

GREEKTOWN SSA#16

MAY 23, 2019 MEETING MINUTES

Commissioners Attending

Frank J. Caputo, (FC)
Anastasia Makridakis, (AM)
Eve Moran, (EM)
Tom Paspalas, (TP)
Alex Theoharis, (AT)
Tom Bonanno, via telephone

Others Attending

Rod Burch, ("RB"), Exec. Director WCA
Dean T. Maragos, ("DTM"), Advisor
Molly Mara, Zapwater
Bridget Keane, Zapwater

Commissioners Absent

Lorraine Rieff Liakouras
Ceasar Melidis
Marc Washor

I. Call To Order, Roll Call – The meeting was called to order at 2:25 p.m. A quorum was present.

II. Review and Vote on Approval of April 25, 2019 Meeting Minutes – Minutes from the April 25, 2019 Meeting were reviewed. There was a motion by TP, seconded by FC, to approve the April 25, 2018 meeting minutes as written. The motion passed unanimously.

III. New Business

A. 2020 Budget & Sole Service Provider – RB presented the proposed 2020 budget and scope of service.

- **Line item 1 – Customer Attraction**
 - 1.02 Special Events added \$20,000 (changed from \$40,000 to \$60,000) because we have more events
 - 1.05 Decorative Banners changed from \$12,000 to \$20,000 because of potential permanent/durable banners
 - 1.07 Print Materials was changed to \$5,000
 - 1.09 Public Relations \$10,000 was added
 - 1.10 Gift Card Program changed from \$20,000 to \$10,000
- **Line item 2 – Public Way Aesthetics**
 - 2.02 Public Way Landscaping changed from \$50,000 to \$70,000
 - 2.03 Façade Enhancement Programs changed from \$25,000 to \$10,000
 - 2.08 Sidewalk Maintenance added \$5,000 to increase sidewalk maintenance
 - 2.10 City Permits increased by \$5,000 (from \$24,000 to \$29,000)
 - 2.11 Public Way Insurance \$1,000 was added to increase our liability insurance coverage
- **Line item 3 – Sustainability & Public Places** is not changing
- **Line item 4 – Economic & Business Development**
 - 4.01 Site Marketing decreased by \$15,000
 - 4.03 Supplemental Transit + Lyft changed from \$45,000 to \$55,000
 - 4.06 Strategic Planning decreased by \$10,000
- **Line item 5 – Safety Programs**

5.02 Safety and Improvement Program decreased by \$2,500 due to lack of rebate applicants

5.03 Security is the same

- **Line Item 6 – SSA Management**

6.01 Annual Report decreased by \$1,000

6.05 Office Utilities decreased by \$3,000

6.06 Office Supplies increased by \$700 (from \$1,800 to \$2,500)

6.07 Office Lease increased by \$600 (from \$1,200 to \$1,800)

6.09 Postage increased by \$208 (from \$492 to \$700)

6.17 Insurance – because of Lyft the umbrella this will increase the insurance by \$6,000. Rummel & Associates needs to report on the insurance coverage at the June 27, 2019 SSA Meeting.

6.20 Legal & Administration decreases by \$30,000. RB said to hire a full-time manager for the West Central Association and to discuss Susan Down's status and possibly have her be the full-time manager.

- **Line Item 7 – SSA Non-Service (Office) Personnel** does not change.

The City requires this be below 30%.

7.01 WCA, Executive Director decreases by \$25,852 (from \$45,000 to \$19,148)

7.02 Greektown Program Manager add \$59,892

There was a motion by EM, seconded by AM, to vote on the proposed 2020 Budget and Scope of Service as presented by RB. The motion passed unanimously.

There was a second motion by EM, seconded by AM, to approve West Central Association as the Sole Service Provider for 2020. The motion passed unanimously.

- B. Chicago Children's Theatre BOING Event Advertising (\$5,000) – FC** explained the \$5,000 advertising request. There was a motion by TP, seconded by AT, to approve the \$5,000 advertising expenditure. The motion passed unanimously.
- C. Orpheus Hellenic Folklore Society 30th Anniversary Event Advertising (\$2,500) – FC** explained the advertising request from Orpheus at \$2,500. Ms. Mara stated that Mr. Economou of Orpheus was very helpful on the American Airlines direct flight from Chicago to Athens inaugural flight event, and in promoting the Greek Heritage Parade. Susan Downs will call Orpheus for additional details about the advertising expenditure. She will share this information, and this issue will be added to the June 27, 2019 SSA meeting agenda.
- D. Decorative Piggyback Lights – City of Chicago Proposal (\$43,200) – This** issue will be added to the June 27, 2019 SSA Meeting agenda.
- E. 2019 Taste of Greektown – Tent and Event Insurance (\$1,000) – FC** explained the purpose of the SSA #16's tent and activities related to supporting the Taste of Greektown. There was a motion by AM, seconded by TP, to approve \$1,000. The motion passed unanimously.

- F. Television and Cable for SSA Office (\$700 television; \$500 yearly) – FC** stated that we need a \$700 flat screen television with wall mount plus \$37 per month for AT&T cable. There was a motion by TP, seconded by AM, to approve that expenditure. The motion passed unanimously.

IV. Reports & Updates

- A. SSA #16 Logo Report – DTM** delivered a report concerning the SSA #16 logo.
- B. Zapwater Communications Update – Ms. Mara** reported the following:
- The Greektown Food Crawl - moving forward with the planner, Chicago Food Planet. A date is still to be determined, but early July is the target
 - Hellenic Heritage - was very successful. There were camera crews on site from both CBS and NBC.
 - American Airlines – inaugural non-stop flight event on May 3rd was a success. SSA #16 donated Greek flags that were distributed to attendees and also used in the room décor
 - Art Exhibit – media outreach has begun for a ribbon cutting event, a date will be selected once Susan Downs contacts Alderman Burnett's Scheduler
 - West Loop Concierge project was discussed
 - Wine Pairing Event will be scheduled with 9 Muses
 - Greektown Monthly Newsletter will prominently feature information about the 2019 Art Exhibit
- C. Greektown Arts Committee Update – EM** reported that the sculptures will be out on Halsted Street by May 24th. Five Greek schools participated this year. FC stated the lighthouses (and temple benches) are all City assets, and that it will be necessary to further discuss with the City specifics regarding their possible donation to various organizations. RB stated that at the June 27, 2019 SSA Meeting we will obtain a city resolution and decision on whether to donate to schools, noting there could also be an auction of City assets. There was discussion of putting displays in currently vacant storefront properties.
- D. Chairman Update – FC** stated that construction of the additional 6000 square feet being added to the existing 2000 Elysian Field is progressing nicely. Completion is planned for June 15th.
- E. Program Manager/Sole Service Provider Update – RB** stated the plants were ordered and are being grown (matured) for the 68 Greektown planters. The planters are on order and an update about a delivery date and installation will be given at the June 27, 2019 SSA Meeting. There will be a WCA event at the Willis Tower on June 12, 2019 at the Metropolitan Club

V. Community Participation - There was no community participation.

VI. Adjournment – There was a motion by EM, seconded by TP, to adjourn at 4:00 p.m. The motion passed unanimously. The next SSA #16 Commission Meeting is June 27, 2019 at 2:00 p.m.