



— OLD TOWN —
SPECIAL SERVICE
— AREA 48 —

**SSA 48 Old Town –Commission Meeting
Teleconference/Zoom Meeting--COVID-19
Wednesday, July 15, 2020
5:30pm**

AGENDA

Commissioners and Staff Present: Ian M Tobin - Executive Director, Sam Waldorf, Associate Director, Rachel Rubinson, Marketing and Membership Coordinator, Peter O'Brien, Mark Proesel, Don Klugman, Caroline Schoenberger, Judy Erwin, and Alex Christenson. Guests Present: Bob Friedman, Lisa Kidd, Bob Zadyak, Jennifer Tremblay, Paul Purewal, and Kevin Salmon.

1. Call to Order

The meeting was called to order at 5:34pm by Peter O'Brien.

2. Roll Call

Quorum

3. Introduction of Guests

Bob Friedman

Lisa Kidd

Dr. Bob Zadyak

Jennifer Tremblay

Paul Purewal

Kevin Salmon

4. Review of DRAFT MINUTES from SSA 48 Commission Meeting on 06/04/2020

- a. **MOTION TO APPROVE 06/04/20 SSA 48 Commission Meeting Minutes by Ms. Erwin, seconded by Ms. Schoenberger. The motion carries.**

5. Financial Report

Present Balance: \$252,300.94

Revenue to date: \$258,139.47

Expenses

Advertising and Promotion: \$600

Operations & Administrative Support: \$25,872.62

Public Way Maintenance: \$101,006.26

Parking/Transit/Accessibility: \$1,560

Safety Programs: \$33,405.58

Total Expenses: \$139,444.46

6. Committee Reports

a. Executive Committee – Mr. Peter O'Brien, Chairman

i. Discussion on SSA 48 Commission Composition

Mr. Tobin noted the OTMRA is intending to make SSA 48 a premier SSA in business attraction.

ii. Discussion on 2021 Budget and Workplan Final Draft

Mr. Tobin stated the budget and workplan have been sent to DPD. The workplan is in line with city guidance; there have been no comments on it from DPD. Mr. Tobin noted there will not be any substantial changes made to the budget and workplan. The 2021 budget will address how to utilize the SSA as a tool for recovery, through rebates and economic development programs.

1. MOTION TO APPROVE 2021 Budget and Workplan Final Draft by Ms. Erwin, seconded by Mr. Proesel. The motion carries.

iii. Discussion on 2021 Levy

Mr. Tobin stated the budget holds the levy at .24% -- the same level as in 2020, thanks to appreciation of property values in the area.

1. MOTION TO APPROVE 2021 Levy of 0.24% by Ms. Schoenberger, seconded by Mr. Proesel. The motion carries.

iv. Discussion on Approving the OTMRA as the Sole Service Provider (SSP) for 2021

Mr. Tobin noted that with the expansion of the OTMRA staff, the OTMRA is looking forward to implementing more initiatives, in collaboration with the SSA 48 in 2021. Mr. O'Brien inquired about the fee structure and how frequently payments are made. Mr. Tobin clarified payments are reimbursement for staff salary, and the fee increase is reflective of the expansion of the OTMRA staff. Reimbursement occurs twice a year (April and October) and both payments are equal in amount.

1. MOTION TO APPROVE the OTMRA as the Sole Service Provider (SSP) for 2021 by Mr. Proesel, seconded by Ms. Erwin. The motion carries.

v. Discussion on the Creation of the Economic Development Committee

Ms. Schoenberger noted the members of the Economic Development Committee (Ms. Schoenberger, Mr. Christenson, Ms. Erwin, Mr. O'Brien, and Mr. Tobin) would begin compiling a strategic plan. The Committee will complete market research, develop a plan, and ultimately begin implantation. Part of the Economic Development Committee agenda will be addressing vacant storefronts. Mr. Tobin added the Economic Development Committee will augment current commercial marketing materials in order to help convince brokers to consider Old Town. The Strategic Plan will help understand the current market the OTMRA draws on and can assist in proactive measures to attract businesses to Old Town.

