



SSA 48 Old Town –Commission Meeting
Teleconference
Wednesday, April 28, 2021
5:30pm

Commissioners and Staff present: Linda Fleener - Executive Director, Rachel Rubinson - Marketing and Membership Coordinator, Alex Christenson, Judy Erwin, Don Klugman, Peter O'Brien, Mark Proesel, Paul Purewal, Caroline Schoenberger, Jennifer Tremblay, and Bob Zadylak.

AGENDA

1. Call to Order

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

a. Pursuant to the applicable law and the Commission Chair's 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 via Zoom.

2. Roll Call

Quorum (full attendance)

Guests:

Kevin Clark - Lakota Group
Siraj Asfahani - Lakota Group
Hannah Bader - Lakota Group
Josh Bloom - Clue Group
Joy Coombes -

Zoning/Government Committee Attendees

Mary Quincannon
Giulia Sindler
Amy Lemar
Bob Block

3. Introduction of new OTMRA Executive Director Linda Fleener

Mr. O'Brien thanked the Executive Director Search Committee (Mr. Donovan, Ms. Quincannon, Ms. Tremblay, Ms. Sindler, and Ms. Lemar) for their efforts in selecting Ms. Fleener as the new OTMRA Executive Director.

Ms. Fleener provided an overview of her previous work experience. Her previous experience working for the City of Chicago afforded her the opportunity to work directly with Old Town business owners, and inspired her love for the neighborhood.

4. Review of DRAFT MINUTES from SSA 48 Commission Meeting on 01/20/2021

a. **MOTION TO APPROVE 01/20/21 SSA 48 Commission Meeting Minutes by Ms. Schoenberger,**

seconded by Mr. Proesel. The motion carries unanimously.

5. Financial Report

Mr. Proesel directed the Commissioners to examine page 67-68 of the meeting packet for the full details of the financial report. The current balance on hand for SSA 48 as of April 21, 2021 was \$372,834.81. Since the previous meeting, the SSA expended \$89,519.16 and took in \$222,750.98.

6. Committee Reports

a. Economic Development Committee

i. Discussion of Wells Street Corridor Report – The Lakota Group, Inc.

Mr. Clark discussed the plan overview and outreach efforts of the Wells Street Corridor Plan. Mr. Asfahani discussed the land use pattern in the district; the most predominant type of building is mixed-use. Mr. Asfahani discussed the physical conditions of the neighborhood (wide range of development patterns); and the need to find ways to unify the Old Town urban experience. Mr. Asfahani Discussed results of visual preference survey: the community predominantly favored mid-scale mixed use buildings. Mr. Asfahani acknowledged Old Town doesn't have a plethora of placemaking initiatives, but noted there are still ways to better activate areas and celebrate the district's heritage. There is a need for street activations, whether permanent or temporary.

Mr. Clark discussed updating the streetscape, including potentially adding public art, to foster a better, safer, and more accessible community environment. Mr. Clark recognized there was not a large amount of open space in the neighborhood, meaning there's a need to maximize opportunities along the street to create meaningful "People Places." Survey respondents reacted positively to parklets (pocket parks and alleyway activations).

Mr. Bloom discussed the market overview. The overview examines the SSA district, as well as a half mile radius away from the SSA boundaries. The predominant demographic in Old Town is Millennials and Gen X. The majority of individuals classify themselves as white collar workers, with a high amount of education per household. Within the community, there was a demand for more retail shops in the business mix. Mr. Bloom discussed the challenge is to expand daytime retail, while also catering to the neighborhood's nightlife.

Mr. Asfahani went over the different transit options connecting Old Town. The neighborhood is very well connected through CTA. Shared rides can affect traffic flow, and needs to be managed in some way. There was adequate parking, but individuals were not always aware of where parking is located.

After the Lakota group concluded their presentation, Mr. Asfahani discussed next steps, including creating design concepts focused on specific target areas.

Ms. Quincannon indicated that there may be a disconnect between resident store preferences and spending habits.

Mr. Klugman noted the changing character of the neighborhood over the years. Mr. Klugman noted the preference of survey respondents for more gallery spaces in the neighborhood didn't align with his previous efforts to incorporate a gallery in a space he managed (the gallery ultimately didn't work in the space).

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

i. Discussion on 1225 N. Wells Street Planters

Mr. Christenson noted the SSA expansion affects the boundaries of landscaping; originally the SSA only completed landscaping to Schiller, but now the SSA expansion reaches the planters at Plum Market.

1. MOTION TO APPROVE SSA 48 takeover of planter maintenance by Mr. Klugman, seconded by Ms. Schoenberger. The motion carries unanimously.

ii. Discussion on 20201 Landscaping Contract

Mr. Christenson noted the budgeted amount was \$56,000 and there was only a variance of \$2,800 (still under budget).

1. MOTION TO APPROVE Landscaping Contract with Old Town Gardens, totaling \$51,066 for 2021 (2.02) and MOTION TO APPROVE Addendum to Landscaping Contract to maintain 1225 N. Wells Street Planters, totaling \$7,800 by Ms. Erwin, seconded by Ms. Schoenberger. The motion carries unanimously.

2. \$51,066 + \$7800 = \$58,966 total budget for 2021

iii. Discussion on Pressure Washing Contract

1. 2021 RFP posted on the OTMRA website

Mr. Christenson noted no one had reached out about the Pressure Washing Contract, but he's spoken to a few contractors, and they will send in a bid soon.

c. Residential Committee - Mr. Mark Proesel

i. AGB Investigative Services continues to provide patrolling services

Mr. Proesel noted the SSA will continue to partner with AGB security, and AGB's annual contract started on March 15th, 2021. Mr. O'Brien noted the executive committee has approved additional AGB days in the neighborhood, as needed.

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

i. Discussion on SSA 48 2019 Audit: Elits & Associates – Joy Coombes

Ms. Coombes discussed the Elits & Associates Audit. The Independent Auditor's Report noted everything is fairly stated. There were no glaring errors or issues with the document. Once the motion has been approved, the document will be uploaded to the City.

1. MOTION TO APPROVE 2020 Audit (6.02) by Mr. Christenson, seconded by Ms. Erwin. The motion carries unanimously.

7. New Business

No new business to report.

8. Adjournment

The meeting was adjourned at 7:00pm.