

Guide Development Committee
Minutes
December 12, 2017

In attendance: Brent Norsman (chair), Marcy Huttas (co-chair), Nicole Plecas, Elizabeth Neukirch (Silverman PR), Pamela Maass (Executive Director), Hans Kumler (SSA program specialist).

1. Introductions--new committee member Nicole Plecas, Miller Chicago Real Estate.
2. 2018 "WPB Ambassador" Program
 - a. The committee reviewed the program policies & application materials, in addition to the program mission statement, goals, route map, and preliminary budget. Materials reviewed were drafted by SSA/WPB staff and participating board members Robert Gomez, David Stearns, and Marcy Huttas, with input from WPBCC Exec. Director Pamela Maass.
 - b. This program would potentially replace the existing Security Rebate Program in 2018. Funds for the program would be made available through redistribution of funds in line item for 2017's Security Rebate Program.
 - c. Next steps for developing this program are:
 - i. Reach committee consensus on project details and language
 - ii. Presenting plan to aldermanic offices (timeline TBD as of now)
3. Market Study Brochure / Commercial Relators & Brokers Breakfast 11/29 Recap
 - a. 14 attendees total at the event. One attendee, Nicole Plecas, has joined our Guide Development Committee.
4. Safety & Security Applications
 - a. Safety Rebate Applications
 - i. HK is awaiting notice of installation of cameras at 1755 W. North Ave. and will follow up once complete, then issue rebate.
 - ii. Lincolnway Community Bank had anti-graffiti film installed. HK has inspected work and will have WPB Bookkeeper send rebate check this week.
 - b. Façade Rebates
 - i. 1440 N. Ashland—The committee voted to approve funding for this project. ***(BN motions, MH seconds, remaining committee members emailed details and votes will be cast via email)***.
 - ii. 1900 W. North Ave—The committee voted to approve funding for this project, pending receipt of supporting photos, site plans, and renderings. HK was able to obtain supporting materials and has forwarded to committee members for consideration. ***(BN motions, MH seconds, remaining members emailed details and votes will be cast via email)***
 - c. Pending Applications
 - i. Gallery Café, Windy Kitty Cat Café, Comedy Clubhouse, 2037 N. Damen, 1736 W. North.
5. Begin review of Master Plan Implementation—committee members were given a copy of the implementation matrix for the Guide Development committee, from the 2016 WPB Master Plan Update. Committee members have been asked to consider the action items on the implementation guide and incorporate into 2018 planning.

