

**GREEKTOWN SSA#16
FEBRUARY 23, 2017 MEETING MINUTES**

Commissioners Attending

Frank J. Caputo ("FC")
Tom Bonanno ("TB")
Lorraine Rieff Liakouras ("LL")
Eve Moran ("EM")
Tom Paspalas, via proxy
Marc Washor, via proxy

Commissioners Absent

Others Attending

Dean T. Maragos ("DTM"), Advisor
Rod Burch ("RB"), Executive Director of WCA
Maria Melidis ("MM"), Artopolis
Ceasar Melidis, Pegasus
Ioannis Fegos, Artopolis
John Theoharis ("JT"), Meli Café
Laura Calamos Nacir ("LN"), National Hellenic Museum
Leo Louchios, Jesse White Foundation

I. Roll Call – The meeting was called to order at 2:10 p.m. There was a quorum.

II. Review of Meeting Minutes - The January 26, 2017 SSA #16 Meeting Minutes were amended. There was a motion by LL, seconded by TB to accept the meeting minutes as amended. The motion passed unanimously.

III. Old Business.

- a) **Update: Wayfinding Signage** – Frank Caputo (FC) reported that he is waiting for final 19 sign proposal from Madison Street exit to Van Buren Street on the attached sign location schedule. Motion by TB, seconded by LL to accept the signage proposal as presented by FC. The motion passed unanimously.
- b) **Proposal: Bravos Audit Services** – FC gave the review of the Bravos audit proposal to do the audit by April 30, 2017 of the SSA #16 financial statements. Motion by EM, seconded by TB to approve the audit proposal and pay \$3,400 to Tom Bravos the independent auditor. The motion passed unanimously.

IV. New Business.

- a) **The Greek and Mediterranean Wine Festival May 6-7, 2017** – FC reported that this was not an SSA event but was a Greektown Chamber

event. The person who is managing this event is Bruce Bugil (BB). There was a flyer prepared by BB on the Chicago Events and distributed to the restaurateurs. FC opened the floor to discussion. Maria Melidis (MM) was in attendance and stated that she received the flyer but at no time had any input on this and that the closure on the street was only going to be from Jackson to Van Buren Street on May 6th and May 7th. She was concerned that adequate notice to all the restaurateurs had not been given. John Theoharis (JT) of Meli Café said they voted to close Van Buren to Adams (2 blocks). He said he informed BB to talk with all the restaurants north of Adams (Athena, Greek Islands & Pegasus) and asked them if they want to participate which would mean they would have a booth. BB said that he did talk to all the restaurateurs. MM said there was a Greek Parade already occurring on March 25, 2017. JT said booths will be required in the Greek & Mediterranean Wine Festival for the stores that are participating. MM said the community must be united and totally informed of projects such as this in order for them to be successful. She stated that the flyer on the Wine Festival was incorrect and she was concerned again that she didn't have any input. Leo Louchios said that the Wine Festival will bring in approximately 2,000 new patrons because BB presells the tickets. Laura Calamos Nasir (LN) stated the reason the SSA is here is to bring in non-Greeks and she saw problems with the way BB handled this project. She stated there was no notice of communication on this project to all the restaurateurs and merchants which is a problem. She also said the Wine Festival is a good idea to bring in new people who are into "urban adventures" which means they go throughout the city to seek new restaurants and forms of entertainment. She stated the Hellenic Museum Wine Testing of Greek grapes is always a popular event and this Wine Festival should be Greek and non-Greek wines.

Eve Moran (EM) stated that the SSA 16 street art opening is also opening in May and that would go well with the Wine Festival. LN stated the Hellenic Museum has a craft program running in May.

There was a motion by TB, seconded by FC that FC should meet with BB and have BB attend the next March 23, 2017 meeting with all the plans in writing as to the procedures to manage the Greek & Mediterranean Wine Festival on May 6th and May 7th. The motion passed unanimously.

- b) **Van Buren and Halsted Crisis** – FC stated there was a crisis at Van Buren and Halsted because many businesses have gone out of business due to the gross negligence of the owner and developer of this parcel. EM stated that rats are back. LL stated she is very concerned about the rat infestation. JT said to go to the Alderman to down-zone the property. There was a motion by EM, seconded by LL to write a letter to the Alderman to immediately down-zone the 320-340 South Halsted parcel to M-1. The motion passed unanimously.

- c) **Increases: Rent, Administrative Services, Sole Service Provider** – There was a motion by FC, seconded by EM to move this item to the next March 23, 2017 meeting. The motion passed unanimously.
- d) **CREED Proposal**– CREED brought a new proposal that they first gave to the SSA 16 at this meeting and did not give the Commissioners a chance to review the proposal. The CREED representative spoke concerning the Passport and Shuttle Program and that they would visit the owners of all the businesses to keep them informed of the program for the SSA and to inform the SSA what the owners are recommending and any problems that may be in the community. CREED stated that there was no Passport redemption to the Passport program that they had initially started in October, 2016. LN said that it was a bad idea for the Passport and that they should use focus groups. LN said that CREED was to have given a sample of their marketing questionnaire at this meeting and she remarked they did not bring it. LN stated there are new UIC patron demographics and that Greektown should and must attract these students and teachers to the Greektown restaurants and other areas.

Rod Burch (RB) stated that Zapwater is already doing the projects proposed by CREED and that TV and radio ads and public relations must be done after a “needs assessment is completed”. The marketing plan prepared by Zapwater must contain a strategic plan for the restaurants and the property owners and all the inhabitants of Greektown including residents. Zapwater’s job is to prepare items for the website and social media to attract patrons to Greektown. FC said the original Passport Program did not proceed and the Trolley Program was too late to hire CREED. He also stated they did not submit the marketing questionnaire and he would discuss that with them.

There was a motion by EM, seconded by FC to investigate and prepare an RFP for an SSA Strategic Plan Company. The motion passed unanimously. There were also comments to contact Kimberly Bares to have her possibly be aware of this and to bid on it. The Strategic Plan must have a Market Analysis, a Needs Assessment and a Demographic Study. RB said he already has a Demographic Study for the Greektown area and will bring it to the next meeting and will send it to DTM and the Commissioners next week. There was a motion by LL, seconded by EM to postpone the discussion on CREED until they give us additional information and to put them on the agenda for the March 23rd meeting if the information is received before March 17, 2017. The motion passed unanimously.

There was a motion by FC, seconded by LL to accept Zapwater's Contract and to sign the Zapwater Contract as amended. The motion passed unanimously.

There was a motion by LL, seconded by FC to purchase two tickets for the Parthenon Marble Event. The motion passed unanimously.

There was a motion by EM, seconded by LL to purchase advertising from the EIRE with Jackie Program benefitting the Chicago Children's Theatre. The motion passed unanimously.

There was a motion by TB, seconded by LL to purchase \$1,000 of advertising in Windy City Greek online magazine. The motion passed unanimously.

V. Adjournment. At 4:55 p.m. there was a motion made for adjournment by FC, seconded by EM. The motion passed unanimously.