

## Special Service Area 61, Hyde Park Commission

### Minutes, March 18, 2015 Chicago Innovation Exchange

**Present:** Anthony Fox, Greg Guttman, James Hanson, James Hennessy, Allison Hartman, Jacqueline Jackson, Michael McGarry, Charles Newsome, Mary Rogel, George Rumsey,

**Absent:** Donna Trainor

**Also Present:** Eric Reaves, Wendy Walker Williams, Wallace Goode (HP Chamber of Commerce), Eric \_\_\_\_\_ (Wicker Park SSA)

The meeting was called to order at 11:10 a.m. by Chair McGarry. Chair McGarry welcomed the community guests.

**Minutes.** Minutes for February 18, 2015, were approved as circulated.

**SSA District as “Downtown Hyde Park.”** Director Reaves presented the banner design modifications provided by Otherwise, Inc., in response to requests from the Commissioners last month. Additional tag lines suggested by Otherwise, Inc., are “embrace the uncommon” and “deep roots new vibe.” Banners need to be approved prior to the April meeting in order for there to be enough time to issue an RFP and produce the banners to coincide with the hanging of the flower baskets in April, at which time a kickoff is planned throughout the district. Banners will be changed twice a year, instead of quarterly, as originally planned. Banners will be saved for reuse or sold after they are taken down.

Commissioners Rumsey moved that Commissioners Hanson, Hartman, and Hennessy work with Director Reaves on the cost, number, and location of the banners, and that they have authorization to approve up to \$10,000 in expenditures (which is half of the budget for this line item). The resolution was seconded by Commissioner Guttman and approved unanimously.

**Branding.** “Downtown Hyde Park” is part of Phase 1 of the branding project. We have received a \$45,500 Phase 2 proposal from Otherwise, Inc., to continue establishing the brand identity through social media and digital marketing. A long discussion ensued regarding the deliverables for Phase 2, how they differ from Phase 1, and how much activity there would be for social media products. It was determined that the original contract with Otherwise, Inc., for Phase 1 included a basic website. The Commissioners felt that website development should be broken into smaller chunks than what has been proposed for Phase 2, but they would like to see the basic website from Phase 1 before making decisions about Phase 2.

**Façade Program.** Director Reaves is working on a proposal for a façade program in the district; he is looking into two successful programs.

**Farmers Market.** Director Reaves reported that the Farmers Market will move back to Harper Court, if the move meets the approval of the aldermen, since the Market would be moving from

the 5<sup>th</sup> Ward to the 4<sup>th</sup> Ward. Ms. Williams has contacted both aldermen; although she had not heard back from either by the time of the meeting, she expects that it will be fine. Both had been notified earlier, and it was always the plan for the Market to return to Harper Court. The boundaries of the wards changed while the Market was displaced to Harold Washington Park.

***Brinkman Contract.*** Commissioners Rumsey and Hartman reported that Brinkman went out of their way to assure us that they use no insecticides in their flower baskets and that the baskets are environmentally safe. Director Reaves reported that the winter greens have been removed; as soon as the danger of frost has passed, new flowers will be hung to balance the color palate of the banners.

***Financial Report.*** Chair McGarry questioned payment for snow removal, because the Commissioners had decided not to pay the contractor when the terms of the contract were not fulfilled. Director Reaves reported that the payment had not been approved by him and he would investigate.

Chair McGarry reported that Alexander Mannie & Co has been engaged to audit the financial records; the audit needs to be submitted to the City by April 30. Director Reaves reported that document preparation has been begun.

Chair McGarry opened the floor for public comments. There being no other business, the meeting was adjourned at 12:34 p.m. The next meeting will be April 22 at 11:00 a.m. at the Hyatt.

Respectfully submitted,  
Mary J. Rogel  
Secretary, SSA 61