

**The WPB (SSA #33) Commission Meeting Minutes (DRAFT)  
Tuesday, February 9, 2010  
St. Mary's of Nazareth Hospital, Conference Room CD, 1127 N.  
Oakley Ave.**

Present:

Commissioners Payton Chung, David Ginople, Larry Griffin, Joe Hall, Wayne Janik, Sheila Kailus, Jan Metzger, Brent Norsman, Jessica Peterson (chair), Jean Taylor, Laura Weathered.

WPB Program Assistant Eleanor Mayer.

7 members of the general public.

Ms. Peterson called the meeting to order at 7:02 p.m.

Ms. Peterson found that there was a quorum of active commissioners present.

Mr. Janik moved to approve the January 2010 draft minutes. Mr. Hall seconded. Upon discussion, two changes to the January 2010 minutes were accepted – that the minutes be changed to reflect that Ms. Metzger was not present, and to change the minutes to reflect that “the RFP for the landscaping contract is in progress” (the minutes stated that the RFP had been issued). The motion to approve the correct minutes carried unanimously. (Ms. Taylor and Mr. Chung were not present and did not vote on this motion.)

**Report by Paula Barrington, director of WPB Chamber of Commerce.**

Ms. Barrington reported that the Chamber's executive committee is working on developing a business plan before developing a comprehensive plan for a new Web site. The goal is to have the Web site serve the business goals of the Chamber, as articulated in its plan. Ms. Barrington provided an update on the impending installation of a new sign and awning at the joint WPB/SSA offices, the cost to be split between the organization's budgets. Finally, Ms. Barrington reported that the Chamber's executive committee is willing to open the Chamber's books for examination by WPB and/or WPB's auditor (but is not willing to fund any additional auditing work requested by WPB).

**Financial report by Mr. Hall.**

Mr. Hall presented the financial statements, financial position, P&L and budget v. actual for WPB as of January 31, 2010. A ledger was circulated of spending per

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budget line item in 2009, and a copy is attached to these minutes. WPB had total income of \$16,014.78 and total expenses of \$70,744.48 in January, with net ordinary income of negative \$54,729.70. WPB had approximately \$197,857.49 in current assets at the end of the month.

Mr. Hall noted that statement of position indicates a negative balance in the sweep account, and explained that there would have been an automatic transfer from the linked accounts to re-fill the account.

Mr. Hall discussed the carryover amounts from 2009 to 2010 budget years. He expects that the carryover would be no more than approximately \$54,000, and is likely to be significantly less once \$30,000 in outstanding December bills are accounted for. The 2009 audit is still in progress and final information on the carryover budget will be available pending the closings of the 2009 books.

Mr. Hall also presented a detailed comparison of 2009 amended budget projections versus actual spending by budget category.

Ms. Peterson reported that Ms. Simone has had her child, and is currently on maternity leave. A temp, Ms. Lugo, has been hired to assist in the office while Ms. Mayer takes over the majority of Ms. Simone's duties during her absence. The Executive Committee and staff are continuing to search for new candidates for the relationship/contract coordinator vacancy.

**Program Manager report by Ms. Mayer (program assistant).**

Ms. Mayer advised that succession planning for upcoming vacancies is already in progress. Current commissioners were to report whether they intend to renew for another term no later than 2/18/2010. Ms. Mayer also provided updates re: the City Council approval of appointments/re-appointments of commissioners.

Ms. Mayer reported that the MPC has offered, and WPB has accepted, the services of an intern to conduct a survey re: the Bus Tracker Signboard program.

Ms. Mayer stated that the Long Term Planning Committee was to meet again on 2/23/10 to discuss the progress of the committees in implementing Master Plan goals and a 2010 project of the year. Discussion was had regarding the various project of the year proposals that have been suggested by commissioners in e-mails and during committee meetings, including the Milwaukee/Wood intersection, on-street bike parking, the Bloomingdale/Trust for Public Land property improvements, the Western Avenue arts corridor proposal, and improvement of pedestrian gateways (e.g. underpasses).

A presentation was to be held on 2/17/2010 by DePaul University students regarding the WPB Master Plan at the Wicker Park/Bucktown Library.

Ms. Peterson yields the chair to Ms. Kailus.

**Executive Committee Report by Ms. Peterson.**

Ms. Peterson moved to approve \$1,650 from budget line 10.04 Office Equipment/Maintenance for the recovering and installation of a new awning and illuminated sign for the WPB and Chamber office at 1414 N Ashland Ave. The total expense for this project is to be split evenly with the Chamber. Both the sign and awning will display the name and logo of the Chamber and WPB. Mr. Griffin seconded the motion. The motion carried unanimously.

Ms. Peterson moved to approve an amount not to exceed \$1,200 from budget line 10.10 Service Provider Direct Services for Eleanor Mayer, WPB Program Assistant (and interim Program Manager) to attend the American Planning Association's Annual Conference in New Orleans April 10-13, 2010. Mr. Hall seconded. The conference allows for professional development and required AICP certification maintenance (CM) credits to be obtained. Additionally, conference attendance ensures a WPB representative will be present to accept the SSA Master Plan's 2010 National Planning Award in person on behalf of WPB. The motion carried unanimously.

Ms. Peterson moved to approve funds to sponsor a professional third party audit of the Chamber's books from line item 10.01 SSA Audit. Mr. Ginople seconded. After a brief discussion, Mr. Janik proposed an amendment to change the line item from SSA Audit to the category for bookkeeping, 10.02. The amendment was seconded by Ms. Metzger and accepted by the movant. The motion, as amended, carried unanimously.

Mr. Ginople noted that the Executive Committee did not submit a written report of its January meeting. The Committee will do so in the future.

Ms. Kailus yields the chair to Ms. Peterson.

**Promote: WPB Committee report by Ms. