

**Devon SSA 43 Commission Meeting Minutes**

Thursday December, 2017 4:00pm

2949 W. Devon Avenue

**Commissioners Present:** Sanhita Agnihotri, Irshad Khan, Maura Levit

**Commissioners Absent:** Bhavesh Patel, Pete Valavanis, Tareq Ali Khan, Mohammad Yaqoob, Jayesh Shewakramani

**Service Provider Staff Present:** Sandi Price, Tony Pelikan, Gina Caruso (Rogers Park Business Alliance)

**Public Officials Present:** Alderman Debra Silverstein

- I. Call to Order at 4:08pm
- II. Public Input – none.
- III. Review and approve October and November 2017 Meeting Minutes. There was not quorum to approve the minutes.
- IV. Finances – Sandi presented the financials. The budget is in good shape and there is more income than expenses. The Commission will watch the budget in the spring for additional items to spend funds on and prepare for the 2019 budget.
- V. Programs & Services
  - a. BIP, Sign Removal and Security Camera Rebate Programs. Gina and Tony reported on status of applicants.
  - b. Public Safety
    - i. Officer Heather Hardy, CPD Troubled Buildings / Business officer. Officer Hardy reviewed here role regarding troubled buildings for both commercial and residential. Officer Hardy stated she would ask the beat officers to introduce themselves to businesses in the SSA.
    - ii. Outdoor Roll Call. The Commission discussed having an outdoor roll call as well as “Coffee with a Cop”, which is a national event. Talk with the Commander and his team to schedule a community event in the spring and summer. Consider having this event coincide with the streetscape ribbon cutting.
  - c. Public Way Beautification
    - i. Sidewalk Cleaning Update – Sandi reported the dumpster for Devon has been installed.
    - ii. Landscaping Update - the Commission reviewed the plant list and was satisfied with the selections.
    - iii. Streetscape Update – outstanding items to install include spring trees, plantings, gateway screens and one area that has a scaffold up.

**Service Provider: Rogers Park Business Alliance 1448 W. Morse Ave. Chicago, IL 60626**

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There are old lights still on Western and a few poles closer to Leavitt that need to be removed. The streetscape will soon be complete.

iv. Snow Removal Update – the snow removal contract is in place and ready to go for snow removal.

v. Holiday Decorations

1. Western Avenue Decorations were installed for the winter holiday season.
2. Lighting and Music RFP- Gina is working on getting bids.

d. Customer Attraction

i. Branding and Communications Guidelines Update. Gina, Tony, Sandi and George summary for Sparkfactor to review the survey results and make recommendations and then make modifications. The Commission provided feedback on the concepts.

ii. Website Development – Sparkfactor presented a rough draft on the website framework. Top of the website would be an animate portion of the screen with video. The next level has a static element describing On Devon, then a second on SSA 43 what it is, then a directory, then a news/events section and a place to join the email list. The site will have parallax (scrolling). City data portal can offer the business name and address. We can run banner ad on the website. Business database – we give Sparkfactor an Excel spreadsheet that they would upload to the website. Consider adding the SSA map that would scroll on the page. Once we figure out what we want Sparkfactor will link it out onto the website. Hosting is \$39/mo done in WordPress so RPBA can update the site. Consider using Chamber Master functionality for the SSA.

iii. Next steps: Review final survey results, Sparkfactor to make final recommendations, make changes as needed. Commission to determine what website components including: RPBA to get business database –Tony to send Ingrid the business list in Excel. Schedule a quarterly update of the businesses. Sparkfactor will take about 2 weeks to create the website.

e. Special events – email the commission to find out about events. Music, dance, food, lights – Sanhita will send a list of events. August 19 is the meeting with the police commander to see what portion of Devon could be closed off. Review special event permit packet.

f. 2018 Initiative Ideas

i. Streetscape Ribbon Cutting Event – plan a ribbon cutting event for some time in late spring after the streetscape is completed.

ii. Quarterly SSA Open Houses – schedule quarterly open houses with help in outreach to businesses by the SSA Commission ambassadors.

VI. SSA Commission

- a. 2018 Commission Meeting Dates – Gina will circulate the meeting dates to the Alderman and Sandi to check for any conflicts with holidays.
- b. Open Seat & Attendance – Tarek Ali Khan is resigning. Natalie is interested and will be sending her a 2018 application. The Alderman suggested approaching Avid to rejoin the Commission.

VII. Old & New Business – none.

VIII. Adjournment at 5:35pm.