

**GREEKTOWN SSA#16
JANUARY 26, 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

Michael Markellos

Others Attending

Dean T. Maragos ("DTM"), Advisor
Rod Burch ("RB"), Executive Director of WCA
Marina Christos, Hellenic Museum
Jack Stonebraker, Creed Consulting
Anthony Bruno, Creed Consulting
Luis Crespo, 12th District Community Parking
David Zapata, Zapwater

I. Roll Call – The meeting was called to order at 2:17 p.m. There was a quorum.

II. Review of Meeting Minutes - The December 8, 2016 SSA #16 Meeting Minutes were approved as written on motion by FC, seconded by EM. The motion passed unanimously.

III. Old Business.

- a) **CREED Consulting** – Jack Stonebraker and Anthony Bruno attended the meeting on behalf of Creed. After a lengthy discussion the SSA stated they would entertain a new proposal from Creed to do marketing analysis by meeting all of the businesses in the Greektown area from Van Buren to Madison west to Green Street and establishing a marketing report. Creed would meet with all of the business owners and have a contract for four months. Creed would be paid upon receipt of all the signed marketing questionnaires of the business owners and their marketing report a sum of \$5,000.00 to be completed between February 1st and May 1st. Motion made by EM, seconded by TB. The motion passed unanimously to authorize Creed to get a copy of their contract to Dean T. Maragos, Attorney for SSA and WCA and also a copy of their standard marketing questionnaire which they have done with other clients. It was also stated there would be no "E-Ticketing" through Everbrite since the policy was mandated by the SSA that only patrons of the restaurants in the Greektown area would be afforded trolley service. It was established that the contract between Creed and WCA will be the first authorized contract for Creed's services.

- b) **Zapwater** – There was a discussion with David Zapata of Zapwater and he stated that the objective would be to raise the client profile (which in this case would be the Greektown area) and that he would have tangible business results after we discuss the objectives and the goals. He would utilize social media and determine the hits on the website as one of the indices of success. Upon motion of FC and seconded by RB, Zapwater's proposal was adopted and a contract would be forthcoming for review by the SSA Attorney Dean Maragos. Idea Kitchen was not invited to make a follow up proposal. Motion by EM, seconded by TB to hire Zapata subject to final contract approval by the SSA. The motion passed unanimously. Second motion by EM, seconded by TB to hire Zapata on a month to month basis for six months from February 1st to August 1st at \$7,500 a month and upon the end of that term to determine if the parties want to move forward on further services from Zapata. The motion passed unanimously. There was no vote on any Idea Kitchen proposal.
- c) **United Center Trolley Report** – FC stated that between October 1st and January 9th 278 patrons utilized the trolley.
- d) **Street Art Budget** – EM reported that she went to Chicago Sculpture meeting on January 12, 2017 and expended \$40 and was requesting reimbursable expense. EM stated that she was going to work on the sculpture and would ask the SSA to vote on funds for this project. Motion by LL, seconded by TB to allocate \$4,000 from the 2017 Public Art 2.06. The motion passed unanimously.

Street Art Expenses - EM reported that she would need the following:

- i) Threefold style brochures for the street art and artists.
 - ii) Children's guide to the museum.
 - iii) \$15,000 from the printing "line item 1.07" plus the Zapwater "line item 1.09". Motion made by TB, seconded by LR. The motion passed unanimously.
 - iv) EM then stated that the Public Art increase "line item 2.06" from \$4,000 to \$19,000 to cover the Public Art category. Specific expense reports to be submitted and approved by the SSA. Motion made by FC, seconded by LL. The motion passed unanimously.
- e) **2016 Budget Modifications – Street Pole Repair & Paint** – FC & EM made a motion to approve the following:
- i) Move \$14,380 from 5.03 Security Patrol to 2.05 Streetscape element.

- ii) Move \$29,000 from 4.06 Branding Study to 2.05 Streetscape element.
- iii) Move \$26,620 from 2.04 Way finding/signage to 2.05 Streetscape element.
- f) **2017 Budget Modifications – PR Agency –**
 - i) Earlier vote on Zapata was discussed and reinforced.
 - ii) Move \$1080 from 6.01 Annual Report to 6.04 Rent. The rent item would be \$12 x \$90 per month increase for \$1080 increase in the rent. There was a motion by EM and seconded by TB to increase the rent paid to the landlord to \$1,080. The motion passed unanimously.

IV. New Business.

- a) **WCA Event Sponsorship Package** – RB stated there are seven networking events and he is seeking \$2000 for the year for payment. There was a motion by FC, seconded by EM to approve the \$2,000 subject to two events in the year be given at the Greektown Restaurant. The motion passed unanimously.
- b) **Iowa Crossing – Greektown Promotional Video** – This issue will be tabled until the next meeting when Zapwater comments and revises on the veracity of this project.
- c) **Ora Interactive Proposal – Track Shuttlebus to United Center From Greektown and Back**– This issue will also be tabled until the next meeting.
- d) **Next SSA Meeting** – The next regular scheduled meeting is February 23, 2017. There will be an emergency meeting held with due notice on Tuesday, January 31, 2017 at 1:00 pm to go over the Creed contract if it is submitted to Mr. Maragos in a timely matter for approval of the contract and also the marketing questionnaire.
- e) **Police Report** - There was a report given on the Police status of the neighborhood given by the Police and it gave advice to the community. There were no murders or large thefts in the neighborhood.

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