

**SSA #26 Commission Meeting  
Edgewater Chamber of Commerce  
10-20-21**

Commissioners in Attendance: Margaret Hagerty, Kate Merrill, Jill Metz, Daryl Sneed  
Commissioners not Present: Jenny Yang, Helen Cameron  
Chamber Staff: Christina Pfitzinger, Frank Kryzak

1. Call to Order: Hagerty called the meeting to order at 3:05 pm
2. Adoption of the Agenda: *Metz motioned to adopt the agenda. Sneed seconded the motion and the motion passed.*
3. Market Research & Branding Strategy Proposals:

**Project:** Identify the competitive position of the commercial corridors and community as a Chicago destination, uncovering its perceived weaknesses and areas of opportunity as identified by three target groups: Consumers, Developers and Residents.

**Deliverable:** Create a brand positioning and a strategy for the community. The marketing strategy should enhance the Edgewater brand to (1) attract local and regional businesses and customers to Edgewater and (2) strengthen Edgewater's existing businesses and citywide perception.

After discussion, Essentiam is the firm recommended for the contract.

*Metz made a motion to approve using up to \$32,300 from line item 4.07 (Market Study) in 2021 for Branding Study contract. Merrill seconded the motion. The motion passed.*

4. Vision Devon Corridor Plan Proposals:

**Project:** Create a strategy to think 'big picture' and elevate Devon Avenue into a more vibrant and sustainable commercial corridor by creating an actionable master plan.

**Deliverable:**

- (1) Existing Conditions Assessment
- (2) Stakeholder Engagement
- (3) Real Estate and Market Study
- (4) Vision Plan

The Commission discussed the boundaries of the Corridor Plan and the partnership between the Edgewater Chamber of Commerce, Rogers Park Business Alliance, and Loyola University for the project.

*Merrill made a motion to approve moving \$22,000 from line item 1.08 (Display Advertising) to line item 4.07 (Market Study) and approve using up to \$22,000 from line item 4.07 (Market Study) in 2021 for the Vision Devon Plan. Metz seconded the motion. The motion passed.*

5. Wayfinding Signage:

Permit applications are currently in the “ordinance process” with the City of Chicago. The shop drawings should be coming in soon and fabrication will take place this winter with installation in the spring. The price for the fabrication of the signs has increased due to supply chain issues related to the COVID-19 pandemic.

*Metz made a motion to move \$3,000 from line item 1.09 (PR) to line item 2.04 (Wayfinding) due to higher costs related to the COVID-19 pandemic. Each sign that was originally costing us \$4,878 is now coming in at \$5,369. Sneed seconded the motion. The motion passed.*

6. Adjournment: *Hagerty made a motion to adjourn. Merrill seconded the motion and the motion passed. Meeting adjourned at 3:35 pm*