludwig met with the company to review the locations and the details of the project. Static kiosks should be in place this summer, and we hope to have a digital kiosk in operation as well.

B. Other Old Business

Jay noted that the NAMA Board has recommended to Alderman Tunney's office that the City security camera placement be at Aldine and Halsted.

5. New Business

Michael Mitsoglou asked about looking at other ways to beautify the street. It was suggested that we look into streetscape elements including crosswalk pavers to see whether they might be pursued.

Jim Ludwig thanked Jay for his efforts and noted that with the branding project and the additional programs that we have put in place, our staff resources are stressed. He indicated that the Commission should plan for at least some part-time help in 2010. Consensus among commissioners was to allocate funds to additional staff help.

6. Time and Place of Next Meeting

The next meeting of the SSA #18 Commissioners will take place on Wednesday, June 10, 2009, at 10 a.m. at Nookies Tree.

7. Adjournment

There being no further business, the meeting was adjourned at 11:06 a.m.