

**GREEKTOWN SSA#16
MARCH 22, 2018 MEETING MINUTES**

DRAFT

Commissioners Attending

Frank J. Caputo ("FC")
Tom Bonanno ("TB")
Lorraine Rieff Liakouras ("LL")
Eve Moran ("EM")

Others Attending

Rod Burch ("RB"), Exec. Director WCA
Dean T. Maragos ("DTM"), Advisor
Molly Mara, Zapwater Communications
Leo Louchios, Greektown Ed. Found.

Commissioners Absent

Anastasia Makridakis
Ceasar Melidis
Tom Paspalas
Alex Theoharis
Marc Washor

I. Roll Call – The meeting was called to order at 2:07 p.m. There was a quorum present.

II. Review of Meeting Minutes – The February 22, 2018 Meeting Minutes were amended. There was a motion by TB and seconded by EM to approve the February 22, 2018 meeting minutes as amended. The motion passed unanimously.

III. Old Business

- A. Façade Rebate Pilot Program** – RB reported on the status of the program.
- B. Camera Rebate Pilot Program** – RB reported on the status of the program.
- C. CTA Station – Greektown Signage Proposal** – FC stated the CTA gave FC a written proposal on CTA "Greektown signs on the Halsted Street CTA 'L' Station". FC showed pictures of proposed Greektown signs and a new digital sign is being proposed for the inside of the station. Motion made by EM and seconded by TB for \$10,000 to be paid to the City of Chicago for the signs (14 signs to be installed at the UIC/Halsted Blue Line Station). The motion passed unanimously.

IV. New Business

- A. NHM Gala - Sponsorship** – RB will prepare an ad text. Motion made by FC and seconded by TB to buy an \$800 ad. The motion passed unanimously.
- B. WCA 100th Anniversary – Gala Sponsorship** – The 100th year anniversary of the West Central Association will be occurring on October 17, 2018. There was a motion by EM and seconded by LL to purchase an advertisement for \$5,000 in the WCA ad book. The motion passed unanimously.
- C. 2017 Budget Adjustments** – An adjustment for Public Relations is necessary. The original budgeted amount from line item 4.03 of \$15,000 should be moved to line item 1.09 Public Relations and Media Relations. Motion made by LL and seconded by EM to accept these changes in the budget. The motion passed unanimously.

- D. **SSA Office Lease Renewal** – There was a motion by FC and seconded by TB to increase the rent from the current \$690 per month to \$980 per month for two years. There have been no increases in the lease for the previous term. The motion passed unanimously.
- E. **Sidewalk Planters** – RB wants a landscape architect to design planters and discussed the issue of maintenance cost of the planters. The landscape architect according to RB will be chosen by an RFP. The planter manufacturing company will also be chosen by an RFP. The architect will give their designs to the planter manufacturing company. RB stated he will get the architect to get the Public Way permits. Motion made by FC and seconded by TB to allow RB to do what he must do to establish the Sidewalk Planters Program as he described it. The motion passed unanimously.

V. Reports

- A. **Greektown Art Committee (Update)** – EM reported that the advertising in Greektown will be working on the preparation for the April 1st Easter week. She stated that Fabio found a lighthouse sample and this will allow us to do 15 lighthouses on Halsted and the adjoining streets. We will put the lighthouses on the tree grates and secure them from theft. The Greektown Educational Foundation children will paint the lighthouses.
- B. **Zapwater PR/Social Media Update** – Zapwater representative Molly Mara reported:
 - 1 The Bulls' trolley event was a success for the month. Influencers were give a complimentary meal and taken to the Bulls game.
 - 2 The Easter dining specials are being highlighted.
 - 3 There is a media mailer of a small bottle of olive oil for top writers at Time Out Chicago, Zagat, WCIU and Pure Wow. We are following up with free dinners at Artopolis, Santorini and Greek Islands. There are twenty offers with ten accepted for this program. The SSA would like to get a report on the success of this program.
 - 4 Social Content, Weekly Content Calendars, Ad performance monitors and influencers will be reported.
 - 5 The Artos cooking class for Greek Easter has been working well.
- C. **Chairman (Update)** – There was no report at this meeting.
- D. **Safety & Security (Update)** – There is a meeting on March 29th at Athena Restaurant with the 12th District. RB stated that it is mandatory that members of the community attend this meeting. This is an Alderman sponsored event.
- E. **SSP (Update)** – RB stated there is a Greektown community meeting on April 9, 2018 at the Crowne Plaza.
- F. **SSA Commissioner Training** – None of the new Commissioners (Tom Paspalas, Anastasia Makridakis, Tessie Makridakis, Ceasar Melidis or Alex Theoharis) showed up for the training. They have to attend one event a year.

VI. Community Participation

- A. **SSA #16 2019 Budget** – The 2019 Budget meeting needs to occur soon. RB & FC will tell DTM when to meet next.
- B. **Ethics Program** - The Ethics program has to be reviewed by EM, TB and LL.

C. New Liquor License Applicant - There is a restaurant applying for a liquor license on March 19, 2018 for "Food & Drink Chicago, Inc." Motion made by FC and seconded by EM to write a letter to the Mayor's Liquor License Commission and to the Alderman that we oppose the license until these members come and speak to the SSA #16. The motion passed unanimously. The hours of this new restaurant are 10:00 a.m. to 2:00 a.m. and 10:00 a.m. to 3:00 a.m. and we need to discuss issues of security.

D. Greek Parade - Leo Louchios stated that the children from the Greektown Educational Foundation will be on our float at the Greek Parade on April 29, 2018.

VII. Adjournment - At 4:30 p.m. there was a motion made for adjournment by FC, and seconded by EM. The motion passed unanimously. The next SSA #16 Commissioner meeting is April 26, 2018.