

Devon SSA #43 Commission Meeting
Thursday, October 1, 2:30pm
Zoom: <https://us02web.zoom.us/j/81404104228>
Dial in: +1 312 626 6799 meeting ID 814 0410 4228



MINUTES

Commissioners present: Irshad Khan, Jay Shewakramani, Maura Levitt,
Mohammed Junaid, Rebeca Vasquez
Commissioners absent: Pete Valavanis, Sunhita Agnihotri, Avi Bereliani
Others Present: Cindy Plante, Rogers Park Business Alliance
Marlene Raddatz, Ald. Debra Silverstein's office
Larissa Tyler, West Ridge Chamber of Commerce

I. Call to Order

Meeting called to order at 2:40

II. Public comment

There was no public comment

III. Approval of minutes from the September 2020 meeting

Skipped - will appear on the October 19 agenda

IV. New Business - West Ridge Chamber Samosa Contest Sponsorship

Cindy presented information about the West Ridge Chamber's upcoming Samosa Eating Contest via screenshare. The event is scheduled for Sunday October 25, so commissioners asked to meet to vote on sponsorship now rather than wait until the regular meeting on 10/19.

Jay asked for more specifics as to what benefits are involved at each of the suggested sponsorship levels.

Larissa from West Ridge Chamber joined the call and provided a summary of sponsorship benefits, the main one being inclusion on the WRCC website and different levels of social media promotions. Higher tiered sponsors also get included on banners at the event and shoutouts from the host during the livestream.

ABC7's Hungry Hound is participating as a celebrity host, and several local police and firefighters have signed up to compete. Participating restaurants so far include Tiffin,

Arya Bhavan, Khan BBQ, and possibly Cary's Lounge. They've also got at least one suburban location interested in participating.

Irshad asked about what steps are being taken to ensure compliance with the City's latest capacity restrictions and covid guidelines.

Marlene reminded commissioners that the new guidelines allow for 40% capacity at restaurants OR 50 people per room, whichever is lower. So if you only have 1 dining room, the cap is still only 50.

Cindy agreed and forwarded commissioners the most recent guideline announcement from the City.

Larissa said that WRCC is still recruiting restaurants and hoping to have 5 or 6. Social distancing guidelines will be followed, and they're hoping to spread attendees among multiple restaurants to watch via livestream, max of 30 at each restaurant. Working within the guidelines is an opportunity to spread people out among multiple restaurants

Junaid asked about discounts on the sponsorship levels.

Larissa indicated a willingness to work with potential sponsors on this and customize benefits to fit as needed.

Larissa then exited the call to allow commissioners to deliberate and vote.

Jay moved approval of \$1,000. Junaid seconded Jay's motion to approve \$1,000.

Maura expressed some concern about the risk of being associated with an event that could lead to spread of the virus and asked if any of the commissioners who own restaurants have been approached directly or discussed this amongst themselves.

Junaid said he wasn't. Pete and Avi aren't on the call, but from what Larissa said it sounds like she'd been in contact more with the manager at Cary's rather than with Pete directly.

Jay suggested making any sponsorship conditional on the event not being canceled due to safety problems or new restrictions.

Maura expressed an interest in contributing in a way that will actually support restaurants either financially or by getting customers in.

Irshad suggested that at this sponsorship level we might be able to request that the host read off shoutouts or promotions for specific restaurants, things like “mention this and get X% off at _____” this week or something. We’re more concerned with driving customers to businesses - inclusion on the WRCC website isn’t something we care about.

Junaid and Maura were wary of asking restaurants to offer people discounts during a time when everybody is struggling. Other commissioners agreed that the priority is to support businesses and expressed concern about the seemingly short timeline for planning the event and the fact that WRCC didn’t reach out to SSA43 commissioners or RPBA about this earlier in the process. Rebeca concurred.

Junaid withdrew his second of Jay’s motion to approve \$1,000. Motion failed for lack of a second.

Cindy offered a reminder of where we stand on YTD spending and budget; the total budget for customer attraction in FY2020 was about \$108,000, but we’ve only spent \$38,000 this year for the category, so there is funding available. It’s also worth noting that we’re subject to a 30% cap on carryover in annual budgets.

Jay moved to approve \$500. Nobody seconded. Motion failed.

Maura moved to decline to sponsor the event. Jay 2nded. Motion approved.

V. Adjournment

Meeting adjourned at 3:12pm

Next meeting: Monday, October 19, 2020; 2:30pm, Zoom