



SSA#26 Commission Meeting

Wednesday, June 14, 2017, 3:00 PM

Commissioners in attendance: Jill Metz, Rae Ann Cercle, Jenny Yang, Helen Cameron

Staff in attendance: Katrina Balog, Rachael Burs

Public: Andre Peloquin

1. Call to Order / Jill Metz, 3:03 PM; staff and commissioners introduced themselves to member of public in attendance
2. Adoption of Agenda - Rae Ann moved, Helen seconded
3. Approval of March & April minutes - Rae Ann moved, Helen seconded
4. Financials / Katrina Balog - Katrina briefs on financials, specially noting that some of the larger expenditures are underway but not yet billed (e.g. tree care program, public art).
5. Programs & Projects update / Rachael Burs
 - a. Business district tour - successful overall, medium attendance but all actively pursuing space in Edgewater or Uptown, mostly for expansion or relocation. Alderman was pleased, all parties consider it proof of concept and intend to host similar events once or twice a year, including Andersonville going forward. Particularly felt fruitful to have the reception "stacked" with current successful business owners who were happy in this community to connect on the prospective business' level.
 - b. Sidewalk sale debrief- Could have been more successful. Most successful site seemed to be Granville & Broadway, which was close to the group sale location in the Barr parking lot, and had two sellers right next to each other (AVP & Granville Framing). Nonprofit at Uncommon Ground (Rogers Park Food Co-op) also said they were very successful and kept running out of fliers. Rachael proposes: starting sooner (perhaps announce all events at beginning of the year) and being more aggressive and specific about how it will work, so that everyone has buy-in and can be part of the mounting ad & PR, knows who else is participating, etc. Noted that most people really seemed to be focused entirely on the residential sales and suggested focusing more on the food/drink businesses paired with nonprofits; not directly competing for bargain shoppers, everyone has to eat, etc. Suggested offering larger, more street-visible markers for business participants; the spread-out geography is a challenge not just for shoppers, but for businesses who feel isolated (no neighboring sale site to drive traffic). Helen concurs that earlier and more frequent communication would be useful to her-- info annually AND monthly preferable. Rae Ann suggests maybe not using the residential yard sale date at all, if it's competing rather than building cross-traffic.
 - c. Trees - Bartlett Tree Care completed data collection, working on

management plan, hopefully ready for July to present.

- d. Power washing - proposal made to focus on heart of district and EI station underpasses, not approved; commissioners unanimously want to pressure wash the entire district. Rae Ann requests that special attention be paid to the condition of the Bryn Mawr Red Line underpass which is particularly unpleasant.
 - e. Planters - Update on Peterson Garden Project and GirlForward planting installation previous week with girls and volunteers; Rachael assisted and took pictures, will be adding signage to explain the project to passersby.
 - f. Public art - Planning underway with muralist Molly Z to install on north-facing wall of Green Element resale. Jill advises speaking to Ann Philips about her Edge Theatre property which may be visible from the train.
 - g. Facade rebate & sidewalk cafe rebate - facade work at former Awash Ethiopian space (6322 N Broadway) approved & underway; some funds remaining in sidewalk cafe program, but businesses have responded positively, would like to run the program again next year.
 - h. WBEZ - ads scheduled through June to July, good feedback from participants, planning to recycle ads to fill in when no new applicants in pipeline, probably starting in July/August; continuing outreach.
6. 2018 draft budget / Katrina Balog - Public way is the biggest category, followed by customer attraction. Admin costs are the same save rent increase and 3% salary increase due to full time staffing. Rae Ann and Jill have specific concern for how efforts around Devon/Rogers Edge will develop for 2018. Katrina reviews an idea re: programming an outdoor event around an outdoor movie screening; continued vacancy marketing efforts; public art installation (two potential sites identified as interested on Devon). She spoke about meeting with Ald. Osterman & Ald. Moore and Devon property owners to discuss what they want and to make connections; the feedback was marketing & events to get the ball rolling in the area. Notes that the RogersEdge demographic study is helpful in marketing. Jill asks, will the district look and feel from Broadway extend to Devon? Katrina says yes, and that you can clearly see where the SSA boundary is because of the continuity on the SSA side and the less maintained space outside the boundary. Jill is interested to see how tree care affects the district, Broadway in particular; long range goal to accomplish the feel of a park. Asks about the planters, notes that the maintenance is costly. Rachael agrees, but notes that that's one of the distinguishing features of the district and that public comments on them frequently; discussing strategically redistributing for more impact, but likely a few more planters will be necessary to carry the look & feel through the whole district. Helen suggests revisiting what gets planted; clever landscaping design can be more sustainable, plant more perennial material. Rachael says Patch does a great job reusing some of the plant material between seasons, but we can certainly reevaluate what more we can do to maintain the look with less waste.

7. Public comment - Andre Peloquin asked who was responsible for the art in vacant storefronts; Jill said Edgewater Artists in Motion lead by Rae Ann, who discussed the program, which he said was "amazing." Thanked the commission for its thought and planning in the neighborhood.

8. New business - Katrina updated commission on the plans in motion to produce a printed and digital guide to promote the district as a vintage shopping destination, following a roundtable discussion with our vintage dealers about their needs; hopeful to have a working prototype by EdgeFest.

9. Adjournment - 4:24, Rae Ann moves, Helen seconds