1. MOTION TO APPROVE the Creation of the Economic Development Committee by Mr. Klugman, seconded by Mr. Proesel. The motion carries.

b. Public Way Committee – Mr. Alex Christenson, Committee Member

Mr. O'Brien thanked Mr. Christenson for assuming the role of Public Way Committee chair. Mr. Christenson and Ms. Kidd provided an update on CleanSlate. Ms. Kidd noted service has ramped

up now that the city has entered phase 4, and that residents have reported they are satisfied with the cleanliness of Old Town. Mr. Tobin noted as the Sole Service Provider, the OTMRA is satisfied with the service CleanSlate has provided, and the CleanSlate team has been reliable and responsive.

i. Discussion on 2020 Holiday Decorations Contract

Ms. Schoenberger stated the committee voted to recommend Old Town Gardens, with the added condition that a COVID-19 clause be put in place (should Chicago re-enter Phase 2 or 3, and decorating cannot occur). Mr. Tobin confirmed this price is in line with previous years. Mr. Tobin noted the contract would include the extended SSA boundaries.

Given that the decision to approve a Holiday Decorations Contract must occur at this meeting, the Commission moved to give full authority to the Public Way Committee to execute the motion to approve Old Town Gardens (subject to approving an agreement being reached with the contractor).

- 1. MOTION TO APPROVE Holiday Decorations Contract with Old Town Gardens totaling \$28,867.50 for 2020 (2.02) by Mr. Klugman, seconded by Mr. Christenson. Motion To Approval subject to an agreement with the contractor concerning any impact on the contract regarding the phased responses to the Covid-19 virus as negotiated by the Public Way Committee.**

c. Residential Committee – Mr. Mark Proesel, Committee Chair

i. Discussion on Health & Sanitation Rebate Program

Mr. Proesel stated Pure Barre submitted an itemized list for reimbursement. The total cost was approximately \$869, and Pure Barre asked for a \$400 reimbursement.

- 1. MOTION TO APPROVE Disbursement of Rebate to Pure Barre by Ms. Erwin, seconded by Mr. Proesel. The motion carries.**

Mr. Proesel stated Spice House submitted expenditures totaling \$2,660 and a \$500 rebate was requested.

- 2. MOTION TO APPROVE Disbursement of Rebate to Spice House by Mr. Christenson, seconded by Ms. Erwin. The motion carries.**

ii. Discussion on Security Service Update: AGB--Capt. Kevin Salmon

Mr. Salmon provided an overview of AGB security updates. Mr. Salmon noted the predominant weekend of unrest (May 31), Old Town businesses received minimal property damage as compared to surrounding neighborhoods. AGB has updated their hours to reflect new hours of businesses, maintaining a presence from 7pm – 1am, Thursday - Saturday. Mr. Salmon noted the CPD has the authority to pull a business license and shut down a business after issuing a warning and a fine (for exceeding capacity or too long of a line outdoors). Mr. Salmon and the AGB team routinely touch base with CPD for status updates. Mr. Salmon noted he does not expect a resurgence of looting accompanying upcoming protests.

d. Communications Committee – Mr. Don Klugman, Committee Chair

i. Discussion on Virtual Art Fest Marketing Sponsorship

Mr. Klugman expressed the need for identifying literature that describes the SSA and their work. Mr. Klugman noted by sponsoring the Virtual Art Fest, promotion of the SSA would be

available online far past the date of the event.

1. MOTION TO APPROVE a \$750 Sponsorship for the Virtual Art Fest by Ms. Erwin, seconded by Mr. Klugman. The motion carries.

e. Economic Development Committee – Ms. Caroline Schoenberger

Ms. Schoenberger noted the Committee will start identifying candidates for strategic planning.

i. Discussion on Committee Goals

No further discussion on Committee Goals was added.

7. New Business

Mr. O'Brien noted Ms. Erwin has accepted the position of Co-Chairman of the Executive Committee. Additionally, Mr. O'Brien extended thanks to the commission applicants for their time and effort thus far.

8. Adjournment

The meeting was adjourned at 6:47pm.