

WPB SSA #33 Commission Meeting Minutes
Wednesday, September 18th, 2024 – 7:06 PM to 8:12 PM
Hybrid Meeting Hosted at 1414 N Ashland Ave and via Zoom

Attendance:

Laura Botwinick (LB)
Wayne Janik (WJ)
Marcy Huttas (MH)
Ginna Ryan (GR)
David Ginople (DG)
Dominika Hertsberg (DH) *Remote
Adam Silverstein (AS) *Remote

Guests – Nick Kesler (NK), Chi Brauntreiter (CB)

Staff – Alice Howe (SSA Program Manager), Pamela Maass (WPBCC Executive Director), Luke Scaletta (Community Engagement Coordinator)

- 1) Call to Order at 7:06 PM
- 2) Public Comment

AS stated that he would be stepping down as an SSA 33 Commissioner.

NK inquired how the Commission goes about promoting the SSA and its public Commission meetings. DG, AH, and LS explained how SSA Programs are promoted on our website, social media, and bi-weekly newsletter, along with canvassing projects to share more information about the SSA to local businesses and residents. LS will post more content that specifically invites community members to join Commission meetings and see if they gain any traction.

- 3) Review of July Commission Minutes

*WJ motions. GR seconds. All in favor. **Motion passes.***

- 4) July Financial Report

*WJ motions. GR seconds. All in favor. **Motion passes.***

- 5) August Financial Report

*WJ motions. DG seconds. All in favor. **Motion passes.***

- 6) Chamber Report

7) Program Manager Report

8) 2025 Commission Officer Nominations

AH noted that the Chair and Treasurer positions will become available in November 2024, and recommended that the Commission start thinking of potential nominees for the Chair position, as DG had vocalized an interest in stepping down from this role.

DG nominated GR for the position of Commission Chair. WJ seconds.

9) Motions

Motion 1: The Commission moves to approve reallocating \$10,000 from Category 1.00, Customer Attraction, to 4.00, Economic and Business Development.

MH motions. WJ seconds. All in favor. Motion passes.

Motion 2: The Arts Committee recommends to approve funding not to exceed **\$9,600** from line item **2.06 (Public Art)** to fund the mural proposal from Margie Criner for Elemental Spa (2225 W North Ave). (24-0915)

MH motions. WJ seconds. DG, MH, GR, WJ, DH vote in favor. LB Abstains. Motion passes.

Motion 3: The Arts Committee recommends to approve funding not to exceed **\$2,500** from line item **2.06 (Public Art)** to purchase additional anti-graffiti paint. (24-0916)

MH motions. GR seconds. All in favor. Motion passes.

Motion 4: The Clean & Green/Transportation Committee recommends to approve funding not to exceed **\$7,000** from line item **2.02 (Landscaping)** for Christy Webber to replace two (2) trees at 1515 N Ashland Ave and 1700 W Division St. (24-0904)

MH motions. GR seconds. All in favor. Motion passes.

Motion 5: The Clean & Green/Transportation Committee recommends to approve funding not to exceed **\$40,000** from line item **2.02 (Landscaping)** for Christy Webber to replace 10 dead trees located within the SSA boundaries. (24-0905)

Discussion: AH recommended halving the initial recommendation (20 trees for \$80,000) to account for SSA 33 being assigned a new account manager from Christy Webber, which may slow down the tree planting process this fall.

MH motions. GR seconds. All in favor. Motion passes.

Motion 6: The Clean & Green/Transportation Committee recommends to approve funding not to exceed **\$1,300** from line item **2.05 (Streetscape Elements)** for Christy Webber to repair tree pit fencing located at 1660 W Division St. (24-0906)

WJ motions. GR seconds. All in favor. Motion passes.

Motion 7: The Clean & Green/Transportation Committee recommends to approve funding not to exceed **\$15,000** from line item **2.07 (Sidewalk Litter Abatement – Supplies)** for the purchase of fifteen (15) new trash cans and trash can liners to be placed within the boundaries of SSA #33. (24-0907)

Discussion: AH clarified that most of these new trash cans would be placed on Western Ave. and Division St.

WJ motions. GR seconds. All in favor. Motion passes.

Motion 8: The Clean & Green/Transportation Committee recommends to approve funding not to exceed **\$1,000** from line item **5.04 (Bicycle Safety Programs)** for the purchase of additional SSA #33 branded bike light distribution. (24-0908)

WJ motions. GR seconds. All in favor. Motion passes.

Motion 9: The Marketing & Business Development Committee recommends to approve Carol Fox & Associates as the PR firm for a 12-month contract from September 2024 - September 2025, to be split evenly with the Wicker Park Bucktown Chamber of Commerce, not to exceed **\$23,000** from line item **1.09 (PR/Media Relations)** (24-0909)

MH motions. WJ seconds. All in favor. Motion passes.

Motion 10: The Marketing & Business Development Committee recommends to approve funding not to exceed **\$10,000** from line item **4.06 (Strategic Planning)** to establish a 36-month contract with Placer.ai to be split evenly with the Wicker Park Bucktown Chamber of Commerce to gather neighborhood analytics for the SSA Master Plan (24-0910)

Discussion: The \$10,000 motioned (\$20,000 including the contribution from WPBCC) will account for the first 12 months of the 36-month program.

MH motions. GR seconds. All in favor. Motion passes.

Motion 11: The Marketing & Business Development Committee moves to approve funding not to exceed **\$30,000** from line item **1.06 (Holiday Decorations)** for the installation and removal of the neighborhood snowflake displays by Illuminight. (24-0911)

MH motions. WJ seconds. All in favor. Motion passes.

Motion 12: The Marketing & Business Development Committee moves to approve funding not to exceed **\$6,000** from line item **1.06 (Holiday Decorations)** for the installation and removal of holiday bike lighting by Illuminight on the 606 platform at Damen Ave. (24-0912)

*MH motions. WJ seconds. All in favor. **Motion passes.***

Motion 13: The Marketing & Business Development Committee moves to approve funding not to exceed **\$1,750** from line item **1.07 (Print Materials)** for the printing of 5,000 additional neighborhood guides for 2025 Wicker Park Bucktown Neighborhood Guides for WPBCC from Town Square Publishing. (24-0913)

*MH motions. WJ seconds. All in favor. **Motion passes.***

Motion 14: The Marketing & Business Development Committee moves to approve funding not to exceed **\$3,000** from line item **1.02 (Special Events)** for the hiring of carolers, a photographer, and community activities for the Annual Holiday Tree Lighting on December 7th. (24-0914)

*MH motions. WJ seconds. All in favor. **Motion passes.***

10) New Business

- a) DG noted that Metzger Court had gone from 4 picnic tables to 2, and AH clarified that they had been stolen 6-months ago and had been reported.
- b) SSA Planters have been swapped out to introduce our Fall planting.
- c) NK recommended reaching out to W North Ave. restaurants near Izakaya Shinya to get them onboarded with the Free Compost Program to cut down the smell from their dumpsters.

11) Adjournment Motion at 8:12 PM

*GR motions. MH seconds. All in favor. **Meeting Adjourned.***

Next Meeting – October 16th