

WPB (SSA #33) Commission Meeting Minutes  
Wednesday May 17, 2017  
Wicker Park Field House  
1425 N. Damen Ave.  
In attendance:

Brent Norsman (BN)  
Rebecca Dohe (RD)  
Wayne Janik (WJ)  
David Ginople (DG)  
Joe Hall (JH)  
Marcy Huttas (MH)

### **Minutes**

1. Call to Order at 7:04 pm;

Introductions – Chair

In attendance: Pamela Maass (executive director), Jessica Wobbekind (ssa managing director), Michael Ashkenasi (ssa program specialist), Michael Lofton

2. Review of April 19, 2017 Meeting Minutes

*Motion to approve the minutes made by: WJ; Seconded by: RD*

*All In favor, no opposed, no abstentions*

3. Review of Financial Reports, April 2017 , report delivered WJ

*Motion to approve the financial reports made by: RD; Seconded by: JH*

*All In favor, no opposed, no abstentions*

4. Chamber of Commerce Report , delivered by PM

The Mixer was at 826CHI, decent turnout for a non-bar/restaurant, the community table booked at the Farmers Market, the Neighborhood Guide Release Party had almost 100 people, the State of the Wards is May 24, 8:30 at Goddess & Grocer. Green Music Fest is three weeks out, community “engreenment” tents, working on some special projects such as a new member orientation. Our building has changed ownership again. Have been taking part in the District Advisory Council at the 14<sup>th</sup> District, meets bi-monthly, Al Spenadel has resigned.

5. Program Manager Report, delivered by JW

The recycling day was a success, the cigarette butt recycling receptacles arrived, we need to finalize locations for installation. There are some dead trees that are under warranty, they will be replaced but likely not until the Fall, in the permitting process with the art installations, the CDOT meeting for the Milwaukee/North/Damen intersection was well-attended.

6. Reports of Committees

**a. Executive**, delivered by RD

Motion 1: to approve the following budget line adjustments: \$11,100 from line item 3.04 (bicycle transit enhancements) to line item 3.01 (garbage/recycling material program), \$1079 from line item 4.06 (strategic planning) to line item 4.08 (master planning), \$5,000 from line item 4.06 (strategic planning) to line item 4.01 (site marketing) and \$4,000 from line item 4.06 (strategic planning) to line item 6.01 (annual report).

*Motion to approve made by: RD; Seconded by: WJ as edited to include the line item number.*

*Discussion-*JH questions \$11,100 to the recycling line, what is it for, Green Music Fest? Yes.

*All In favor, no opposed, no abstentions*

Motion 2: to approve the funding of the design of new banners in an amount not to exceed \$1,500 from line item 1.05 (decorative banners).

*Motion to approve made by: RD; Seconded by: WJ*

*Discussion-*JH asks what will the banners be? Will they still promote the 606? "I've always been against banners, I need to be convinced". MH- likes the permanent banners, DG requests a vote and move on, it is a small amount of money.

*In favor: RD, WJ, DG, MH; Oppose: JH; No abstentions*

Motion 3: to approve the funding of the printing and installation of banners at the entryways of the SSA district in an amount not to exceed \$6,500 from line item 1.05 (decorative banners).

*Motion to approve made by: RD; Seconded by: WJ*

*No Discussion*

*In favor: RD, WJ, DG, MH; Oppose: JH; No abstentions*

Motion 4: to approve the purchase of reusable, SSA-branded tote bags for give-aways at events in an amount not to exceed \$5,000 from line item 1.07 (print materials).

*Motion to approve made by: RD; Seconded by: JH*

*Discussion-*JH asks how many bags? Answer- between 1000-3000, it depends on the final costs, we are still pricing it out. JH- what about the bag tax? RD- we are able to give them away as a non-profit. Discussion on design- add the website, this is an SSA initiative, not chamber, maybe

add a word, such as “Shop Wicker Park Bucktown”

*All In favor, no opposed, no abstentions*

**b. Promote: WPB, delivered by RD**

Motion: to fund the music programming at the Wicker Park Farmers Market in an amount the amount of \$1100 from line item 1.10 community grants.

*Motion to approve made by: RD; Seconded by: JH*

*Discussion*- this is to fund Chillfest artists, the music at the market was very popular last year.

*All In favor, no opposed, no abstentions*

JH has a question about the Promote Committee rebranding project, will it be done in time for the bags and other marketing pieces for the year? Answer- no but we are continuing on with our efforts for the year.

**c. Transportation: Pedestrians, Passengers & Bikes, delivered by JH**

John Paige came to the meeting, we are working on letters of support for the Blue Lounge Project, bike corrals have been ordered, we are going to do a tour for the NACTO workshop, JW will ask Katherine again about the furniture for Mautene Court.

**d. Guide Development, delivered by MH**

The committee discussed safety, flyers and business development

Motion 1: to approve the design and printing of a printed pamphlet to attract, maintain and highlight businesses in our commercial district using the information from the Market Study update in an amount not to exceed \$3,500 from line item 4.01 (site marketing)

*Motion to approve made by: MH; Seconded by: DG*

*Discussion*- DG- what are we promoting? Who are we attracting? MH- the audience is the consumer, BN- also to attract businesses. JH- curious how this will be distributed, MH- thinking about this, maybe it would be a better idea to have a focus group first to get an idea of what would be the most useful. JH- this seems to be stepping on Chamber territory.

*in favor: RD, WJ, DG, MH; Oppose: JH; No abstentions*

Motion 2: to approve an increase in the funding of a façade enhancement rebate for 1709 West Division from \$2,654 an additional \$1,600 to total a rebate in an amount not to exceed \$4,254 from line item 2.03 (façade enhancement rebates).

*Motion to approve made by: MH; Seconded by: WJ*

*Discussion- Michael Lofton asks questions about the first approval. DG- this is the cost of doing business, it is helping a business increase their revenue. BN- this is an architectural improvement, we felt this was an improvement to the streetscape. This is an opinion that it is an improvement*

*No in favor; Opposed: WJ, DG, JH; Abstentions: RD, MH*

**e. Clean, Green & Safe**, delivered by WJ, no motions, very quick update to move on to the Arts Committee- the saplings in WJ's yard were planted, can we do a press release?

**f. Arts**, delivered by DG

Motion: to approve the funding of the "Play Big" and "Life's a Balance" in the Wicker Park Fest Arts Section in an amount not to exceed \$10,000 from line item 2.06 (public art).

*Motion to approve made by: DG; Seconded by: WJ*

*Discussion: DG explains the two projects, JH- this seems like a lot of money, do we own it? BN- we should do more permanent art.*

*All In favor, no opposed, no abstentions*

7. Questions & Announcements –  
MA will send around the façade enhancement rebate policy for comments, suggested updates.

8. Adjournment Motion

Adjournment at 8:39 p.m.

*Passes unanimously*