

**SSA #26 Commission Meeting
Edgewater Chamber of Commerce
2-3-21**

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

Not Present:

Guests: None

Chamber Staff: Christina Pfitzinger, Frank Kryzak

1. **Call to Order:** Hagerty called the meeting to order at 3:11 pm
2. **Adoption of the Agenda:** *Metz motioned to adopt the agenda. Cameron seconded the motion and the motion passed.*
3. **Approval of November 2020 Minutes:** *Metz motioned to adopt the November 2020 meeting minutes. Cameron seconded the motion and the motion passed.*
4. **Presentation of Financials:** Kryzak presented the final 2020 financials. He noted funds weren't as high as anticipated for some budget categories due to the COVID-19 pandemic and some projects that will be completed in 2021 instead of 2020 such as wayfinding signage.
5. **2021 Budget Overview:** Kryzak reviewed the 2021 budget.
6. **2021 Workplan Overview:** Kryzak reviewed the 2021 workplan.
7. **Wayfinding Overview:** Kryzak presented the final sign design and gave updates on the progress of the project. The wayfinding signs should be complete and installed hopefully spring 2021.
8. **Site Marketing/Market Study:** Kryzak presented an overview about the retail market study the ECC commissioned from Megalytics. This study will provide valuable pre-Covid and current data to inform business attraction strategies. He also reviewed CoStar, which the ECC has a contract for in 2021, to assist with data collection and analysis particularly for available commercial spaces in Edgewater.
9. **Events:** The event funding application deadline was moved to March 19, 2021 to allow for more time to plan events. Another application can be opened up in 2021 as funding allows.
10. **Public Art:** Kryzak reviewed the types of public art the Commission was interested in during the November 2020 meeting. An RFP will be sent out for public art projects and proposals will be presented at the April Commission meeting.
11. **Business Marketing:** Pfitzinger mentioned we have received a lot of positive feedback for our business photography program and explained we'll be continuing to take professional photos for businesses in the neighborhood. She also provided updates on our website, which should launch by March 2021.

12. **Vendor Overview:** Kryzak reviewed our 2021 vendors and Pfitzinger reviewed the RFPs we'll be sending out in quarter 1 and quarter 2 of this year for additional vendors.

Q1

- 2021 Auditor
- Public Relations
- Videographer

Q2

- Business Marketing Services
- Commissioned Artist
- Market/Marketing Study

13. **Program Notes:** Kryzak reviewed ongoing projects, such as working with CDOT to fix the in-ground sprinklers on Devon, working to fix the broken outlets on the street lights along Bryn Mawr, the recent installation of our Blue EDGE banners and 14 bike racks, with 2 bike racks still to be installed at 5410 N. Broadway in the spring.

14. **Rebate Programs:** Kryzak reviewed the amount of rebates distributed in 2020 and mentioned the 2021 rebate programs are now open for applications. Kryzak also proposed creating an SSA #26 Vandalism Rebate program.

Motion to approve the creation of the SSA #26 Vandalism Repair Rebate Program which would cover 100% of costs to repair broken windows, doors, or graffiti up to \$500 per business or building within SSA #26 if applied for within 30 days of vandalism. Metz motioned and Cameron seconded. Motion passed.

15. **Upcoming Events:** The Edgewater Chamber of Commerce is hosting a virtual Restaurant Week February 12-21 and an International Women's Day Roundtable on March 8.

16. **Adjournment:** *Hagerty made a motion to adjourn. Cameron seconded the motion and the motion passed. Meeting adjourned at 4:13pm.*