Minutes

Present: Commissioners: Michael VanDam (Chair), Jenny Rossignuolo (Treasurer), Nora McCarthy, Sara Dulkin, Adam Williams, Candice Cusic
Executive Director – Kara Salgado
SSA Program Director – Kace Wakem
Membership Director – Sara Bemer
Public Forum / Guests: None
Not Present: Chris Hunt (Vice-Chair), Steven Tobiason (Secretary).

➢ Call to Order: Michael VanDam called the meeting to order at 11:06 a.m.

➢ Minutes from SSA Commission Meeting on April 2, 2020

*Jenny Rossignuolo motioned to approve 4/2/20 Meeting Minutes. Candice Cusic seconded this motion and it was approved unanimously.

➢ 2019 Audit Review: Joy Coombs from Eilts & Associates presented the 2019 Audit. Draft was approved (pending the update of minor clerical errors)

*Jenny Rossignuolo motioned to approve the 2019 Audit. Nora McCarthy seconded this motion and it was approved unanimously.

➢ Financial Report & Budget:

- 2020 YTD Statement, P&L and Balance Sheet distributed and reviewed.
  ➢ Will have updated 2019 Carry-over actuals and recommendations at June SSA Commission Meeting

*Candice Cusic motioned to approve 2020 Financial Statements. Adam Williams seconded this motion and it was approved unanimously.

- 2021 Budget - will present budget draft at next meeting on June 4th to be submitted to DPD on June 5th.

➢ Contract:

- Cleanslate – Cans were power-washed and replaced in the district. Mural viaducts were power-washed.

➢ Rebate / Grant Updates:

➢ COVID-19 Related Programming, Grants & Partnerships - discuss ideas
  - West Town Bingo ($500 in gift cards from SSA, $500 from WTCC)
  - Virtual Festivals tied in with small business retail and restaurant promotions
    ➢ West Fest Grant
- Marketing and Influencers
- Online ads and promotions
- Hardware equipment
- $3,000 approved for SSA sponsoring West Fest

*Jenny Rossignuolo motioned to approve $3,000 for West Fest Special Events Sponsorship. Sara Dulkin seconded this motion and it was approved unanimously.

- West Town Window Shop
  - Nora and Kace to meet and work out the details
- Save Local Businesses, photos by Candice Cusic
- PPE bulk purchase program
  - Review Survey Results
    - the survey results were very minimal, so the CHamber does not think it will move forward with bulk PPE buying purchasing
- COVID-19 Possible Grants
  - Rent/operating expenses - not moving forward
  - Marketing expenses grant, ie website and online purchasing program set up expenses
    - Criteria: 75% of costs, maximum up to $1,000, business with no more than 25 employees
  - PPE Grant - not moving forward

- Façade Rebate Applications:
  - 1948 W. Chicago Ave, Tarnish - Fix up facade - VOTE

*Nora McCarthy motioned to approve $13,837.50 for 1948 W. Chicago Ave Facade Rebate Project. Sara Dulkin seconded this motion and it was approved unanimously.


- Security Rebate Applications:
  - 1721 W. Chicago Ave, Ice Cream Shoppe – In process.
  - 1949 W. Chicago Ave, 3 Story Mixed Use Building – In Process

- Public Art Grant Applications:
  - Public Art Map Project: Need to Review draft. Tabled.
  - City Mural Registry Program: Will install Decals on murals TBD

- Marketing / Beautification / Safety / Other:
  - West Town Pop-Up Project: Keypad lock for door was installed. Mara’s installation is also currently installed. Still working on application, lease, and
program information documents. New website is live, and will be creating a “West Town Pop Up Project” tab with all info hosted on the Chamber website.

- **Landscaping:** Waiting for pear tree removal on Damen to be scheduled. Waiting to hear on spring mulching service. Weeding service has begun. Trees are also being serviced.
- **Street Cleaning:** no updates.
- **Banners & Holiday Decorations:** Reviewed above
- **Discover West Town Mobile App:** Tabled till new website is revealed.
- **Master Plan:** Waiting to hear back from CDOT about moving project forward in 2021, although it may be postponed now due to the COVID-19 pandemic.
- **Neighborhood Updates:**
  - West Town Neighborhood Guide distribution has been postponed TBD.
  - 5/13/20 – Virtual Member Mixer with Wicker Park Bucktown Chamber – 4:30pm via Zoom
  - 5/14/20 – West Town Chamber Board Meeting – 10am via Zoom – Will discuss summer festivals at meeting
  - 5/29/20 - 5/31/20 – Virtual Do-Division Street Fest – info TBA

- **Old Business:**
- **New Business:**
- **Public Forum:**
- **Adjournment:**
  Candice Cusic moved to adjourn the meeting at 12:23 pm. Adam Williams seconded this motion at it was approved unanimously.

***Next SSA Commission Meeting Date: Thursday, June 4th, 2020 at 11am via zoom.***