



MINUTES
SSA #18 COMMISSIONERS MEETING
February 11, 2015
Nookies Tree, 3334 N. Halsted St., Chicago, Illinois

1. Call to Order & Roll Call

Chairman Jim Ludwig called the meeting to order at 10:06 a.m. and the following Commissioners were in attendance:

Jim Ludwig, Cindy Rudman, Dave Gassman, Tim Klump, Randy Shingledecker, Kearby Kaiser and Richard Wong.

A quorum was present.

Also in attendance were Northalsted Business Alliance (NBA) Executive Director Christopher Barrett Politan and Assistant Director of Internal Affairs Eric Santiago. One member of the public was in attendance Mike Raffety, resident at 3526 North Halsted Street.

2. Approval of the December, 10 2014 Meeting Minutes

Minutes from the December, 11 2014 meeting of the SSA Commission were distributed and reviewed.

MOVED by Commissioner Tim Klump

And SECONDED by Commissioner Dave Gassman

to approve the minutes as sent in advance of the meeting.

MOTION CARRIED UNANIMOUSLY.

3. Financial Report

Christopher fields questions regarding the financial reports. He reports that the Northalsted Business Alliance received and addressed five phone calls after the February 1st snowfall. NBA shovels sidewalks within SSA #18 for snowfalls over 2 inches.

It was MOVED by Commissioner Randy Shingledecker

and SECONDED by Commissioner Kearby Kaiser

to accept the financial reports as presented.

MOTION CARRIED UNANIMOUSLY.

4. Internal Affairs Report

Eric Santiago highlights items from his staff report that was distributed prior to the meeting, which includes the following:

- SSA commissioner renewals and new commissioner applications are due to the City of Chicago. Letters of Support from both Alderman's offices have been obtained. New Commissioner training is one Feb. 23rd.
- Still working with Clarence Davids' on redesigns of the seasonal landscaping displays.
- The holiday décor snow burst on the light poles will remain up throughout February to assist in promoting **Frost Fest**, this décor has been scheduled to be removed on March 2nd.

5. NBA Updates

Christopher further discusses the new Northalsted Business Alliance Strategic Plan that was distributed prior to the meeting and provides additional insight on the organization's structure which has been divided into four categories: Thought Leader and Influencer, Member Resources and Support, Organizational Vitality, and Market Identity. To further fulfill these new objectives NBA has hired two new staff members: Chad Honeycutt, Assistant Director of External Affairs and Dustin Erikstrup, Director of Special Events.

Christopher announces that NBA has expanded last year's Soup Walk event into a full weeklong festival called **Frost Fest** taking place Feb. 22-28th. The week is comprised of four different events designed to bring increased traffic to the district during an otherwise slower time of year. The week kicks off with the Soup Walk on Sunday, which partners participating restaurants with retailers and encourages people to sample soups throughout the district. During the week from Monday through Thursday is the Taste of Northalsted promotion that encourages customers to print \$10 off coupons online to redeem at participating restaurants. On Feb. 25th is the Warm-Up Wednesday event where participating bars will offer warm beverages for \$5. The week will end on

Saturday, Feb. 28th with the marquee event the Brisk Brews Craft Beer Festival, held in a heated tent on Halsted and Waveland Avenue, will allow people to choose between two tasting sessions to sample beers from over 20 breweries.

6. Branding

Christopher provides an update on the branding work informing the Commission of the new tag lines: "*In & Proud*" and "*Chicago's Proudest Neighborhood.*" The NBA Board is in the processes of reviewing logo designs, once approved a new logo will be announced to the public.

7. April Meeting Discussion

The next meeting will be held as scheduled on Wednesday April 8th.

8. Public Comment

Chairman Ludwig invited public comments.
There are no public comments.

9. 2015 Meeting Schedule

Christopher informs the Commissioners of the 2015 meeting schedule. Meetings will be held on Wednesdays at 10:00 a.m. Dates are:

- April 8 (to approve draft budget)
- July 15 (if needed to approve 2016 budget)
- September 9
- December 9

10. Adjournment

There being no further business,

It was MOVED by Commissioner Kearby Kaiser

and SECONDED by Commissioner Tim Klump

to adjourn the meeting at 10:43 a.m.

MOTION CARRIED UNANIMOUSLY.