

Tuesday, March 27th 2018
Bridgeview Bank Building (4753 North Broadway)
1st Floor Conference Room - 4:30pm

Commissioners Present: Terry Tuohy (Chair), David Rettker (Treasurer),
Noreen Keeney (Secretary), Kelly Cheng, Jared Dolan,
Patti Eick-Hutzell, Jacob Karaca, Lesley Showers,
Commissioners Absent: Josh Reitman (Vice-Chair), Mark Heffron, Karl Sullivan, Marc Young
Others in Attendance: Martin Sorge (Uptown United), Justin Weidl (Uptown United),
Dominic Iripino (Iripino Real Estate), Bob Wissman (A.C.T. Group)

1. Welcome and Call to Order

a. Tuohy called meeting to order at 4:36pm.

2. 2017 Audit Presentation

a. Bob Wissman from the A.C.T. Group introduced himself and presented the Draft 2017 Uptown SSA #34 Audit.

- 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.
- iv. Rettker recommended voting to approve the final audit report at the April 24th, 2018 SSA meeting.

3. Approval of Minutes

a. On acceptance of minutes for the below meeting:
Motion to accept January 23rd 2018 minutes.
Motion: Cheng **Second:** Rettker
VOTE: Approve – All Abstain – Karaca **Motion Passes.**

b. On acceptance of minutes for the below meeting:
Motion to accept February 27th 2018 minutes.
Motion: Cheng **Second:** Karaca
VOTE: Approve – All Abstain – Rettker **Motion Passes.**

4. 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 \$531,297 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. Decorative Banner budget may warrant a Budget Modification since most banners were printed in 2017.
- 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.





5. 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 \$30,000. Staff recommends that this \$30,000 amount be allocated to 1.08 PR/Media Relations in order to fund a PR/Media Relations consultant. A Budget Amendment would be required to increase the 2018 Budgeted Carryover amount.
 - i. Tuohy asked if \$30,000 is enough to fund a PR/Media Relations consultant.
 - ii. Keeney thought that amount felt about right for services for the remainder of 2018.
 - iii. Rettker said that the return on investment may be hard to track, and may not be noticeable for a few years after the services are provided.
 - iv. Cheng recommended releasing an RFP and reviewing proposals during the April 24th 2018 meeting. Cheng also recommended waiting to vote on a Budget Amendment until after proposals are reviewed.

6. 2018 Budget Modification

- a. Weidl presented that the 1.05 Decorative Banner budget is higher than expenses are anticipated to be. This is due to most banners being printed in 2017. Staff recommended a 2018 Budget Modification to move \$30,000 of budgeted expenses out of 1.05 Decorative banners into the following categories:
 - i. Decrease 1.05 Decorative Banners by \$30,000 from \$72,022 to \$42,022.
 - ii. Increase 1.02 Specials Events by \$10,000 from \$30,000 to \$40,000.
 - iii. Increase 2.06 Public Art by \$10,000 from \$18,890 to \$28,890.
 - iv. Increase 4.07 Market Study by \$10,000 from \$5,000 to \$15,000.

Motion to modify budget as outlined above.

Motion: Keeney **Second:** Cheng

VOTE: Approve – All **Motion Passes.**

7. Public Relations and Social Media Request for Proposals

- a. Sorge presented a draft RFP for Public Relations and Social Media Services.
 - i. Tuohy asked staff to release the RFP and request that proposals be received by April 17th so that they can be reviewed at the April 24th, 2018 meeting.
 - ii. Rettker asked the Commissioners to review the RFP and provide comments to staff by the end of the day Thursday, March 29th so that the RFP can be released on Friday, March 30th.

8. 2019 Budget Discussion

- a. Weidl asked if there were any desired changes to the budget from 2018 to 2019. He will prepare a draft 2019 budget to bring to the May 22nd meeting.
 - i. Showers commented that she'd like to see an increase in the 5.02 Security Rebate Program funding.
 - ii. Tuohy commented that the 1.09 PR/Media Relations budget should increase as well as the 1.04 Social Media Outreach budget based off of the proposals staff receives for those services in 2018.





9. Community Events Grant Program

- a. Weidl presented a \$5,000 funding request from Peterson Garden Project to have an Annual Plant Sale at 1101 W Lawrnce Avenue.
 - i. Tuohy commeneted that the applicant expects 5,000 people to attend over the five (5) day event.
 - ii. Weidl reported that entrance to the sale if free and the event will take place both indoors and outdoors.
 - iii. Cheng commeneted that this event seems in-line with program goals, however funding is running low for the program. She recomended awarding half of the requested amount.

Motion to approve funding for the PGP Annual Plant Sale for \$2,500.

Motion: Cheng

Second: Showers

VOTE: Approve – All

Motion Passes

- b. Weidl presented a \$2,000 funding request from Pivot Arts for the Pivot Arts Festival. The ten-day festival includes a Festival Launch located at 1136 W Wilson Avenue.
 - i. Tuohy asked how many people they anticipate to attend the Launch Party.
 - ii. Weidl responded that 100 attendees are anticipated.
 - iii. Tuohy commeneted that that equates to almost \$20 per person.
 - iv. Rettker asked what the budget is for the Launch Party event only, not the larger festival event.
 - v. Weidl responded that the Launch Party budget is \$9,830, with \$5,000 being an in-kind donation of the event space.
 - vi. Tuohy commented that outdoor events seem to activate the commercial corridors more than indoor events, which can in turn promote local businesses and safety more than indoor events.

Motion to deny funding for Pivot Arts Festival.

Motion: Rettker

Second: Cheng

VOTE: Approve – All

Motion Passes

10. Next Meeting

- a. The next SSA Meeting is scheduled for Tuesday, April 24th at 4:30pm.

11. Adjournment

Motion to adjourn at 6:09pm.

Motion: Tuohy

Second: Cheng

VOTE: Approve – All

Motion Passes

Next Meeting: Tuesday, April 24th 2018

Submitted By: Justin Weidl, Business District Manager

