



## Minutes from SSA #26 Commission Meeting – January 20, 2016

Location: Edgewater Historical Society  
5358 N. Ashland Ave., Chicago, IL, 60640

Purpose of Meeting: SSA #26 Commissioner's Meeting

### In Attendance:

Commissioners: Jill Metz, Chairman  
Rae Ann Cecrle, B&R Developers  
Helen Cameron, Uncommon Ground  
Tina Travlos-Nihlean, 2<sup>nd</sup> Vice Chair/Secretary  
Jenny Yang, Phoenix Bean Products

Staff: Kimberly Bares, Interim Executive Director, Edgewater Chamber of  
Commerce  
Ally Brisbin, Marketing & Events Manager, Edgewater Chamber of  
Commerce  
Jennifer Hackman, Economic Development Manager, Edgewater  
Chamber of Commerce

Public: Jennifer Borchardt, Edgewater Development Corporation  
Paul Reise, SSA 54/Rogers Park Business Alliance  
Bob Remer, Edgewater Historical Society  
Dorothy Nygren, Edgewater Historical Society.

1. **Meeting called to order** at 3:13 p.m.

2. **Adoption of agenda** – Rae Ann moved to adopt the agenda, Tina seconded the motion, and it passed.

3. **Approval of July minutes** – Tina moved to approve July minutes, Helen seconded, and it passed.

### 4. **Presentation of financials**

a. 2015 Review – Jenn presented 2015 financials. No action was required.

b. 2016 Workplan and Budget Update – Jenn presented the 2016 workplan. She and Kimberly recommended that the Commission always have a fall meeting to review any last-minute budget adjustments that come up. In 2015, revenue was lower than budgeted, but the commission had “reserves” in the bank to make sure all bills were paid. The final fall meeting of 2015 was cancelled due to lack of quorum. Jill suggested clearly identifying and communicating action items before meetings to encourage attendance, and using an evite-type program so that everyone can see how many people have RSVP'd. As a backup, commissioners can call into meetings for votes. A big change for the budget in

2016 is that in 2015, the SSA took in less revenue than projected. Jenn recommended that the commission's carryover in 2016 does not exceed \$30K, which means cuts to some program lines, without impacting current funding or quality of programs. Jill suggested the commission review possible areas to reduce expenditures at the next commission meeting.

**5. Loyola-area Marketing Overlay District** – Jenn presented the exploration of developing a new brand/identity for an overlay district surrounding Loyola University. The boundaries of the proposed district are Broadway/Sheridan from Granville to Farwell and Devon from the lake to Glenwood. The idea is a partnership between SSA 26, SSA 54, Edgewater Chamber of Commerce, Rogers Park Business Alliance, and Loyola University to promote businesses in the district to the university community. This idea came from a market study PLACE Consulting did for Loyola University. Loyola University has offered to cover the costs of hiring a graphic design firm to develop a logo and district naming/branding. The Edgewater Chamber of Commerce Board and Rogers Park Business Alliance Board, as well as SSA 54, have approved moving forward. No funds have been set aside for this project yet. Tina requested that the Edgewater Development Corporation be part of the initiative as well, as she has had conversations with Wayne Magdziarz from Loyola University about developments on Devon. Kimberly asked that all cooperating organizations share information and work on the initiative thus far. All commissioners were supportive of staff moving forward on the initiative.

**6. Edge Arts Proposal** – Jenn presented a proposal to use Storefront Improvement funds to support Edgewater Artists in Motion's work preparing vacant storefronts for pop-up galleries. The funding would not exceed \$500 per storefront, with a maximum spend of \$3,000 in 2016. Jenny moved to approve the proposal, Helen seconded, and the motion passed with one abstention.

#### **7. Program and Project Updates**

**a. Events** – Jennifer presented last year's event sponsorship application and asked if commissioners had any changes they'd like to see. No one had any edits. Jenn will open the application period and bring applications to the next commission meeting.

**b. Light Pole Painting RFP** – The commission would like Jenn to move forward in releasing an RFP for light pole painting.

**8. 2016 Meeting Schedule** – The commission agreed to the following meeting dates in 2016: Wednesday, February 24; Wednesday, April 13; Wednesday, May 18; Wednesday, October 12.

#### **9. New Business**

**a. Attendance Policy** – The commission feels this will be addressed by setting meetings ahead of time and clearly communication action items.

**b. New Commissioner Recruitment** – Jenn is looking to recruit new commissioners, there are 3 open spots. Jill suggested reaching out to someone at Pearl's Southern Comfort and Anne Phillips from Edge Theatre.

**10. Public Input** – There was no public input.

**11. Adjournment** – The meeting adjourned at 4:27 pm.