

SSA Commission Meeting  
O'Briens Restaurant  
Second Floor Oak Room  
FINAL Minutes  
July 18, 2011  
5:30pm

COMMISSIONERS PRESENT: Linda Gits, Barney Flanagan, Dino Lubbat, Peter O'Brien, Mark Proesel,  
David Stone, Mary Quincannon, Don Klugman  
PUBLIC PRESENT: David Dattalo  
STAFF PRESENT: John Blick

#### CALL TO ORDER

Chairman Peter O'Brien called the meeting to order at 5:33pm and asked that the record show that the full Commission is present.

Mr. O'Brien asked that the Commissioners review the DRAFT minutes from the 4/18/11 Regular Commission meeting and asked for discussion or changes.

Mr. Niemand moved that the minutes of the 4/18/11 Regular Commission meeting be accepted  
Mr. Lubbat seconded. All in Favor. The minutes from the 4/18/11 meeting are adopted.

Mr. O'Brien asked that the Commissioners review the DRAFT minutes from the 5/26/11 Special Commission meeting and asked for discussion or changes.

Mr. Flanagan moved that the minutes of the 5/26/11 Special Commission meeting be accepted  
Mr. Proesel seconded. All in Favor. The minutes from the 5/26/11 Special Meeting are adopted.

#### REVENUE REPORT

Mr. Blick read through the revenue report and shared information on the receiving of wire transfers.

#### **Committee Reports**

##### EXECUTIVE COMMITTEE

Mr. O'Brien was able to attend a meeting of the OTMRA Burton Place Committee, at which thumbnail pricing was available for varying project scopes. The cost range for the project is between \$350,000 and \$675,000

The current plan is to remove what is currently occupying Burton Place, add a bump-out into the street, move the fountain closer to the street, and create an elevated park area where the raised beds and fountain are currently.

The OTMRA Burton Place Committee is examining the possibilities of receiving funding down the line. It was wondered if it could be a phased project with a master plan achieved over the course of 3 years.

The Executive Committee of SSA #48 has had discussions with the OTMRA Executive Committee to get support services in the office so there is more help. Thanks was made to Mr. Blick for holding down the office in the interim.

##### PUBLIC WAY COMMITTEE

Mr. Lubbat reported on the vendor presentations and mentioned that the Public Way Committee met earlier to make the following recommendations:

SSA #48 Old Town contract Tim's Snowplowing to achieve snow removal for the neighborhood with a \$27,000 zero tolerance contract.

Mr. Lubbat shared that, in terms of street cleaning, there was a long discussion about who to use. The Committee recommends going with Clean Street – they will be out year-round, get the job done, and wear vests to advertise the SSA. There was a suggestion to create a \$300 budget to purchase and produce vests for the Clean Street workers to wear while they are in the neighborhood. It was mentioned the Clean Street's total annual cost came in under \$10,000 a year.

Mr. Lubbat made a motion that SSA #48 approve both the snow removal contract for Tim's Snowplowing and the street crew contract for Clean Street and create a \$300 budget for the purchase of SSA #48 vests. Ms. Gits seconded. The Chairman asked for the discussion and called the motion to vote. All in favor. The motion to contract Tim's Snowplowing and Clean Street and create a \$300 budget passed.

The Chairman mentioned that these services are some of the most visible items SSA #48 can offer the residents and businesses in the SSA.

Mr. Niemand added that just as OTMRA advertises "where the money goes" at the festivals, so should the SSA put itself out there to let the community know what is going on. OTMRA should do all it can to make sure they include information about the SSA in publications, newsletters, and e-blasts.

Mr. Obrien stated that it will be the charge of the Executive Committee of SSA #48 to get the proper wording for all releases.

#### COMMUNICATION COMMITTEE

Ms. Gits shared that the Communications Committee has met twice and is looking at a concept Mr. Klugman created for a video to advertise the SSA. There is still conversation about the website, though there is not enough known content to discuss at this time. Mr. Klugman mentioned that the other SSAs have their own sites. Others work through real estate people, still others through commercial broadcasters. He mentioned it is always important to let the public service people at the stations know that they are free to fill time and the usage with submitted videos.

Mr. O'Brien mentioned that Mr. Klugman's creativity is a strength for everyone.

Mr. Klugman added that it is an attention-getting piece that shows what we are doing and reaches out for the residential perks of Old Town. His video concept is not something that sells anything – it shows a feeling of the place and gives the feel of why people want to live, work, and play in Old Town. The final copy will look good on its own, not to mention as an advertising piece.

The Communication committee is still in discussion.

Mr. Klugman mentioned there are many producers in the Chicago area who can be approached for pricing strategies for the video.

Ms. Quincannon asked whether out-of-district imagery would be ok to use in the video. It was felt there could be someone who might feel they should have more attention in the video than those out of the SSA district.

#### RESIDENTIAL MEETING

Mr. Proesel shared that the committee met the previous week and were joined by a new committee member, Sharyn Weiss from 1414 N. Wells. There was an informative agenda. Sharyn was pleased and honored to be involved. The meeting went well and hopefully at the next meeting there will be more

residents involved. There was great discussion about the contracts the Commission just approved and the Residential Committee's thoughts on the contracts helped tremendously.

#### WORKPLAN/BUDGET DISCUSSION

Mr. Niemand has spent a lot of time looking over the budget. He reminded the Commission that the SSA needs to have money in a category to be able to spend in that category. If you look at the form, basically the plan is replicated for 2011 from the 2010 budget. If we think we have a multi-year investment for which we need to put money aside, which should be addressed.

It was wondered if the SSA can borrow money. The answer is yes.

Mr. Niemand asks how we really want to spend money in the categories and thought that realistically we need to have a good idea about the projects even if we are able to alter amounts within budgeted categories.

There was discussion of the 2011 carryover and levy and it was mentioned that it takes a lot of organization and planning to spend the money every year. It was suggested that staff contact legal at City Hall to see about setting up an escrow account for a capital project.

Mr. Niemand made a motion that the 2012 work plan and budget be approved with similar categories and percentages to the 2011 budget. Ms. Gits seconds. All in Favor. The 2012 Work Plan and Budget are approved by the full board.

Mr. Lubbat moved that pending legal approval of OTMRA to disperse funds to a secured escrow account, \$100,000 be expended within three months from the meeting date for the purposes of supporting the project in Burton Place. Ms. Quincannon seconded. All in favor. The motion passes.

It was discussed that cameras should be the next item up for purchase. It was recommended that the residential committee meet with Sgt. Ray and discuss the cameras.

Mr. Lubbat moved that a \$9,000 expenditure be approved for upgraded holiday decorations in the SSA district. The \$9,000 will be added to the previously vetted contract with Old Town Gardens. Ms. Quincannon seconded. All in favor. The motion carries.

Mr. Lubbat made a motion to allocate \$14,000, an appropriate percentage of SSA District within the previously vetted Old Town Gardens contract, for fall plantings and spring bulb rotation. Ms. Quincannon seconded. All in Favor. The motion carries.

Mr. O'Brien asked if there was any further business. There was none.

Mr. Lubbat made a motion to adjourn. Mr. Flanagan seconded. All in favor. The motion carries.

The meeting was adjourned ay 7:07pm.