

Tuesday, April 24th 2018
Bridgeview Bank Building (4753 North Broadway)
1st Floor Conference Room - 4:30pm

Commissioners Present: Terry Tuohy (Chair), Josh Reitman (Vice-Chair),
Noreen Keeney (Secretary), Kelly Cheng, Patti Eick-Hutzel,
Mark Heffron, Lesley Showers, Marc Voung
Commissioners Absent: David Rettker (Treasurer), Jared Dolan, Jacob Karaca, Karl Sullivan,
Others in Attendance: Martin Sorge (Uptown United), Greg Carroll (Uptown United),
Justin Weidl (Uptown United), Dominic Irpino (Irpino Real Estate),
Cam Ngu Hoang (First Sip Cafe)

1. Welcome and Call to Order

a. Tuohy called meeting to order at 4:47pm.

2. Public Input

a. None

3. 2017 Audit Presentation

- a. Weidl presented the 2017 Uptown SSA #34 Audit performed by The A.C.T. Group.
- i. The total fund balance presented on page 3 includes a TIF Rebate amount of \$175,476 which will be paid out over years.
 - ii. All expenses ended under budget.
 - iii. The audit has no findings or exceptions.

Motion to accept 2017 Uptown SSA #34 Audit performed by The A.C.T. Group.

Motion: Cheng

Second: Keeney

VOTE: Approve – All

Motion Passes.

4. Approval of Minutes

a. On acceptance of minutes for the below meeting:

Motion to accept March 27th 2018 minutes.

Motion: Cheng

Second: Vuong

VOTE: Approve – All

Motion Passes.

5. Budget and Financial Report

a. Weidl presented a financial report.

- i. Balance Sheet looks healthy and typical for this time of year. Accounts payable of \$175,476 is a TIF Rbate that will be paid out over the next few years. Accounts Payable of \$433,813 includes all committed funds for 2018.
- ii. 2018 Budget v. Actuals looks good and typical for this time of year. 2017 Audit provided information that may warrant a Budget Amendment to increase Budgeted Carry Over in 2018.
- iii. 6.08 Office Printing is over-budget when reported on a cash basis due to a December 2017 expense being paid in January 2018.





6. Public Relations and Social Media Proposals

- a. Weidl presented three proposals for public relations and social media services.
 - i. Zapwater Communications appears to have the most experience working with global clients and therefore understands and seeks to work with diverse clients/communities. They also appear to have a very metrics and outcome-driven approach. Additionally their proposal seemed to be the most creative and already includes new ideas for ways to market Uptown.
 - ii. Ripson Communications has good experience with other chambers of commerce, especially with promoting their events. The proposal seemed to lack new ideas and creativity with new marketing strategies, and instead sticks with more traditional public relations approaches.
 - iii. Wisecarver Public Relations has promoted events for Andersonville and The Magnificent Mile. There seems to be a lack of experience with promoting entire neighborhoods. They also seem to know the least about Uptown and its key issues.
 - iv. Tuohy commented that Ripson has done a fantastic job of promoting events in other neighborhoods, and those events have become so well known throughout the region. She also asked how goals will be measured.
 - v. Sorce commented that Zapwater Communications seemed to be very clear with the metrics that they will use to define success in their proposal.
 - vi. Keeney commented that Zapwater's proposal seemed very exciting and the right fit for Uptown which needs to market itself more creatively than other neighborhoods.

Motion to accept proposal by Zapwater Communications for PR services.

Motion: Keeney

Second: Cheng

VOTE: Approve – All

Motion Passes.

7. 2018 Budget Amendment

- a. Weidl presented an actual year-end balance based on the 2017 Audit. The year-end balance may warrant an increase in the 2018 Budgeted Carryover by \$35,000. Staff recommends that \$30,000 be allocated to 1.08 PR/Media Relations and \$5,000 be allocated to 1.04 Social Media Outreach.

Motion to amend 2018 budget and increase Carryover budget by \$35,000 as outlined below:

1.04 Social Media Outreach - Add \$5,000 of carry-over to increase budget from \$1,000 to \$6,000

1.08 PR/Media Relations – Add \$30,000 of carry-over to increase budget from \$5,000 to \$35,000

Motion: Cheng

Second: Keeney

VOTE: Approve – All

Motion Passes.

8. 2019 Draft Budget

- a. Weidl presented a draft 2019 Budget.
 - i. Reitman requested that staff request quotes for snow removal services, separate of the litter abatement contract.
 - ii. Weidl to present a second draft of the 2019 budget on May 22nd, 2018.



9. Security Rebate Program

- a. Weidl presented a \$564.99 rebate request from Hong Ngu located at 1113 W. Argyle Street for seven security cameras with a base station.

Motion to approve grant request from Hong Ngu for \$564.99.

Motion: Reitman **Second:** Keeney

VOTE: Approve – All **Motion Passes**

10. Curb Appeal Rebate Program

- a. Weidl presented a \$1,032.50 rebate request from Uptown Donuts located at 1122 W. Wilson Avenue for a new awning.

Motion to approve grant request from Uptown Donuts for \$1,032.50.

Motion: Reitman **Second:** Keeney

VOTE: Approve – All **Motion Passes**

11. Community Events Grant Program

- a. Weidl presented a \$5,000 funding request from Sixty Six Plus, LLC to have a Thai New Year Water Festival at 4753 North Broadway on May 19th and 20th.
 - i. The request equates to about 5% of the event cost.
 - ii. Last year this group put on the Thai Food Festival which drew 15,000 people over two days.
 - iii. Cheng inquired if a profit is anticipated.
 - iv. No profit is projected in the event budget.
 - v. Keeney commenetd that this event will activate a key location in the neighborhood.
 - vi. Cheng commenetd that funding is somewhat limited, and \$5,000 for a first time applicant seems high.

Motion to approve funding for the Thai New Year Water Festival for \$3,500.

Motion: Cheng **Second:** Showers

VOTE: Approve – All Absatin – Reitman **Motion Passes**

12. Next Meeting

- a. The next SSA Meeting is scheduled for Tuesday, May 22nd at 4:30pm.

13. Adjournment

Motion to adjourn at 6:03pm.

Motion: Tuohy **Second:** Cheng

VOTE: Approve – All **Motion Passes**

Next Meeting: Tuesday, May 22nd 2018

Submitted By: Justin Weidl, Business District Manager

