



— OLD TOWN —
SPECIAL SERVICE
— AREA 48 —

SSA 48 Old Town –Commission Meeting
Teleconference--COVID-19 via Zoom
Wednesday, October 21, 2020
5:30pm

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, Jennifer Tremblay, Alex Christenson, and Bob Zadylak.

AGENDA

1. Call to Order

The meeting of the SSA #48 Commission was called to order at 5:35pm by Peter O’Brien. 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.

2. Roll Call

Quorum

3. Introduction of Guests

Paul Purewal, Commissioner Applicant
Alicia Harper, AGB
Kevin Salmon, AGB
Steve Golyzniak, Tovar Snow
Derrick Earls, Tovar Snow

4. Review of DRAFT MINUTES from SSA 48 Commission Meeting on 07/15/2020

- a. **MOTION TO APPROVE 07/15/20 SSA 48 Commission Meeting Minutes by Ms. Erwin, seconded by Ms. Schoenberger. The motion carries.**

5. Financial Report

Present Balance: \$379,259.88
Revenue to date: \$457,386.48

Expenditures: \$4,525.37
Public Way Maintenance: \$88,101.81
Public Way Aesthetics: \$34,546
Parking/ Transit/ Accessibility: \$1,560
Safety Programs: \$77,881.35
Total Expenditures: \$232,759.53

Mr. Tobin noted that, even with the COVID-19 pandemic, the OTMRA only has a 1.9% decrease from this time last year. This means there has been a continuity of service.

6. Committee Reports

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

i. Discussion on Newly Approved SSA 48 Commissioners

The commissioners extended a welcome to Mr. Zadylak. Mr. Zadylak has been added to the public way committee (headed by Mr. Christenson), and the residential committee (headed by Mr. Proesel) as well.

ii. Discussion on 2020 Budget and Workplan Final

Mr. Tobin noted that the OTMRA was under budget in each budget category. Mr. Tobin noted \$2,500 needs to be reallocated from the marketing budget to the holiday decorations contract in order to stay under budget. Mr. Tobin noted there was only one major change to the budget and workplan, as opposed to multiple changes in previous years.

1. MOTION TO APPROVE 2020 Budget and Workplan Modification by Mr. Proesel, seconded by Mr. Zadylak. The motion carries.

iii. Discussion on Reimbursement of OTMRA Administrative Expenses

Mr. Tobin stated that the SSA typically reimburses the OTMRA twice per year. The OTMRA is currently looking to be reimbursed for office supplies, office equipment, printing, postage, website fees, and for staff salary.

1. MOTION TO APPROVE Second Reimbursement of OTMRA for Administrative Expenses totaling \$26,125.00 by Mr. Proesel, seconded by Mr. Christenson. The motion carries.

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

i. Discussion on Bike Racks

Mr. Christenson stated the installation of the bike racks was in response to a high demand for more bike infrastructure in the neighborhood. The bike racks will have the Old Town/SSA 48 logo on them. The OTMRA will work with CDOT for the installation locations. Mr. Tobin noted the installation would be guided by a map displaying the most-needed bike rack locations.

1. MOTION TO APPROVE of production and placement of bike racks throughout the district totaling \$3,563.84 (2.05) by Mr. Christenson, seconded by Ms. Erwin. The motion carries.

ii. Discussion on 2021 Snow Removal Service: Presentation by Tovar

Mr. Golyzniak noted preparations have begun for the winter season. Mr. Golyzniak stated there will not be much change from the past winter seasons; Tovar is prepared to handle snowfall from now through the end of April. Mr. Golyzniak stated he is looking forward to working with the OTMRA and SSA 48.

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

i. Discussion on Health & Sanitation Rebate Program

Mr. Proesel stated Pure Barre applied for the health and sanitation rebate program, for \$400.

**1. MOTION TO APPROVE Disbursement of Rebate to Pure Barre totaling \$400 (5.02)
Motion by Mr. Proesel, seconded by Mr. Christenson. The motion carries.**

ii. Discussion on Security Service Contract for 2021

Mr. Proesel stated the residential committee recommends continuing to partner with AGB (the current safety provider) for the upcoming year.

