

**WEST TOWN SSA**  
**MEETING OF SSA COMMISSION**  
Thursday, December 3, 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, Sara Dulkan, Jenny Rossignuolo, Nora McCarthy, Steven Tobiason, Kara Salgado (WTCC), Susan Aldous (WTCC), and Sara Bemer (WTCC)

**Not in attendance:** Chris Hunt and Adam Williams,

➤ **Call to Order: at 11:07am**

- The meeting of the West Town SSA #29-2014 Commission is called to order.
- 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.
- No one attending for the Public Forum a

➤ **Reviewed & VOTED to Approve Minutes from Meeting: November 5, 2020**

- Approved, all in favor (Michael 1st, Sara D. 2nd)

➤ **Financial Report:**

- 2020 P&L Statement, Balance Sheet & Year to Date Budget distributed (in December Meeting Shared File)
  - 2021 SSA Budget (Approved Oct. 7) is being prepared by DPD for City Council Approval at November Council meeting. Board/Commission Indebtedness check is clear. 1<sup>st</sup>, 2<sup>nd</sup> & 27<sup>th</sup> Ward Alderman expressed support for the budget to DPD.
- Budget Modification
  - **Reviewed & Approved New Revisions:**
    - \$20,000 from 1.06 (Holiday Decorations) to 1.05 (Decorative Banners)
    - \$6,000 from 2.06 (Public Art) to 2.11 (Sidewalk Snow Plowing)
    - \$9,882 from 7.03 (SSA Program Director) to 7.01 (Executive Director)
    - \$10,004 from 7.03 (SSA Program Director) to 7.02 (Operations Director)
    - \$1,185 from 7.04 (Bookkeeper) to 7.02 (Operations Director)
- WorkPlan Modifications
  - New Revisions
    - Executive Director to 40% as of September 1, 2020
    - Operations Director to 50% as of September 1, 2020
    - Membership and Communications Director to 50% as of September 1, 2020

➤ **Rebate / Grant Programs:**

- **Approved Security Project for Reviewed & Voted to Approve**
  - Security – 1801 W. Chicago Ave – 800 N Wood Condo Association – complete.
    - \$1, 087.50. Approved, all in favor (Jenny 1st, Nora 2nd)
- **Approved Facade Projects still in progress**
  - Façade – 1721 W. Chicago Ave – Ice Cream Shoppe – In process.
- **Approved Security Projects still in progress**
  - Security – 1721 W. Chicago Ave – Ice Cream Shoppe – In process.
- **Public Art Updates**
  - 2135 W. Chicago Ave – JB Snyder – Finished & Payment Mailed (\*Check lost in Mail – voiding initial check and initiating a wire transfer to resolve = \$20 fee)
  - 1749 W. Chicago Ave – Cody Hudson, curation by Andrew Rafacz Gallery – In Process.

- Additional publicity strategies to be discussed with Zapwater at upcoming meeting.
- **Marketing / Beautification / Safety / Other:**
  - Holiday Decorations Installed:
    - Chicago Event Graphics (CEG) was contracted to install holiday decorations
  - West Town Banner re-printed **Reviewed & Voted to Approve**
    - Discussed 2020 carryover budget money for project
    - Possibly Install new banners when holiday decorations come down
      - Approved, all in favor (Nora 1st, Sara D. 2nd)
  - West Town Pop Up Project:
    - 30 Day Lease to NICZKA Nov 23-Dec 23– clothing designer, retail apparel <https://www.niczka.com/>
    - Retaining Mara Baker art light installation
  - 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
  - Master Plan: Still have not received a meeting invite from CDOT to discuss possible Road Diet Plan.
- **Events and Neighborhood Updates:**
  - Past
    - 11/10/20 Webinar: PR & Social Media Marketing Tips for West Town Businesses
    - 12/2/20 Webinar: WTCC Annual Members Meeting & Board Elections
  - Upcoming
    - 12/9/20 @ Noon, Webinar: Families First Coronavirus Response Act (FFCRA) Presentation for West Town Chamber and 1st Ward with U.S. Department of Labor
      - Register at: <https://us02web.zoom.us/meeting/register/tZEqdOGqgTItGdCv32xyQEzif0ngNFcGFELa>
  - Winterfest as an event is cancelled. Promoting Shopping Local all winter.
    - Instead, WTCC will promote the existing business directory with messaging “Spend Local to Save Local”.
    - Block Club Article: <https://blockclubchicago.org/2020/11/25/shop-local-2020-a-wicker-park-bucktown-and-west-town-holiday-gift-guide/>
    - Winterfest webpage has holiday shopping promo/map/directory: <https://www.westtownchamber.org/winterfest>
  - Survey - Membership Needs & Events Ideas 2021: <https://docs.google.com/forms/d/1Gi2eN34p6ZvWZNGG7Jwe46Kzevq3mA3BkFn6DSJk w1A/edit?usp=sharing>
- **New Commissioners & New 2021 Meeting Time**
  - Julia Skuibida, American Family Insurance 1702 W. Chicago Ave.
  - Evan Muellner, Pie Eyed Pizza 1111 W. Chicago Ave.
    - New SSA Commissioner Meeting time one hour earlier in 2021 at 10am instead of 11am still on first Thursday of the month (Chris Hunt will be able to attend)
    - **VOTED TO APPROVE NEW 2021 MEETING TIME**
      - Approved, all in favor (Steven 1st, Jenny 2nd)
    - No Meeting in January – will allow for new Commissioner applications to be processed
- **Old Business:**
- **Public Forum: No one in attendance for Public Forum**

\*\*\*Next SSA Commission Meeting Date: Thursday, February 4<sup>th</sup> 2021 at 10am via Zoom\*\*\*

Meeting adjourned at 11:55am