



## **MINUTES**

### **SSA #18 COMMISSION - September 13, 2017**

*Nookies Tree, 3334 N. Halsted Street, Chicago, Illinois*

#### **1. Call to Order & Roll Call**

Chairman Jim Ludwig called the meeting to order at 9:09 a.m. and the following Commissioners were in attendance: Jim Ludwig, Dave Gassman, Kearby Kaiser, Tim Klump, Cindy Rudman, Randy Shingledecker, Nichol Vargas, Mark Zipperer.

A quorum was present.

Also in attendance were Northalsted Business Alliance Director of Operations Eric Santiago.

Public Attendance: Director of Public Safety and Community Affairs from the 44<sup>th</sup> Ward Chris Jessup, Valarie Dys from RCN Business, Matthew Jackowiak from Whole Foods Market Halsted Street and local resident Michael Raffety

#### **2. Approval of the Minutes**

Minutes from the April 18<sup>th</sup> and July 11<sup>th</sup> meeting were distributed and reviewed.

**MOVED by Tim Klump**

**And SECONDED by Dave Gassman**

to approve the minutes from April 18, 2017 and July 11, 2017.

**MOTION CARRIED.**

#### **3. Program Management**

Eric states the fall landscaping will be installed September 18-19 and that signage will be installed on the planters to promote this year's Halloween Parade instead of street light pole banners.

Currently 22 out of 30 trash cans have been repainted on Halsted Street. The next step will be adding a marker across the top of each newly painted trash can.

Del Nakamura has joined the staff of the Northalsted Business Alliance as our new part time Marketing Manager/Coordinator. He previously worked with us as an independent contractor overseeing our summer festival social media efforts.

**4. RFP's and Contracts**

Eric states that our snow removal contract is up for renewal and presents the proposal by Cleanstreet.

**MOVED by Kearby Kaiser  
And SECONDED by Tim Klump**

to approve Cleanstreet as our snow removal services contractor for the 2017-2018 winter season.

**MOTION CARRIED.**

Eric states that landscaping and litter removal RFP's will be going out this year for services beginning in 2018. As part of those agreements will bundle future snow removal services to get a better deal.

RFP's for power washing and surveillance cameras will also be distributed this year.

Eric presents the Demographic Analysis Proposal prepared by Place Consulting. The commissioners discuss the pros and cons of having this data. There is concern over the age of the data and its value.

**MOVED by Tim Klump Kearby Kaiser  
And SECONDED by Randy Shingledecker**

to approve the proposal by Place Consulting, amended that data used in the report must be from the past 5 years.

**MOTION FAILS.**

Kearby states that the Village of Winnetka created an economic development report that we should reference as we think of new ideas for what we want to do for economic development.

**4. Budget Update**

Eric presents a report highlighting our January – August 2017 spending and states that overall we are under our projected budget. That we have received the majority of our funding from the city and that we should be prepared to not receive all our projected city funding. This estimated shortage of about \$22,000 will not hinder any SSA programs and we can plan ahead for this shortage going into our December SSA Commission Meeting.

Eric presents one budget change designed to better allocate staffing costs.

**MOVED by Dave Gassman**

**And SECONDED by Kearby Kaiser**

to approve the transfer of \$7,000 from Personnel (section 7.0) to Customer Attraction - Social Media Outreach (section 1.04) to cover the addition of the new Marketing Manager/Coordinator position.

**MOTION CARRIED.**

**5. Public Comment**

Mike agrees that looking at other economic development reports such as the one referenced by Kearby from Winnetka is a great place to start as we look at what our own future economic development plan will be.

**6. Adjournment**

There being no further business,

**It was MOVED by Commissioner Mark Zipperer  
and SECONDED by Commissioner Cindy Rudman**  
to adjourn the meeting at 10:30 a.m.

**MOTION CARRIED.**