



Devon SSA #43 Commission Meeting

Monday, December 17, 2018 3:00pm 2949 W. Devon Ave., Chicago

MINUTES

Commissioners Present: Avi Bereliani, Irshad Khan, Rebeca Vasquez, Pete Valavanis
Commissioners Absent: Sanhita Agnihotri, Jayesh Shewakramani, Maura Nemes
Commissioner Candidates Absent: Mohammad Bozai
Service Provider Staff Present: Sandi Price, Gina Caruso, Tony Pelican (Rogers Park Business Alliance)
Public Officials Present: Alderman Debra Silverstein
Guests: Melissa Lagowski, Ana Beems Big Buzz Idea Group

- I. Call to Order at 3:07pm
- II. Public Input – None Present
- III. Review and approve draft October and November 2018 Meeting Minutes Motion to approve by Pete with a second by Avi. APPROVED
- IV. Financials
 - a. 2018 Budget Revision – Motion to approve a budget revision by shifting \$30,000 for PLACE Consulting management fees from: 1.08 Display Ads \$17,000; 1.09 PR \$3,000, 5.02 Security \$10,000 Rebeca and Avi APPROVED
- V. Programs & Services
 - a. BIP & Sign Removal Rebates
World Fresh Market – working on their project
 - b. Public Way Security Camera Proposals and Rebate Program Change -big plus was software to hook up with the CPD and they can give us access. Next step – get quote from Genetec camera company then have RFP respondents rebid.
 - c. Public Way Beautification
 - i. Streetscape Update – get bids to paint
 - ii. Holiday Decorations Update- change video on FB and get mandala prototype; get credit on pole wrapping do RFP for pole painting
 - d. Landscaping
 - e. Customer Attraction

Service Provider: Rogers Park Business Alliance 1448 W. Morse Ave. Chicago, IL 60626
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i. Banners – Bannerville is sending out truck to check for damage and missing banners and will fix them.

ii. Advertising- add to January agenda

iii. PR – Sandi reported on A5 which is \$1,000/mo, Sparkfactor doesn't do social media; next step – see if we can get the price down for Silverman

iv. Special Events - Devon's Got Talent Debrief and 2019 Events
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1. Melissa and Ana reviewed the event scope and debrief of the event. Take-aways include: do a showcase rather than competition because this format draws people from a larger area; more time (minimum six months out); do Bombay Hall next year.
2. Commission feedback: adjusted lighting to focus on the stage; successful part was the children;
3. Recommendations: shift focus to not be as broad – focus on North Shore and local area and stick locally; more frequent communication including phone calls and in-person meetings
4. Put on January agenda to decide when to have an event in 2019.

f. SSA Open Houses – 2019 Dates & Locations (two in 2019) end of April and end of August

g. Economic Development: Mapping Presentation – Tony presented some of the data on the Devon SSA map, including streetscape elements and vacancies.

VI. SSA Commission

- a. Treasurer Election; New Candidates
- b. Next meeting: January 14th 3:00pm
- c. 2019 Draft Meeting Schedule

VII. Old & New Business

- a. Opened / Closed Businesses

VIII. Adjournment - 5:00pm