



SSA#26 Commission Meeting  
Wednesday, January 25, 2017  
3:00 PM  
Edgewater Chamber of Commerce  
1210 W. Rosedale, Chicago, IL 60660

**Purpose of Meeting: SSA #26 Commission Meeting**

**Commissioners in attendance**

Jill Metz, Chairman  
Jenny Yang, Phoenix Bean Tofu  
Helen Cameron, Uncommon Ground  
Tina Travlos-Nihlean, Edgewater Development Corporation

**Staff**

Katrina Balog, Executive Director, Edgewater Chamber of Commerce  
Rachael Burs, Project Coordinator, Edgewater Chamber of Commerce

**Public**

Jennifer Borchardt, Economic Development Corporation

**Agenda**

1. Call to Order / Jill Metz - 3:02 pm
2. Adoption of Agenda - Rae Ann moved to approve agenda, Helen seconded, the motion passed.
3. Approval of October Minutes - Rae Ann moved to approve agenda, Helen seconded, the motion passed.
4. Presentation of Financials - Katrina discussed P&L and explained strategy to spend down carryover to prevent accumulation of savings. Jill asked what the limit on savings was; Katrina explained that it wasn't an issue yet, but was acting preemptively as a best practice.
5. Programs and Projects
  - a. Events - sponsorship process & promotion: Rachael demonstrated sample changes to sponsorship application to determine better metrics; final draft to be shown to commissioners by email. Applicants can present at next meeting. Working with Ripson on event promotion.
  - b. Neighborhood marketing - The SSA will do an ad buy of approximately \$12,000 with WBEZ for year-round advertising of the SSA businesses. Individual businesses will have promotional spots on WBEZ as part of the ad buy.
  - c. Public Way
    - i. Public art - Rachael briefed commission on the introductory 48th Ward Arts

Commission Meeting; alderman has charged the committee with encouraging artists to apply for 50x50 Year of Public Art funding and to think about potential host sites. Additional SSA arts funding could contribute or fund our own projects. Helen agrees that there should be more art installed; Jill and Tina suggest installing art along the rooftops lining the El tracks. Tina, Rae Ann and Jill all in favor of artwork including the word "Edgewater."

ii. Edible landscaping- Rachael explained that Peterson Garden Project (LaManda Joy) will write us a proposal to plant edibles in the Broadway Armory planters if we're amenable; commission is unanimously in favor.

iii. Pressure washing - interest expressed in additional spot cleaning as well as around the El stations (high traffic). Rae Ann says definitely Bryn Mawr, and suggests just before sidewalk cafe season.

iv. Trees -- trimming, planting, pits - Rachael presented the proposed removal and planting sites from Jeff Brink & forestry dep't and the advantages of using the city's trees (native species, maintenance included). Jill, Helen, Rae Ann ask about cost for trimming and say to proceed with RFP for privately contracting rather than waiting for 311. The work is expected to cost in excess of \$10,000.

6. Sidewalk Cafes - Rachael presented rebate incentive plan to reimburse \$600 permit fee; estimated 30-40 participants including previous permit applicants and new restaurants incoming. The commission approved the rebate.
7. Select 2017 meeting dates - next 3 meetings scheduled
8. New Business - None.
9. Public Input - Jennifer Borchardt of EDC reviewed the Remix Edgewater pop up shop. Great public response, requests about staying open, however just barely clearing overhead costs. She did organize with assistant so that someone else could take it over. Ran for 31 days, avg \$602/day, 1,566 visitors, 29 vendors living from Rogers Park to Uptown to Lincoln Square. Promo: Meet Your Maker days, vendors responsible for driving traffic; social media cross-promotion plan with neighboring restaurants, 4-6 posts/week. Katrina asked if pricing could be changed to make it sustainable; Jennifer said she'd considered changing to a commission model, wondered about vendor dropoff without the low participant fees. She did note that there was 0 shrinkage for the length of the event; felt the security cages actually made the space feel less safe.
10. Announcements
  - a. New businesses - Income Tax, Mango Pickle, Growling Rabbit, Athletico
  - b. Arcade building - Being razed at the end of the year, Katrina is attempting to find locations in Edgewater for displaced tenants. Jennifer Borchardt contributes that there are many offices open in her building and will connect with Katrina about rehoming some of the businesses..
  - c. Updated facade rebate language in accordance with City requirements - committee resists committee review requirement, conflict with pursuing other grants, time period restriction; Helen emphasizes that the committee should be able to decide if they have to review. Rachael will check with Mark

Roschen.

11. Adjournment - Helen motioned to adjourn the meeting at 4:45 pm, Jenny seconded. Motion passed.