WEST TOWN SSA
MEETING OF SSA COMMISSION
Thursday, December 3, 2020 11:00 AM
Meeting held via Zoom
West Town Chamber of Commerce
1819 W. Chicago Ave., Chicago, IL 60622

MINUTES

In attendance: Michael VanDam, Sara Dulkin, Jenny Rossignuolo, Nora McCarthy, Steven Tobison, Kara Salgado (WTCC), Susan Aldous (WTCC), and Sara Bemer (WTCC)

Not in attendance: Chris Hunt and Adam Williams,

➢ Call to Order: at 11:07am
  o The meeting of the West Town SSA #29-2014 Commission is called to order.
  o 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.
  o No one attending for the Public Forum

➢ Reviewed & VOTED to Approve Minutes from Meeting: November 5, 2020
  o Approved, all in favor (Michael 1st, Sara D. 2nd)

➢ Financial Report:
  ● 2020 P&L Statement, Balance Sheet & Year to Date Budget distributed (in December Meeting Shared File)
    o 2021 SSA Budget (Approved Oct. 7) is being prepared by DPD for City Council Approval at November Council meeting. Board/Commission Indebtedness check is clear. 1st, 2nd & 27th Ward Alderman expressed support for the budget to DPD.
  ● Budget Modification
    o Reviewed & Approved New Revisions:
      ▪ $20,000 from 1.06 (Holiday Decorations) to 1.05 (Decorative Banners)
      ▪ $6,000 from 2.06 (Public Art) to 2.11 (Sidewalk Snow Plowing)
      ▪ $9,882 from 7.03 (SSA Program Director) to 7.01 (Executive Director)
      ▪ $10,004 from 7.03 (SSA Program Director) to 7.02 (Operations Director)
      ▪ $1,185 from 7.04 (Bookkeeper) to 7.02 (Operations Director)
  ● WorkPlan Modifications
    o New Revisions
      ▪ Executive Director to 40% as of September 1, 2020
      ▪ Operations Director to 50% as of September 1, 2020
      ▪ Membership and Communications Director to 50% as of September 1, 2020

➢ Rebate / Grant Programs:
  ● Approved Security Project for Reviewed & Voted to Approve
      ▪ $1,087.50. Approved, all in favor (Jenny 1st, Nora 2nd)
  ● Approved Facade Projects still in progress
    o Façade – 1721 W. Chicago Ave – Ice Cream Shoppe – In process.
  ● Approved Security Projects still in progress
  ● Public Art Updates
    o 2135 W. Chicago Ave – JB Snyder – Finished & Payment Mailed (*Check lost in Mail – voiding initial check and initiating a wire transfer to resolve = $20 fee)
Additional publicity strategies to be discussed with Zapwater at upcoming meeting.

➢ **Marketing / Beautification / Safety / Other:**
  - **Holiday Decorations Installed:**
    - Chicago Event Graphics (CEG) was contracted to install holiday decorations
  - **West Town Banner re-printed** Reviewed & Voted to Approve
    - Discussed 2020 carryover budget money for project
    - Possibly Install new banners when holiday decorations come down
      - Approved, all in favor (Nora 1st, Sara D. 2nd)
  - **West Town Pop Up Project:**
    - 30 Day Lease to NICZKA Nov 23-Dec 23 – clothing designer, retail apparel
      - https://www.niczka.com/
    - Retaining Mara Baker art light installation
  - **Landscaping:**
    - Hand weeding is finished for the season
    - Bartlett Tree service - Services ongoing - investigating where we are on tree removal so that we can continue service
  - **Master Plan:** Still have not received a meeting invite from CDOT to discuss possible Road Diet Plan.

➢ **Events and Neighborhood Updates:**
  - **Past**
    - 11/10/20 Webinar: PR & Social Media Marketing Tips for West Town Businesses
    - 12/2/20 Webinar: WTCC Annual Members Meeting & Board Elections
  - **Upcoming**
    - 12/9/20 @ Noon, Webinar: Families First Coronavirus Response Act (FFCRA) Presentation for West Town Chamber and 1st Ward with U.S. Department of Labor
      - Register at: 
        - https://us02web.zoom.us/meeting/register/tZEqdOGqqTIlGdCv32xyQEzif0ngNFcGFELa
    - Winterfest as an event is cancelled. Promoting Shopping Local all winter.
      - Instead, WTCC will promote the existing business directory with messaging “Spend Local to Save Local”.
      - Winterfest webpage has holiday shopping promo/map/directory: https://www.westtownchamber.org/winterfest
  - **Survey - Membership Needs & Events Ideas 2021:**
    - https://docs.google.com/forms/d/1Gi2eN34p6ZvWZNGG7Jwe46Kzevq3mA3BkFn6DSJkW1A/edit?usp=sharing

➢ **New Commissioners & New 2021 Meeting Time**
  - Julia Skuibida, American Family Insurance 1702 W. Chicago Ave.
  - Evan Muellner, Pie Eyed Pizza 1111 W. Chicago Ave.
    - New SSA Commissioner Meeting time one hour earlier in 2021 at 10am instead of 11am still on first Thursday of the month (Chris Hunt will be able to attend)
      - VOTED TO APPROVE NEW 2021 MEETING TIME
        - Approved, all in favor (Steven 1st, Jenny 2nd)
    - No Meeting in January – will allow for new Commissioner applications to be processed

➢ **Old Business:**

➢ **Public Forum:** No one in attendance for Public Forum
***Next SSA Commission Meeting Date: Thursday, February 4th 2021 at 10am via Zoom***

Meeting adjourned at 11:55am