



MINUTES  
SSA #26 Commission  
WED 11/20/2024

Edgewater Chamber of Commerce  
1210 W. Rosedale Ave.  
3:00 PM

In attendance:

Margaret Hagerty (Chair), Jill Metz, Daryl Sneed, Garrett Karp (Executive Director), Jessica Wobbekind, Director of Community Development)

- 1) MH called the meeting to order at 3:10 pm
- 2) Commissioners reviewed the September 18, 2024 meeting minutes

Motion to approve the September 18, 2024 meeting minutes by MH, DS seconded, All in favor

- 3) Financial Report through 10/31/24, delivered by JW
  - a. The City sent the Audit review letter and there were no comments.

Motion to approve the financial report by MH, JM seconded, all in favor

- 4) Commissioners reviewed and approved the 2025 Calendar – Commission Meeting Dates

2024	2025	City Requirements / Other Notes
February 14	January 29	January required for Q4 report approval
April 24	April 23	April required for Q1 report and Audit approval
May 29	June 4	*not required but lines up with due date of draft budget
July 10	July 9	July required for Q2 report and Final Approved Budget
September 18	September 17	*not required but contract approvals happen in Sept, we could aim for approving in July but that would be a long meeting
November 20	October 29	October required for Q3 report approval

- 5) Elevate Devon progress update, delivered by GK and JW
  - a. Teska is working on the branding , it is similar to the Elevate Devon plan but will have a new tag line; branding will inform new art projects and other enhancements.
  - b. Staff is waiting to hear back from CDOT whether or not they will do a new streetscape.
- 6) SSA Program Updates, delivered by JW
  - a. Events Updates

i. Monday Market / Indoor Market update

1. The Monday Market ended in September. It was the most successful season so far. Due to the success, the staff is planning an indoors market that will take place in the Broadway Armory for three Saturdays over the winter- January 18, February 15, March 22
2. This market has a lot of potential to be successful but it is really important to market it to get customers there. Staff is proposing a combination of marketing and public relations funded by the SSA.

Motion to approve the funding of marketing and public relations for the Edgewater Indoor Market in an amount not to exceed \$2,000 from line item 1.02 Special Events. Motion by JM, Second by DS, All in favor.

ii. First Fridays Street Music Series 2024 recap

1. The last event was in October, each event had more activity than the previous event, it was definitely busier after Loyola students returned, it was successful in creating mood and a feeling of activity on the streets

b. Rebate programs

i. There are two Façade Rebate Applications for review

1. Taco Pros Sign Rebate Application

Motion to approve the facade rebate application for a sign for Taco Pros, 5310 N Broadway, in an amount not to exceed \$5,000 from line item 2.03 (facade rebate program). Motion by JM, Second by DS, All in favor.

2. Milk and Holly Sign Rebate Application

Motion to approve the facade rebate application for a sign for Milk and Holly, 1208 W Thorndale, in an amount not to exceed \$5,000 from line item 2.03 (facade rebate program). Motion by JM, Second by DS, All in favor.

For discussion- should the façade rebate application be updated to exclude franchise and corporate signage? Should it be more specific on the types of signage eligible for rebates?

ii. Vandalism Repair Rebates updates

1. One rebate was awarded to Chengdu Impression in September

- iii. For discussion in January- should the façade rebate application be updated to exclude franchise and corporate signage? Should it be more specific on the types of signage eligible for rebates? Should the application be updated to specify how many rebates per year a business can be awarded?

c. Commissioner Updates

- i. JM was approved for renewal, MH's application is in process, DS and JY need to complete application.

d. New Project- staff is proposing Branded Edgewater tote bags for giveaways at public events such as the farmers markets.

i. Commissioners like the idea of giving something away to draw customers to the indoor market but all agree there are too many tote bag giveaways. Commissioners would prefer t-shirts or hats.

Motion to approve the purchase of Edgewater branded merchandise for promotional giveaways at public events in an amount not to exceed \$4,000 from line item 1.07 Print Materials. Motion by JM, Second DS, All in favor

ii. Power washing after snow removal contract expires on 4/15/25

e. Project Updates, delivered by JW

iii. Streetscape elements-

1. JW shared the locations selected for the Broadway Seating

iv. Public Art

1. Mural installations

a. JW shared the proposals received to date

i. Double Bubble, 6036 N Broadway - Commissioners requested that the artist share examples of other murals that he has done.

ii. 1101 W. Granville

iii. Andersonville Physical Therapy, 5414 N Broadway

b. Potential location – North Shore Auto Rebuilders, 6240 N Broadway

2. Holiday / Seasonal Window Installations are in process. The holiday decorations installation started this week. The winter/holiday banners are in print and should be installed the beginning of next week. Progress on the windows is slower because staff has not been successful in securing locations but is still working on it.

v. Banner update

1. Phase one- the new SSA banners have been installed, they look great and staff has heard a lot of positive feedback.

2. Phase two – the revenue producing banner that are being, sold by the chamber and featuring member businesses are in process. First round to be installed by the end of the year.

3. Phase three – sidewalk side banners with winter/holiday theme are in process to be installed next week.

vi. Bike racks update- All 40 racks were delivered and will be installed by CDOT soon.

d. Contract Updates, delivered by JW

i. Landscaping contract – holiday seasonal plantings are installed

ii. Litter Abatement – getting ready to start with Cleanslate 1/1/25

iii. Snow removal contract began Oct. 15

7) Meeting Adjourned at 4:20 pm, All in favor.