

**Lakeview SSA 27
Meeting Minutes
1 April 2011
St. Luke Church & School**

Attending: Jill Heise, Beth Kraszewski, Lisa Santos, Joe Kenny, Ann McCabe, Rev. David Abrahamson

Absent: Norm Dinkel, Ray Hallowell, Denny Moore

Guests: Justin Clifford

Staff: Heather Way, Libby Alexander

Chairwoman Santos called the meeting to order at 8:05 AM.

Joe Kenny made a motion to approve the minutes from the March meeting. Second by Reverend Abrahamson. Motion carries.

Reverend Abrahamson made a motion to approve the minutes from the special meeting (LAMP Presentation). Second by Joe Kenny. Motion carries.

Chair's Report: Lisa Santos stated that going forward, LAMP will guide the goals of the SSA. The commissioners thanked Lisa and Executive Director, Heather Way for their hard work on the LAMP project.

Treasurer's Report: Joe Kenny presented the financials. On target for the year thus far. Annual audit is due to DHED May 1, 2011.

Staff Report: Heather Way introduced new Program Manager, Libby Alexander. Libby replaces George Jasinski who resigned in March. Libby was formerly the LCC Associate Director.

Old Business: Final edits to the current Façade Rebate Application/Program Guidelines were presented by Ann McCabe. Jill Heise moved to approve the edits and changes. Second by Beth Kraszewski. Motion carries.

Beth Kraszewski presented the revised By-Laws. These edits were made in conjunction with DHED, an attorney for legal review and a subcommittee of the commissioners. Ann McCabe made a motion to approve the revised by-laws as presented. Second by Beth Kraszewski. Motion carries.

Heather Way updated the commission on the status of SSA 27's reconstitution. The feasibility study was submitted ahead of the March deadline. Next steps are community outreach including two public meetings (exact dates yet to be determined).

New Business: Two facade rebate applications were presented:

1. St. Luke Church, 1500 West Belmont: (Rev. Abrahamson excused himself from the meeting.) Total project costs in excess of \$100,000.00. Seeking maximum award: \$10,000.00. Upon reviewing the application, Joe Kenny made motion to authorize the maximum award: \$10,000.00. Discussion. Both Jill Heise and Ann McCabe suggest an award to \$7500.00 due to the popularity of the program. Both feel a conservative approach is better. Joe Kenny amends his motion to an

award of \$7500.00. Second by Beth Kraszewski. Motion carries. (Rev. Abrahamson returns to the meeting.)

2. Beckett's Public House, 3210 North Lincoln: The application is unclear regarding the awning and signage. Further clarification is needed to make a decision. Staff will contact the applicant. No decision made as of this meeting.

LAMP Initiatives: Joe Kenny and Lisa Santos presented a 2011 budget snap shot with recommendations for funding the first LAMP programs. It was agreed that initial funding would be made available for the following programs: Low Line Pedestrian Path, Bike Advocacy, Public Art and an Open Air Market. Kenny and Santos recommend increasing the Façade Rebate budget. Dollars will be reallocated from existing programs such as Holiday decorations, SHOP Lakeview, Advertising/Promotion, etc. (programs which are not under contract).

Public Art: Heather Way presented the option to purchase the sculpture "Being There, There Being" currently standing at the corner of Lincoln/Marshfield/School. The sculpture was part of the LSAE in 2010. The piece will be bought over three years at a rate of \$222.22 per month. Beth Kraszewski moved to purchase the sculpture. Second by Rev. Abrahamson. Motion carries.

Street Pole Banner Program: Heather Way presented the new street pole banner program being sponsored by the LCC & SSA 27. Design of the new banner was presented. The program includes a \$100 rebate per banner to qualifying sponsors paid by the SSA. In order to qualify, the sponsor must be located within the current SSA boundaries. The rebate will be paid directly to the sponsor not to the LCC. Joe Kenny made a motion to approve the street pole banner program as presented. Second by Jill Heise. Motion carries.

SHOP Lakeview: After careful analysis it is obvious that only a small group is benefitting from SHOP Lakeview. Heather Way presented the following changes to the program: revert SHOP Lakeview back to its original program as a holiday shopping stimulus. The program was expanded to a 12 month program during the height of the recession. The 12 month program will close on June 30, 2011 and resume for the holidays. The shopping period will be November 1, 2011 through December 31, 2011. Shoppers who spend a cumulative \$300 at 5 participating merchants will receive a \$50 rebate to spend January 1, 2012 through March 31, 2012 at participating merchants. A communications plan will be carried out to let consumers and businesses know about the changes. Rev. Abrahamson moved to approve the plan as presented. Second by Joe Kenny. Motion carries.

Rev. Abrahamson motioned to adjourn. Joe Kenny second. Meeting adjourned.

Next Meeting: June 17, 2011 at St. Luke Church, 1500 West Belmont. 9:00 AM.