

WEST TOWN SSA
MEETING OF SSA COMMISSION
Thursday, November 5, 2020 11:00 AM
Meeting held via Zoom
West Town Chamber of Commerce
1819 W. Chicago Ave., Chicago, IL 60622

MINUTES

In Attendance: Michael VanDam, Jenny Rossignuolo, Sara Dulkan, Nora McCarthy, Kara Salgado, Susan Aldous, and Sara Bemer

Absent: Chris Hunt, Steven Tobiason, Adam Williams

➤ **Call to Order:**

- The meeting of the West Town SSA #29-2014 Commission is called to order.
 - Called to order at 11:11am by Michael Van Dam
- Pursuant to the applicable law and my determination that attendance by remote means is necessary because an in-person meeting is not practical or prudent due to the declared public health disaster caused by COVID-19, this meeting is conducted by videoconference.

➤ **Approval of Minutes from September 3, 2020**

- Approved (Jenny 1st, Michael 2nd)
- 10/7 Budget Meeting Minutes
 - Approved (Michael 1st, Nora 2nd)

➤ **Financial Report & Budget Reviewed:**

- 2020 P&L Statement, Balance Sheet & Year to Date Budget distributed and reviewed.
- 2019 Quarter 4 and 2020 Quarter 1 Reports.
 - Quarterly Reports **Approved** (Jenny 1st, Michael 2nd, all in favor)
 - Directive: Reach out to Joy to find out what the change was for Q4-2019

➤ **Rebate / Grant Programs:**

- **COVID-19 Related Programming, Grants & Partnerships Reviewed:**
 - West Town Bingo (\$500 in gift cards from SSA, \$500 from WTCC) - 12 of the 20 gift certificates have been distributed, 8 remaining. 4 for WTAW for Do312 promotion prizes & 4 for WTWF.
- **Completed Facade Projects for review and VOTE:**
 - Facade - 1112 N. Ashland Ave - Property Owner, Zygmunt Dyrkacz - Completed
 - **Approved** for \$1,753.92 (Jenny 1st, Nora 2nd, all in favor)
 - Façade - 2135 W. Chicago Ave – Property Owner, Ben & Emily Johnson – Completed
 - **Approved** for \$15,000 (Jenny 1st, Sara D. 2nd, all in favor)
 - Façade – 1819 - 1821 W. Chicago Ave, WTCC – Completed
 - **Approved** \$4,756.76 (Sara D. 1st, Nora 2nd, all in favor)
- **Approved Facade Projects still in progress:**
 - Façade – 1721 W. Chicago Ave – Ice Cream Shoppe – In process.
- **Completed Security Projects for review and VOTE:**
 - Security - 2135 W. Chicago Ave - Property Owner, Ben & Emily Johnson - Completed
 - **Approved** (Michael 1st, Nora 2nd, all in favor)
- **New Security Application review and VOTE:**
 - Security - 1801 W Chicago Ave - Application
 - **Approved** \$1,087.50 (Jenny 1st, Michael 2nd, all in favor)

- **Approved Security Projects still in progress**
 - Security – 1721 W. Chicago Ave – Ice Cream Shoppe – In process.
- **Public Art Updates**
 - Map Project – Map created in Google maps for WTAW - Public Art page on website created with image grid and Google map
 - City Mural Registry Program – Install TBA
 - Chicago & Lessing - Justin Suarez - Finished & Paid
 - Anthony Lewellen, Lie/Lux, and Fnnch murals were tagged and all repaired. Lisa Gray mural replaced Fnnch mural at Chicago & Lessing.
 - 1821 W. Chicago Ave – Artist: Mara Baker – Location 1: Finished & Paid.
 - 2135 W. Chicago Ave – JB Snyder – Finished & Payment in process
 - 1749 W. Chicago Ave – Cody Hudson, curation by Andrew Rafacz Gallery – In Process.

➤ **Marketing / Beautification / Safety / Other:**

- Banners & Holiday Decorations:
 - Golder College Prep purchased banner sponsorship banners were installed
 - CEG was contacted to install holiday decorations
- Holiday Decorations going up
 - ❖ CEG Contract/ Cost- **Review & VOTE**
 - **Approved** quote \$17,790 (Michael 1st, Nora 2nd, all in favor)
- West Town Pop Up Project:
 - Finalized lease terms, mission, FAQ sheet
 - Created Pop-Up page on Chamber Website
 - Pop-Up brochure created for WTAW Mara Baker open house
 - Announcement and PR / Promo Email sent
- Landscaping:
 - Hand weeding is finished for the season
 - Bartlett Tree service - Services ongoing - investigating where we are on tree removal so that we can continue service
- Street Cleaning: No updates.
- Master Plan: Still have not received a meeting invite from CDOT to discuss possible Road Diet Plan.

➤ **Events and Neighborhood Updates:**

- Webinar: PR & Social Media Marketing Tips for West Town Businesses
 - Tuesday, Nov. 10th from 10:00am to 11:00am
 - Via Zoom (RSVP For Zoom Meeting Information: <https://westtownchamber.chambermaster.com/eventregistration/register/5897>)
- Webinar: WTCC Annual Members Meeting & Board Elections
 - Wednesday, Dec. 2nd from 7:00pm to 8:00pm
 - Via Zoom (RSVP for Zoom Meeting Information: <https://us02web.zoom.us/meeting/register/tZAKd-qsrDloH9TQEFhuQuM9xs4qA5BzRTqR>)
- Winterfest is cancelled.
 - Instead, WTCC will promote the existing business directory with messaging “Spend Local to Save Local”.
 - Pushing local holiday shopping and dining on social and in PR
 - Directing to Winterfest webpage for holiday shopping promo/map/directory: <https://www.westtownchamber.org/winterfest>

➤ **Old Business:**

- SSA Program Director Kace Wakem resigned effective September 21, 2020

- ❖ SSA Director duties will be covered and split amongst existing Chamber staff for the remainder of 2020:
 - ❑ Executive Director and Membership Director to cover outreach, communications, marketing, programs, grants
 - ❑ Operations Director to cover budgets, contracts, accounting operations
- ❖ SSA budgeted Program Director salary / personnel line will go towards paying a % of the salaries for the existing Chamber staff covering SSA Director duties
 - ❑ This allows for existing staff to cover additional SSA duties and does not add to existing Chamber staff salary amounts

➤ **Public Forum:**

Next SSA Commission Meeting Date: December 3, 2020 via Zoom

Meeting adjourned at 12:17pm (Approved all in favor. Nora 1st, Jenny 2nd).