

West Town Chicago Chamber of Commerce
West Town Special Service Area (SSA) Commissioner Meeting
Thursday, May 5, 2016 at 12:00 p.m.
1819 W Chicago Ave., Chicago, IL 60622

Minutes

Present: Commissioners: Stel Valavanis (Chair), Michael VanDam (Vice-Chair), Scott Floersheimer (Secretary), Sarah McGinnis (Treasurer), Chris Hunt, Amy Laria, Walter Tun, & Steven Tobiason

SSA Program Director – Kace Wakem

WTCC Communications & Outreach Director – Kate McKenna

Public Forum / Guests: none

Not Present: Sarah McGinnis (Treasurer), Sara Dulkan

I. Call to Order: Stel Valavanis called the meeting to order at 12:13 p.m.

II. Minutes from SSA Commission Meeting on April 7, 2016.

***Michael VanDam motioned to approve 4/7/16 minutes. Scott Floersheimer seconded this motion and it was approved unanimously.**

III. Financial Report:

- 2016 P&L Statement, Balance Sheet and Budget distributed and reviewed

*** Amy Laria motioned to approve the P&L, Balance Sheet and Budget. Chris Hunt seconded this motion and it was approved unanimously.**

- 2015 Carry over was reviewed. Discussed where to place money.
- Discussed financial breakdown for Master Plan. Discussed potential power washing though out SSA, decided not to do it in 2016.

*** Amy Laria motioned to approve placement of 2015 carry over funds into 2016 budget. Steven Tobiason seconded this motion and it was approved unanimously.**

- Q1 Report metrics and supportive documents were reviewed.
- Commission asked for documents to be emailed. Use Q1 metrics for public facing, member recruitment and retention.

*** Amy Laria motioned to approve Q1 metrics. Steven Tobiason seconded this motion and it was approved unanimously.**

IV. Rebate / Grant Updates: *Note – review application guidelines and make suggestions*

a. Façade Rebate Applications:

- 1604 W. Chicago Avenue – signed lease, waiting to paint boards,
- 1843 W. Chicago Ave - Need Frank to get back, need to put stop on extensions.
- 2333 W. Chicago Ave – Miswak Dentistry still waiting on receipts.
- 820 N. Ashland Ave – Store front boards are now painted by Chicago Truborn Artists.

- 835 N. Ashland Ave – Montessori Magpie. Looks like the app is mostly construction vs. façade improvement. This is function, not beautification. Review application guidelines with applicant and request re-submittal.

b. Public Art Grant Applications:

- Artist: Lauren Asta, Curated by Chicago Truborn, Location: 1602 W. Chicago Ave. Application approved for \$2,131 with a \$250 materials stipend (included in total grant amount approval). Ask to note @WestTownChicago.

*** Michael Vandam motioned to approve the Grant application for Lauren Asta. Chris Hunt seconded this motion and it was approved unanimously.**

- Monique Meloche Gallery, Curating “Off the Wall”, Artist: Lakwena Maciver. Location: bus benches throughout SSA. SSA Commission not in favor of paying full price for bus bench advertising space for art. Suggested re-submission with specific grant amount request instead of submitting entire budget.
- The Mission, Curating window piece, Location: 1431 W. Chicago Ave, Artist: Cole Pierce. Application denied due to the window art used to promote personal show inside the gallery, therefore promoting his personal brand. This is not an eligible project based on the application guidelines.

*** Amy Laria motioned to deny The Mission application. Chris Hunt seconded this motion and it was approved unanimously.**

c. Security Rebate Applications:

- 835 W. Chicago Ave – Montessori Magpie. Security system including cameras and buzzer system was submitted for grant.

*** Michael VanDam motioned to approve the Security Rebate Application for \$500. Amy Laria seconded this motion and it was approved unanimously.**

V. Marketing / Beautification / Safety:

- Discover West Town Mobile App – Discussed disabling iOS and Android apps, and forwarding everyone to the web app to save to desktop on phone. New app site is only m.westtownchicago.com. Too expensive to fix app for now.

*** Scott Floersheimer motioned to approve the change to the Discover West Town Mobile App. Steven seconded this motion and it was approved unanimously.**

VI. Old Business: Master Plan Interns were chosen, hired Emmanuel Cortes and Jeffrey Ryan to work on the project.

VII. New Business:

VIII. Public Forum:

IX. Adjournment

***Michael VanDam moved to adjourn meeting at 1:45pm. Chris Hunt seconded this motion at it was approved unanimously.**

Next SSA Commission Meeting Date: Thursday, June 2nd, 2016