Call to Order:
- The meeting of the West Town SSA #29-2014 Commission is called to order.
  - Called to order at 11:11am by Michael Van Dam
- 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.

Approval of Minutes from September 3, 2020
- Approved (Jenny 1st, Michael 2nd)
- 10/7 Budget Meeting Minutes
  - Approved (Michael 1st, Nora 2nd)

Financial Report & Budget Reviewed:
- 2020 P&L Statement, Balance Sheet & Year to Date Budget distributed and reviewed.
- 2019 Quarter 4 and 2020 Quarter 1 Reports.
  - Quarterly Reports Approved (Jenny 1st, Michael 2nd, all in favor)
    - Directive: Reach out to Joy to find out what the change was for Q4-2019

Rebate / Grant Programs:
- COVID-19 Related Programming, Grants & Partnerships Reviewed:
  - West Town Bingo ($500 in gift cards from SSA, $500 from WTCC) - 12 of the 20
    gift certificates have been distributed, 8 remaining. 4 for WTAW for Do312
    promotion prizes & 4 for WTWF.
  - Facade - 1112 N. Ashland Ave - Property Owner, Zygmunt Dyrkacz - Completed
    - Approved for $1,753.92 (Jenny 1st, Nora 2nd, all in favor)
  - Façade - 2135 W. Chicago Ave – Property Owner, Ben & Emily Johnson –
    Completed
    - Approved for $15,000 (Jenny 1st, Sara D. 2nd, all in favor)
  - Façade – 1819 - 1821 W. Chicago Ave, WTCC – Completed
    - Approved $4,756.76 (Sara D. 1st, Nora 2nd, all in favor)

Approved Facade Projects still in progress:
- Façade – 1721 W. Chicago Ave – Ice Cream Shoppe – In process.

Completed Security Projects for review and VOTE:
- Security - 2135 W. Chicago Ave - Property Owner, Ben & Emily Johnson -
  Completed
  - Approved (Michael 1st, Nora 2nd, all in favor)

New Security Application review and VOTE:
- Security - 1801 W Chicago Ave - Application
  - Approved $1,087.50 (Jenny 1st, Michael 2nd, all in favor)
• Approved Security Projects still in progress

• Public Art Updates
  o Map Project – Map created in Google maps for WTAW - Public Art page on website created with image grid and Google map
  o City Mural Registry Program – Install TBA
  o Chicago & Lessing - Justin Suarez - Finished & Paid
  o Anthony Lewellen, Lie/Lux, and Fnnch murals were tagged and all repaired. Lisa Gray mural replaced Fnnch mural at Chicago & Lessing.
  o 2135 W. Chicago Ave – JB Snyder – Finished & Payment in process

➤ Marketing / Beautification / Safety / Other:
  o Banners & Holiday Decorations:
    ■ Golder College Prep purchased banner sponsorship banners were installed
      ● CEG was contacted to install holiday decorations
  o Holiday Decorations going up
    ❖ CEG Contract/ Cost- Review & VOTE
      ➢ Approved quote $17,790 (Michael 1st, Nora 2nd, all in favor)

  o West Town Pop Up Project:
    ➢ Finalized lease terms, mission, FAQ sheet
    ➢ Created Pop-Up page on Chamber Website
    ➢ Pop-Up brochure created for WTAW Mara Baker open house
    ➢ Announcement and PR / Promo Email sent

• Landscaping:
  o Hand weeding is finished for the season
  o Bartlett Tree service - Services ongoing - investigating where we are on tree removal so that we can continue service

• Street Cleaning:
  No updates.

• Master Plan:
  Still have not received a meeting invite from CDOT to discuss possible Road Diet Plan.

➤ Events and Neighborhood Updates:
  o Webinar: PR & Social Media Marketing Tips for West Town Businesses
    ■ Tuesday, Nov. 10th from 10:00am to 11:00am
    ■ Via Zoom (RSVP For Zoom Meeting Information: https://westtownchamber.chambermaster.com/eventregistration/register/5897)
  o Webinar: WTCC Annual Members Meeting & Board Elections
    ■ Wednesday, Dec. 2nd from 7:00pm to 8:00pm
    ■ Via Zoom (RSVP for Zoom Meeting Information: https://us02web.zoom.us/meeting/register/tZAkd-qsrDloH9TQEFhuQuM9xs4qA5BzRTqR)
  o Winterfest is cancelled.
    ■ Instead, WTCC will promote the existing business directory with messaging “Spend Local to Save Local”.
    ■ Pushing local holiday shopping and dining on social and in PR
    ■ Directing to Winterfest webpage for holiday shopping promo/map/directory: https://www.westtownchamber.org/winterfest

➤ Old Business:
  ● SSA Program Director Kace Wakem resigned effective September 21, 2020
SSA Director duties will be covered and split amongst existing Chamber staff for the remainder of 2020:
- Executive Director and Membership Director to cover outreach, communications, marketing, programs, grants
- Operations Director to cover budgets, contracts, accounting operations

SSA budgeted Program Director salary / personnel line will go towards paying a percentage of the salaries for the existing Chamber staff covering SSA Director duties
- This allows for existing staff to cover additional SSA duties and does not add to existing Chamber staff salary amounts

Public Forum:

***Next SSA Commission Meeting Date: December 3, 2020 via Zoom***

Meeting adjourned at 12:17pm (Approved all in favor. Nora 1st, Jenny 2nd).