



Lakeview East Special Service Area #8 Meeting Minutes July 15, 2021

ATTENDANCE (in person): Gerry Lichterman, Dan Wolf, Paul Loaiza, Sam Giarratano. Staff: Maureen Martino and Nata Wier

ZOOM: Diane Tanios, Tony Klok, and Jake Elkins-Ryan

CALL TO ORDER: Dan Wolf called the meeting to order at 6:12 pm.

AGENDA APPROVAL: Motion to approve the 07/15/21 meeting agenda by Paul Loaiza, seconded by Jake Elkins-Ryan was unanimously approved.

APPROVAL OF 04/29/21 Meeting Minutes: Motion to approve the 04/29/21 meeting minutes by Gerry Lichterman, seconded by Paul Loaiza was unanimously approved.

FINANCIAL REPORT:

M. Martino presented the Treasure Report to approve the 2022 Budget.

The 2022 budget had no findings and was sent for review to the Commission in advance of this meeting. Gerry Lichterman motioned to approve the 2022 budget and expenditures, second by Paul Loaiza and was unanimously approved. M. Martino noted funds are available for projects and to let us know if there are any projects that needed to be discussed. P & L had \$85,000 in carryover funds from 2020. Cost allocations will change on the Personnel side due to the PPP Loan absorbing most of the costs during the last six months. Rent funds was also absorbed by the PPP Loan and will need to be reallocated to other categories/programs.

SOLE SERVICE PROVIDER and SCOPE OF SERVICE: The Committee will retain the LVECC as the Sole Service Provider and retain the current Scope of Service by Gerry Lichterman and seconded by G. Lichterman was unanimously approved.

SOLE SERVICE PROVIDER UPDATES:

SECURITY: M. Martino noted Security has been working in the SSA areas. A discussion ensued to ensure that they are moving people along and defusing any issues in the area.

PERSONNEL UPDATES: M. Martino stated new personnel has been hired to assist with SSA programs. LVECC is currently seeking to hire a Marketing Manager.

MAINTENANCE PROGRAM: The maintenance crew has been performing daily route cleanings and the manager is working on adjusting schedules to accommodate businesses. They are also working on cleaning up graffiti on concrete surfaces – a service contract with Pressure Washing Systems will be sent under separate cover and presented during a separate meeting for additional items that need to be discussed.

MARKETING AND PROMOTIONS:

STAYCATION PASSPORTS: We continue to promote local businesses and the Staycation passports have been well received by customers as well as local businesses that participated.

BELMONT SHEFFIELD MUSIC FEST: M. Martino mentioned the upcoming festival this weekend is running from July 16 – 18 and noted that it should bring much needed commerce to the area businesses.

2021 SSA#8 Commissioners

Dan Wolf
Chairman

Geraldine Lichterman
Vice-Chairman

Robert Smith
Treasurer

Paul Loaiza
Secretary

Sam Giarratano

Tony Klok

Jake Elkins-Ryan

Diane Tanios

STAFF
Maureen Martino
Executive Director

Nata Wier
Management Services Director

Keith Palmer
Events & Promotions Manager

Mary Nedbalski
Marketing Coordinator

Advisors

Tom Tunney
44th Ward Alderman

James Cappleman
46th Ward Alderman

LakeView East Chamber of Commerce
is an Illinois 501(c)6
not-for-profit Corporation and is the
Sole Service Provider for
Special Service Area #8.

DINE-OUTS/EXTENDED OUTDOOR DINING: Dine-outs have been going well and will run through September.

ART FESTIVAL AND EVENTS: M. Martino noted that we have approximately 80 Artists signed up for the festival, which will take place on September 10th and 11th.

AL FRESCO GUIDE/ENTERTAINMENT GUIDE/DINING GUIDE: M. Martino mentioned that the Al Fresco, Entertainment and Dining Guides are in the works and will be out by Fall.

We are working on bringing back the Wine Walk (October), and Halloween event.

Pride Parade was discussed for October 3 and whether we should have a float. M. Martino noted that we did not have time to receive any sponsorships due to Covid. In Lieu of a float it was discussed to make a donation from our 501c3. A discussion ensued.

BEAUTIFICATION and BUSINESS DEVELOPMENT:

VACANCY UPDATES: M. Martino included the vacancy list in the meeting packet. We are also working on a micro website focusing on real estate and storefront opportunities in our district.

MURAL PROJECTS: 3115 N. Broadway, PARK sign was discussed and options to change the appearance. This project has already been approved and is awaiting final designs.

FAÇADE APPLICATIONS: A proposal was presented and discussed by the Committee. An approval for 2935 (Café Korzo) approved by G. Lichterman and seconded by Paul Loaiza. The maximum payout will not exceed the \$8,400 for 30 linear feet. Royal of London awning was discussed. Paperwork was not fully submitted and will be sent via email so we can discuss at our next meeting. Asian Kitchen was discussed. M. Martino will reach out for the paperwork to seek final approval. Any outstanding paperwork will be submitted for final approvals.

LANDSCAPING: Patch Landscaping placed the flowers in the SSA. Vacuum machine is in need of replacement and we are currently seeking bids.

Pressure Washing contract for the SSA is within the budgeted SSA line item. A final vote will be taken at the next special meeting for approvals.

Development: Optima on Broadway is moving along, a new two-story commercial development at Belmont and Halsted with a two story grocery store with a non disclosed name at this time. The hotel at Broadway and Hawthorne should begin build out this summer.

Mural project for the PARK sign was discussed. The property of 3115 N. Broadway is requesting for funding for a mural facing south on Broadway just north of Barry.

ADJOURNMENT: Motion to adjourn the meeting by P. Loaiza seconded by G. Lichterman was unanimously approved and the meeting was adjourned at 6:55 PM.