

Devon SSA #43 Commission Meeting
Monday, January 24, 2022 2:30pm
Zoom: <https://us02web.zoom.us/j/87341468102>
call-in: 312-626-6799 Meeting ID: 87341468102



MEETING MINUTES

Commissioners Present: Irshad Khan, Pete Valavanis, Junaid Butt, Maura Levit ,
Avi Bereliani,

Others Present: Sandi Price, Ana Bermudez & Cindy Plante, RPBA;
Javeria Sheeraz, AdMark Digital; Melissa Lagowski, BigBuzz Idea Group;
Ellen Doppelt, JNDC; Ald. Debra Silverstein

I. Call to order

Meeting was called to order at 2:37 pm

Due to the declared public health disaster caused by COVID-19, this meeting is conducted by videoconference.

II. Public comment

There was no public comment

Cindy proposed changing the agenda order to allow Javeria and Melissa to present first so they don't have to stay for the whole meeting. Commissioners agreed.

III. Social Media update & AdMark Digital intro

Cindy introduced Javeria from Admark Digital, which is taking over management of the OnDevon social media pages beginning in February.

Javeria introduced herself and provided background on the company and goals for promoting Devon businesses online through social media.

Pete asked about metrics.

Javeria will provide updates monthly beginning at the end of month 1 in February. Ana added that we'll be looking at likes, engagement and audience growth.

IV. 2022 Events

Cindy introduced Melissa from BigBuzz.

Melissa presented the concept, budget, timeline, and promotion plan for an outdoor sculpture exhibit featuring tuktuks that had been proposed at a previous meeting.

Commissioners asked about dimensions for the tuktuk sculptures and requested estimates for larger ones. Pete reported that the tuktuk on the patio at Usmania measures 74" tall and 51" wide.

Pete moved approval of the event concept and budget as presented. Maura 2nded. Approved 6-0.

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Cindy asked about dates for outdoor movies - most frequent feedback from the events we did last year was people want to do some Bollywood films this time, and we need dates so we can start to work on securing the rights.

Irshad suggested doing September weekends again like last year.

Cindy will follow up with Irshad and Republic Bank on dates and titles.

Cindy asked commissioners if there was sufficient interest in hosting a food crawl similar to the Taco Crawl that was done on Clark last year.

Melissa has worked on several events like this around the city, and shared that they're useful for drawing foot traffic to businesses during times they otherwise wouldn't be as busy, and introducing customers to new restaurants they might not have tried otherwise. Ana recommends picking a day when restaurants usually aren't as crowded, like a Tuesday or Thursday. Irshad noted that most businesses on Devon are closed on Tuesdays.

Irshad suggested doing this the same week as one of the movie nights.

Cindy will follow up with Melissa and Ana to develop a budget and more concrete proposal for the next meeting.

V. Approval of minutes from the November meeting

Pete moved approval, Avi seconded.

Approved 6-0

VI. Lighting update

Cindy shared an update that we're waiting on lights. They will be ordered in the coming weeks and hopefully installed by summer.

VII. Pigeon abatement & signage

Cindy reported that English and Spanish signs are ready to go, but we're trying to get translation and graphic design for the Hindi and Arabic versions. Cindy is waiting on a quote from a company in Evanston that does this.

VIII. SBIF Grant Rollout

Cindy reminded commissioners that the SBIF application window for Devon and Western opens in February. This is separate from the Chicago Recovery Grant going on citywide. We'll send out an email with links and information on both programs, but if anyone has questions or needs help applying, reach out to RPBA.

IX. BIP Applications -

Cindy presented the BIP application from Rafia at 2555 W. Devon via screenshare - they're seeking funding for a lit channel letter sign.

Maura moved approval, Pete seconded.

Approved 6-0

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Cindy presented the BIP application from Sheeba Mandi House at 2510 W. Devon via screenshare - they're seeking funding for a sign and stone facade.

Avi moved approval, Pete seconded.

Approved 6-0

X. Covid tests

Cindy reported that some commissioners had asked over the holidays about doing bulk purchasing and distribution of covid tests to area businesses for employees to use before coming in to work. Since then the federal government has started distributing them by mail, and insurance is now required to reimburse you for up to 8 home tests per month - is this something we still want to do?

Avi proposed distributing masks to businesses instead like last year. Irshad says we still have some left from last time.

Junaid reports that enforcement of the vaccine mandate for indoor dining has been a challenge because many customers are coming from the suburbs and out of state where there is no such rule in place, and many Devon businesses haven't been enforcing it, which is unfair to those that are following the rules. Is there anything that can be done?

Ald. Silverstein said that enforcement is mostly complaint-driven, and anyone can call 311 to report businesses not enforcing the rules, but asked if everyone is aware that this is the rule.

Cindy suggested prodigy language support on city messaging about this.

XI. Adjournment

Meeting adjourned at 4:04pm

Next Meeting: February 28, 2022, 2:30 pm