

Tuesday, February 15th 2022

Zoom Meeting: Call-in number: +1 (312) 626-6799

Meeting ID: 824 1722 7361 | Password: 032739 | 4:30pm

Commissioners Present: Terry Tuohy (*Chair*), Noreen Keeney (*Secretary*), Kelly Cheng, Dominic Irpino, Erin Hoang, Patti Hutzel, Lesley Showers

Commissioners Absent: Josh Reitman (*Vice-Chair*), David Rettker (*Treasurer*), Jared Dolan, Winston Feng, Karl Sullivan

Others in Attendance: Sarah Wilson (*Uptown United*), Justin Weidl (*Uptown United*)

1. Welcome and Call to Order

- a. Tuohy called meeting to order at 4:35pm.

2. Public Input

- a. None

3. Approval of Minutes

- a. On acceptance of minutes for the below meeting:

Motion to accept January 18th 2022 minutes.

Motion: Keeney

Second: Hutzel

VOTE: Approve – All

Motion Passes.

4. Budget and Financial Report

- a. Weidl presented a financial report.
 - i. Balance Sheet and Budget v. Actuals reports are typical for this time of year.

5. Digital Marketing Audit and Advertising Strategy and Campaign Setup

- a. Weidl presented a proposal from Public Communications Inc. (PCI) to perform a Digital Marketing Audit for \$5,000 and an Advertising Strategy and Campaign Setup for \$4,000.
 - i. Cheng recommended separating the two tasks into two separate contractors, and only committing to the Digital Marketing Audit first.

Motion to approve Digital Marketing Audit for \$5,000 with PCI:

Motion: Cheng

Second: Irpino

VOTE: Approve – All

Motion Passes.

6. Security Rebate Program

- a. Weidl presented a security rebate request from Nha Trang Restaurant for the installation of a twelve (12) camera security system at 1104 W Argyle Street. Staff has documented an uptick of break-ins and robberies on Argyle Street in 2022.

Motion to approve \$949.50 rebate for the installation of a security camera system at Nha Trang Restaurant located at 1104 W Argyle Street:

Motion: Cheng

Second: Keeney

VOTE: Approve – All

Motion Passes.



7. Public Art Grant Program

- a. Weidl presented a public art grant request for \$10,000 from Jesse Hora for a façade mural project located at Elim Wig & Hair on the 4600 Block of North Broadway.
 - i. Cheng recommended that staff request a contribution from the business owner at 25% or \$2,500 since this project significantly enhances the business's storefront.
 - ii. Irpino recomened that the transom window panels also be painted or enhanced.
 - iii. Weidl to discuss project further with business owner and artist.
- b. Weidl presented a \$7,500 public art grant request from Joe Miller for a mural at Leland Plaza.
 - i. Tuohy requested that the mural be properly sealed to protect it against the elements.
Motion to approve \$7,500 public art grant request from Joe Miller for a mural at Leland Plaza:
Motion: Showers **Second:** Cheng
ii. **VOTE:** Approve – All **Motion Passes.**
- c. Weidl presented a \$20,000 public art grant request from Graceland Cemetery for a collaborative public art project that would fund the installation of twenty (20) 9'x9' murals on the east facing wall of Graceland Cemtery, facing the CTA train and Challenger Bark Park. Funding for this project would need to be re-allocated from 2.08 Sidewalk Maintenance.
 - i. Tuohy commented that this project seems like an ideal way to findraise and secure sponsorships for Art Week.
 - ii. Weidl to explore sponsorships and donations.

8. Community Event Grant Program

- a. Weidl presented a community event grant request for \$1,750 from the Buttercup Park Advisory Council for a Julyteenth Celebration on July 16th. Attendance of 300-500 folks is anticipated. Other grants awarded this year have averaged apprxomately \$1.00 per attendee.
 - i. Tuohy commented that \$500 seems more inline for this event.
Motion to approve \$500 community event grant to Buttercup Park Advisory Council for a Julyteenth Celebration on July 16th:
Motion: Cheng **Second:** Keeney
VOTE: Approve – All **Motion Passes.**

9. Next Meeting and Adjournement

- a. Next meeting is scheduled for Tuesday, March 15th, 2022, at 4:30pm via Zoom.
Motion to adjourn at 5:51pm:
Motion: Keeney **Second:** Cheng
VOTE: Approve – All **Motion Passes.**

Minutes Submitted By: Justin Weidl, *Director of Neighborhood Services*

