Special Service Area #61
SSA Board of Commissioners Meeting
Minutes, October 22, 2019
Chicago Innovation Exchange/Polsky Center North
1452 E. 53rd Street, Chicago, IL

Present: Greg Guttman, Angie Marks, Mike McGarry, Charles Newsome, Mary Rogel, George Rumsey, Nancy Stanek, Eric Thompson

Absent: Anthony Beach (excused), Allison Hartman, Tiffany Paige, and Wendy Williams

Also Present: Diane Burnham (SECC), Carol Moy, Jane Moy, Isaac Greene, James Poueymirou (SECC), and Kim Webb, 5th Ward office

A quorum being present, Chairman Rumsey called the meeting to order at 11:14 a.m.

Minutes: Minutes were accepted as circulated.

SSA Financials – Isaac Greene, SSA #61 Account
Refer to the attached statement of financials.

Financial Forecast – Commissioner McGarry
As of this date the budget is $3,500 short. The following line items have been omitted or an adjustment has been made to compensate for this shortfall:

- Sidewalk maintenance – $3,700
- Flowers - $1,600 (refund)
- Special Events - $1,000 (small business Saturday)
- Printing - $300
- Payroll – remaining of program manager's salary

For expenses that are expected to be incurred in January, the line of credit will be tapped into. In prior years, any expenses incurred during the months of December through February were not paid until the next tax disbursement in late February/early March. To alleviate this situation going forward it was suggested that all expenses for January and February expected to be incurred be reduced. Currently the SSA owes the Service Provider (SECC) $20,000 due to overspending. According to the city guidelines, the Service Provider can only be reimbursed for these funds in the amount of taxes that has not been collected. Any difference in the tax collection the Service Provider is responsible for {eat the cost}.

Finance Committee – Commissioner McGarry, Chair

- Line of Credit – The service provider has secured a line of credit in the amount of $50,000 to cover additional expenses. Any expenses over $5,000 to be paid would have to receive consent for an SSA Commissioner to access the line of credit to pay for said expense(s).
- Delinquent taxes – Any outstanding taxes collected after the designated tax period, those funds are slated to go directly to the SSA and the SECC (service provider).
- Budget Modifications – The 2019 and 2020 budgets will be modified at the December 3rd meeting. All SSA Commissioners are required to be in attendance.

Farmers Market – Diane Burnham, SECC

There are two weeks remaining in the 2019 market season. An inventory assessment of equipment and property of the SSA has been conducted and all property will be stored on the service provider's premises for the winter season. The commercial grill with canopy has been posted for sale on public outlets.

The Office Manager and the Market Manager are combing through the vendor invoices for any outstanding payments due. How-to-guide and Hyde Park Farmers Market operations guide are currently being developed and a survey will be sent to all the 2019 participating vendors as an assessment tool for the evaluation of this year's market. A deposit in the amount of $1,510 for some of the vendor payments was made on October 18th.

SSA Commissioners Terms Status – Diane Burnham, SECC

There are three (3) commissioners applications pending. The city has no record of receiving them and there is no clear sense of who is a commissioner and who is not. In addition, the city needs the SSA #61 current information to update their website.

Future Direction of SSA #61

Discussion postponed until the December meeting when all Commissioners will be present. Commissioner Rogel noted that the current commissioners have an unclear perspective of exactly who Special Service Area #61 is; our purpose – what we really do and don't do. Going forward the service to the businesses within the footprint should be our focus.

Questions and Comments

Commissioner Rogel – There is a limited line of communication regarding events occurring in the area. Things/events that may be good for the retail sector are not necessarily beneficial for the service industry (i.e, doctors offices, legal, medical, etc). Such events tend to impede access for their customers.

G. Guttman – Has the impression that SSA #61 is trying to be all things to all people. The SSA needs to set clear, distinct guidelines, goals and benchmarks. The community needs to be educated on what an SSA is, what it's function and purpose.

G. Rumsey – There seems to be a disconnect between SSA #61 and the DTHP branding concept. The perception is that they are two separate entities as most Special Service Areas are generally referred to by their numbers. Also, the funds generated for the program should be spent equally throughout the footprint and used to broaden our reach.

N. Stanek – Concurs with Chairman Rumsey that the SSA needs to broaden the reach, narrow the focus. It is apparent that some areas within the footprint receive more attention than others.

C. Newsome – What is the plan for Halloween? Diane informed the body there will be several events happening on 53rd Street, which will be closed to vehicle traffic on Thursday, October 31st at Noon from Lake Park Avenue to Dorchester Avenue. A message was being crafted to distribute to the businesses and there will be 19 block club activations throughout Hyde Park.

Suggested that a synopsis of the events normally supported by the SSA – Hyde Park Dinner Crawl, 4th on 53rd Parade and Picnic, Silver Room Block Party, Halloween on 53rd – be evaluated for the purpose it serves the SSA.

The meeting was adjourned 12:20pm. The next regular meeting will be on Tuesday, December 3, 2019, 11:00am, Chicago Innovation Exchange/Polsky Center North, 1452 East 53rd Street, Chicago, IL. There is no November meeting scheduled.

Respectfully submitted,
Raymonde Vance, Secretary, SSA 61