

**WPB (SSA #33) Commission Meeting**  
**Tuesday, March 10, 2009**  
**Chicago Public Library, Bucktown-Wicker Park Branch**  
**Minutes**

Present: Commissioners Payton Chung, Larry Griffin, Dan Kuruna, Shelia Kailus, Jessica Peterson, David Ginople, Wayne Janik, Art Sundry, Laura Weathered; WPB Program Manager Jamie Simone; WPB Contracts Coordinator Jason Giarmo; approximately six audience members.

Ms. Peterson called the meeting to order at 7 p.m.

Approval of February 2009 commission meeting minutes was deferred to April.

Sylvestre Waguespack read a written update from Ald. Scott Waguespack regarding steps his office is taking to implement master plan recommendations.

**Financial Report report by Mr. Sundry.**

The financial committee reported revenue of \$67,400, expenditures of approximately \$62,000, and approximately \$576,000 in the WPB's bank accounts. Mr. Sundry discussed recent rent expenses for WPB/Chamber of Commerce offices; after discussion, Mr. Sundry suggested that security deposit for rent be recorded as an asset, not an expense.

**Program Manager & Contracts Coordinator report by Ms. Simone and Mr. Giarmo.**

Ms. Simone provided an update on the RedPost/CTA Bus Tracker signboard project. CTA expects to have a license ready by May; a trial of the terminal will be installed at the WPB/Chamber offices for free. Peds and Passengers Committee will oversee program logistics.

Time Out insert map will be included with April 9 2009 issue. Content will include navigational map and back cover; WPB will receive at least 10,000 additional copies and may purchase an additional run of 20,000-30,000 copies. Futurity contract is being finalized and WPB staff will meet with Futurity to discuss operational details.

Mr. Giarmo discussed follow up on recycling receptacle permits.

Discussion was had regarding public art display at Mautene Court; grand opening for Mautene Court.

Ms. Simone gave a report on her attendance at the Main Streets 2.0 conference.

Mr. Giarmo discussed status of snow removal contracts. Commissioners discussed recent improvements in service by current vendors; concerns about clearing snow and ice from less visible/frequented areas of WPB.

**Chamber of Commerce report by Paula Barrington.**

Ms. Barrington provided information about recent Chamber activities, including meetings between local police commanders and local business owners; the relocation of Wicker Park Fest (7/25 and 7/26/2009) to Milwaukee Ave from Wood to North; the creation of phone trees between Chamber member merchants to combat crime; cooperation with Promote WPB Committee and Ms. Simone regarding marketing campaign RFP; neighborhood banners program.

**Executive Committee report by Ms. Kailus.**

Ms. Kailus discussed initial steps to formulate a proposal for committee membership and structure.

Ms. Kailus moved to approve a façade enhancement rebate program whereby a property owner can seek reimbursement for 50% of its costs to enhance a building façade, up to \$10,000. Mr. Chung seconded. Discussion was had about criteria for program. Ms. Petersen amended the motion to approve a façade enhancement rebate program whereby a property owner can seek reimbursement for 50% of its costs to enhance a building façade, up to \$10,000, pending final commission approval of guidelines. Mr. Janik seconded. The motion was carried, with Mr. Ginople and Mr. Chung voting nay and Ms. Kailus abstaining.

Various motions to allocate funds from 2008 carryover were made, discussed, and voted upon as follows:

- (a) Mr. Janik moved to allocate \$50,000 for 1.09 (Grants). Mr. Sundry seconded. Motion carried unanimously.
- (b) Ms. Kailus moved to allocate \$100,000 for 1.04 (Public/Media Relations Services) for neighborhood marketing campaign. Mr. Sundry seconded. Motion carried unanimously.
- (c) Ms. Kailus moved to allocate \$50,000 for 5.01 (Façade Enhancement Program). Mr. Janik seconded. Motion carried, with Mr. Ginople and Mr. Chung abstaining.
- (d) Mr. Janik moved to allocate \$20,000 for 6.14 (Other - consultant fees for Transportation: Peds and Passengers committee). Mr. Sundry seconded. Motion is to allocate funds for a contract consultant, not a full-time employee. Motion carried unanimously.
- (e) Ms. Kailus moved to allocate \$7,000 for 6.10 (Public Transit Enhancements) for bus-tracker. Mr. Janik seconded. Motion carried unanimously.
- (f) Ms. Kailus moved to allocate \$25,000 for 1.03 (Print Materials) for Time Out insert. Mr. Sundry seconded. Motion carried unanimously.
- (g) Mr. Sundry moved to allocate \$7,000 for 1.06 (Website/Technology). Mr. Janik seconded. Motion carried unanimously.
- (h) Mr. Sundry moved to allocate \$6,000 for 3.03 (Landscaping). Mr. Janik seconded. Motion carried unanimously.
- (i) Mr. Janik moved to allocate \$1,000 for 10.12 (Other – office recycling). Mr. Kuruna seconded. Motion carried unanimously.
- (j) Mr. Janik moved to allocate \$4,000 for 1.05 (Special Events – for community shreds). Mr. Kuruna seconded. Motion carried unanimously.
- (k) Mr. Chung moved to allocate \$30,000 for 4.07 (Other – development of comprehensive database of addresses, PINS, square footage, uses, etc and marketing materials). Mr. Sundry seconded. Motion carried unanimously.

No reports by Guide Development and Peds and Passengers.

**Bikes Committee report by Mr. Chung.**

Mr. Chung moved to approve expenditure of up to \$5000 from line item 6.01 Bicycle Advocacy to provide bike valet services at three neighborhood festivals this summer: Do-Division in May, Wicker Park Fest in July, and Renegade Craft Fair in September. Bike valet services would be provided by the Active Transportation Alliance, and would be a free service for festival attendees.

All three festival sponsors have agreed to allow bike valet, and WPB will coordinate. Mr. Janik seconded. Discussion was had about whether any additional liability insurance coverage would be necessary. Motion carried unanimously, with Mr. Janik abstaining.

**Clean Green & Safe Committee report by Mr. Ginople.**

Mr. Kuruna moved to approve expenditure of up to \$1,000 from line item 10.12 Other – office recycling, to cover the costs of a paper shredding and recycling service for the WPB office for the remainder of 2009. Services will be provided by Secure EcoShred. Mr. Janik seconded. Motion carried unanimously.

Mr. Kuruna moved to approve up to \$4,000 from line item 1.05 Special Events, to cover the costs of recurring Community Shreds to occur every other month. The money allocated will cover the service (provided by Secure EcoShred) as well as advertising costs. Mr. Janik seconded. Motion carried unanimously.

**Promote the Arts Committee report by Mr. Kuruna.**

Mr. Kuruna moved to approve \$1,000 from line item 1.09 to fund an event hosted by the Nelson Algren Committee on March 28th at St Paul's Church. This event will celebrate the author and past Wicker Park resident Nelson Algren. Mr. Chung seconded. Motion carried, with Ms. Peterson abstaining.

**Promote WPB Committee report by Mr. Sundry.**

Mr. Sundry moved to approve expenditure of \$2,500 from line item 1.09 to support the Pritzker School Birdhouse Display/Event. It will connect merchants with school families and the general neighborhood. Mr. Chung seconded. Motion carried unanimously.

Mr. Sundry moved to approve expenditure of \$7,500 from line item 1.09 to support advertising and public relations for the Do-Division Street Festival & Sidewalk Sale. Mr. Chung seconded. Motion carried unanimously, with Mr. Janik abstaining.

Questions and discussions from audience members was had.

The meeting was adjourned at 8:40 p.m.