

**SSA #26 Commission Meeting  
Edgewater Chamber of Commerce  
9-30-20**

**Commissioners in Attendance:** Helen Cameron, Margaret Hagerty, Kate Merrill, Jill Metz and Jenny Yang

**Not Present:** Rae-Anne Ceecrle

**Guests:** None

**Chamber Staff:** Christina Pfitzinger, Frank Kryzak

1. **Call to Order:** Hagerty called the meeting to order at 3:04pm
2. **Adoption of the Agenda:** Metz motioned to adopt the agenda. Cameron seconded the motion and the motion passed.
3. **Approval of July 2020 Minutes:** Cameron motioned to adopt the July 2020 meeting minutes. Merrill seconded the motion and the motion passed.
4. **Presentation of Financials:** Pfitzinger presented financials to date. She noted that the SSA has spent less this year due to some outstanding projects such as wayfinding and the SSA can carry over more money for the 2021 budget than initially expected.
5. **Photography Proposal:** Pfitzinger discussed the CTA's Open for Business program which aims to support small businesses and non-profits impacted by the CTA's Red Purple Line Modernization (RPM) project. This program will act as a hyper-local marketing campaign. The Edgewater Chamber of Commerce (ECC) sent out an RFP for 40 local businesses to be photographed for this campaign so we can highlight the diverse array of businesses within the SSA. The ECC will create criteria to determine which businesses are selected first in the affected areas.

*Motion to move \$6,500 from line item 1.08 (Display Advertising) to line item 1.09 (PR/Media Relations) and approve funding of \$6,500 to pay a local photographer. Metz motioned and Hagerty seconded. Motion passes.*

6. **Website Proposal:** The Edgewater website is 10 years old and not as much a forward-facing resource and marketing-arm for the neighborhood. The database of businesses does not currently integrate but the new website will work with ChamberMaster. Seven bids were received from the RFP.

*Motion to move \$20,000 from line item 1.08 (Display advertising) to line item 1.01 (Website) with funding not to exceed \$20,000 for local website designer. Cameron motioned and Metz seconded. Motion passes.*

7. **Facade Enhancement Rebate Program:** More businesses are interested this year in applying for the Facade Enhancement Rebate program and given the need to fill vacancy additional funding is requested.

*Motion to move \$5,000 from line item 2.13 (Public Health and Safety) to line item 2.03 (Facade Enhancement). Merrill motioned and Yang seconded. Motion passes.*

8. **Bike Racks:** Due to an increase in bike ridership and several businesses interested in the Edgewater-branded bicycle racks installed in front of their locations additional bike racks are needed upon inventory.

*Motion Recommend moving \$5,000 from line item 2.07 (Sidewalk Maintenance) to line item (3.04 Bicycle Transit Enhancements) to cover the cost of these locations and a few additional to ensure neighborhood coverage. Cameron motioned and Merrill seconded. Motion passes.*

9. **Banners:** Replacement banners and hardware need to be added to Bryn Mawr/Broadway due to new light poles.

*Motion to move \$5,000 from line item 1.06 (Holiday Decorations) to line item 1.05 (Decorative Banners) to replace the Bryn Mawr /Broadway new streetlight poles. Merrill motioned and Cameron seconded. Motion passes.*

10. **Market Study:** Pfitzinger discussed the SSA funding a market study to assist with business attraction.

*Motion to move \$10,000 from line item 4.10 (Pedestrian Count) to line item 4.01 (Site Marketing) and approve funding not to exceed \$10,000 for the first steps of a market strategy. Metz motioned and Cameron seconded. Motion passes.*

11. **Snow Removal Proposal:** The bid from TSI for 2020-21 snow removal services was recommended.

*Motion to approve TSI for a combined North/ South route of \$30,000 for with a 42-inch cap. Seasonal service after 2 inches of accumulation. Includes clearing and de-icing on the contingency we do not receive another satisfactory bid by October 9. Metz motioned to approve TSI as the snow removal vendor and Cameron seconded. Motion passes.*

12. **2021 Budget Adjustment:**

*Motion to carryover an additional \$25,000 to the 2021 SSA #26 budget, for a total of a \$75,000 carryover. The extra \$25,000 will be added to line item 4.07 (Economic Impact Study, Market Study, Branding Study, etc.), so this line item will have a budget of \$35,000 for 2021. Metz motioned and Merrill seconded. Motion passes.*

13. **2021 Sole Service Provider:**

*Motion to approve the Edgewater Chamber of Commerce as the sole service provider for SSA #26 for 2021. Metz motioned and Cameron seconded. Motion passes.*

14. **Adjournment:** Metz made a motion to adjourn. Cameron seconded the motion and the motion passed. Meeting adjourned at 4:10pm.