Mr. Salmon of AGB stated it was great working with SSA 48 throughout this challenging year. Mr. Salmon stated AGB's priority is making sure individuals still feel safe coming to Old Town. He additionally noted the current AGB contract calls for security from Memorial Day to Labor Day, and Thursday has been added to the weekly schedule (in addition to one rotating day during the week). Mr. Salmon noted street vagrancy appears to be on the rise, but overall it's been fairly quiet in Old Town. He additionally stated there will be extra protections in place during election week, to be prepared for protests as a result of any outcome.

1. MOTION TO APPROVE Security Contract with AGB Investigative Services for 2021 (5.03) Motion by Mark Proesel, seconded by Mr. Zadylak. The motion carries.

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

i. Discussion on disbursement of Digital Marketing Rebates

Mr. Tobin stated Cornerstone Children's Learning Center applied for the Digital Marketing Rebate, totaling \$400. Mr. Tobin stated the application is in line with program requirements and has been approved by the marketing committee.

1. MOTION TO APPROVE Digital Marketing Rebate disbursement to Cornerstone Children's Center totaling \$400 (1.09) by Ms. Schoenberger, seconded by Mr. Proesel. The motion carries by the board.

ii. Discussion on disbursement of Online Sales Rebates

Mr. Tobin stated Mercy Beaucoup applied for the Online Sales rebate (a total of \$62.10) to upgrade their online sales platform in order to be slightly less reliant on foot traffic.

1. MOTION TO APPROVE Online Sales Rebate for Mercy Beaucoup totaling \$62.10 (1.10) by Mr. Proesel, seconded by Ms. Erwin. The motion carries by the board.

iii. Discussion on Wells Street Holiday Window Display Promotion Sponsorship

Mr. Tobin stated that, to increase foot traffic in a safe way, there will be a Wells Street Holiday Window Display Promotion to drive interest in the Wells Street Corridor. The OTMRA held a webinar with Amy Meadows, Director of Window Display for Marshall Field's downtown, in order to give members ideas for what they can do to spruce up displays and help make stores COVID safe. Mr. Tobin noted the campaign for the whole corridor will support OTMRA members who need assistance putting together a window display; money is not a barrier to entry. Mr. Tobin noted the sponsorship has been approved by the committee.

1. **MOTION TO APPROVE Wells Street Holiday Window Display Promotion Sponsorship for \$1,500.00 (1.08) by Ms. Erwin, seconded by Ms. Schoenberger. The motion carries by the board.**

e. Economic Development Committee – Ms. Caroline Schoenberger, Committee Chair

- i. Discussion on Wells Street Strategic Plan

Ms. Schoenberger stated 3 responses were received for the RFP. The Committee heard from each of the groups and was able to ask questions as necessary. After some discussion, it was determined Lakota Group would be the best fit.

1. **MOTION TO APPROVE Wells Street Strategic Plan Contract with Lakota Group totaling \$28,860 (4.06) by Ms. Schoenberger, seconded by Mr. Christenson. The motion carries by the board.**

- ii. Discussion on Commercial Broker Attraction Event Sponsorship

Mr. Tobin and Mr. Waldorf have been discussing preparing for economic hardship the neighborhood could be facing soon. Mr. Tobin noted, it is therefore important to preemptively strengthen relationships with commercial brokers in the area. To that end, the OTMRA will host a socially distanced commercial broker breakfast event in the Old Town neighborhood. The event will serve as a listening session; the brokers will provide valuable insight about how they perceive the Old Town neighborhood. Mr. Tobin noted the sponsorship will go towards promotion, as well as coffee and pastries.

1. **MOTION TO APPROVE Commercial Broker Attraction Event Sponsorship for \$250 (4.01) by Ms. Schoenberger, seconded by Ms. Tremblay. The motion carries by the board.**

7. New Business

Mr. Tobin noted that, as a result of conversations with the department of planning and transportation, the OTMRA has received approval to launch extended dining in Old Town. To most efficiently utilize the walkway and curb, barricades will be moved into the street, and pedestrians will be moved to the curb lane. Mr. Tobin noted the OTMRA is still in the process of getting modified sidewalk permits extended, so extended dining can take place. This program will begin today and extend into next month.

8. Adjournment

The meeting was adjourned at 6:36 pm.