

Special Service Area #61
SSA Board of Commissioners Minutes
Tuesday, September 28, 2021
Virtual Meeting

Present: Greg Guttman, Charles Newsome, James Nurss, Mary Rogel, George Rumsey, Eric Thompson, Wendy Williams

Absent: Anthony Beach, Angie Marks, Nancy Stanek

Also Present: Diane Burnham (SSA Program Manager, Interim), Christian Belanger (Herald Newspaper), Sue Freehling (SECC), Isaac Greene (Accountant), Jared Kelly (CEI Media Group), Phaedra Leslie (SECC), Mike McGarry, Tiffany Mikell (SECC), Shaka Mitchell (Pending Commissioner), Carol and Jane Moy, Gary Ossewaarde (HPKCC), Mia Thomas (SECC Intern)

A quorum being present, Chairman Rumsey called the meeting of SSA #61 to order at 11:06 a.m. Pursuant to the applicable law and his determination that attendance by remote means is necessary because an in-person meeting is not practical nor prudent due to the declared public health disaster cause by COVID-19, this meeting was conducted by videoconference. The meeting was recorded and is available at <http://www.downtownhydeparkchicago.com/> and on YouTube.

Reading/Approval of the Minutes:

The minutes for the August 24th SSA meeting were accepted as circulated.

Questions and Comments from Guests (*per the city should occur at beginning of meetings 3-minute limit*). None

Commissioner Introduction/Welcome – Diane Burnham

Shaka Mitchell, Anthos Training is a nominee as a commissioner pending city approval, was introduced to the body. Mr. Mitchell is looking to become more involved in the Hyde Park community in a productive manner.

SSA Financials w/Budget Tracker – D. Burnham/G. Rumsey/I. Greene

According to the statement of financial position, there are \$77,000 in funds currently on hand remaining to spend. Commissioner Newsome inquired about the TIF funds. Chairman Rumsey stated per the city, the SSA will not be receiving any funds from the TIF, back pay or current, at this time. The subject matter can only be addressed when we reconstitute.

- Budget Tracker – G. Rumsey
- Not much activity this period. There are \$185,795 remaining to spend in the budget, with half earmarked for current expenses and \$9,000 in funds spending to be determined.
- Spend-down Plan – D. Burnham and G. Rumsey
\$73,000 in spending has been determined. Additional concepts include, but not limited to, holiday décor within the business corridors and banners for the Shop Local campaign. The total estimated spend-down is \$193,769.

Community Meeting – G. Rumsey

The SSA 61 EAV (equalized assessed value) for 2022 has increased from below 5% in 2021 to 8% for 2022 (an increase in expected SSA revenue due to increased property values in the footprint, NOT an increase in our levy, which remains at 0.65%). The City requires commissions with an EAV increase over 8% to hold an open community meeting to review the budget. SSA 61 has scheduled a community meeting at 6:30 pm on October 26, prior to our next monthly commission meeting, in order to comply.

Placemaking – G. Guttman and D. Burnham

The SSA hasn't received credit or acknowledgement from the community for the work it has done in and around the footprint. To help remedy this it would behoove SSA 61 to create an emotional connection between place/space and people. One way this can be accomplished through art, utilization of space in a sensory way, etc., extending and focusing on the area east of the viaducts to drive additional foot traffic that direction. Referred to the Program Committee for more detail. Commissioner Newsome noted the beautiful 65th Street viaduct murals as a reference sight for art installations. Chairman Rumsey suggested before diving too deep to question the goal and direction of the initiative.

Program Committee Updates – D. Burnham, M. Rogel and C. Newsome

- Kimbark Plaza – Commissioner Newsome shared that in partnership with SSA 61, improvements to the plaza have been made and thanked SSA 61 for their support of the beautification on the west end of 53rd Street.
- United Church of Hyde Park – landscaping of the area around the church began with financial support from the Neighborhood Enhancement Grant (NEG) and a donation of plants from a community gardener. \$5,000 have been budgeted to install low fencing to protect the landscape. In addition, 2 trash receptacles, donated by Quad Communities Development Corporation (QCDC), will be installed near the church upon approval from the Department of Streets and Sanitation.
- Powerwashing – Will contact Advanced Pro Clean regarding the fall washing of the corridor requesting special attention for some areas of the footprint.

- Small Business Saturday/Shop Local – For outreach, SSA 61 has contracted with Natalie Wright to promote the campaign.
- Online Business Directory – Diane has a meeting with Ms. Wright on 10/5/2021 at 10:00am to discuss touchpoints for the businesses and implementing an online business directory.
- Hyde Park Farmers Market – The market season concluded on Sunday, September 26th and on average there were 16 vendors participating weekly. A wrap up meeting with the vendors will be scheduled in October.

Branding – D. Burnham and J. Kelly

A postcard mailer was distributed within a selected area of the zip code to promote SSA 61: what the SSA is? A replacement awning will be installed over the SECC doorway and includes the logo for SSA61/DTHP. Commissioner Rogel inquired as to who the postcards were sent to? Diane informed her that 4700 residents, not businesses, were targeted in the area along the lakefront. Diane will send the electronic version to the Commissioners.

Program Manager RFP – D. Burnham

The job position was posted to several platforms on/or about September 14th/19th. To date SECC has not received many submissions. The key component for the job is a strong programmatic background.

Questions and Comments from Commissioners

Commissioner Newsome – there was low key promotion of the Obama Presidential Center; why was that? Chairman Rumsey informed him that the event is outside of our service area.

The meeting was adjourned 12:14pm.

PLEASE NOTE: There are 2 virtual meetings scheduled for Tuesday, October 26th:

The Open Community meeting to discuss the budget will begin promptly at **6:30pm** with the regularly scheduled SSA 61 meeting following at **7:00pm**.

Respectfully submitted,
Raymonde Vance, Secretary, SSA 61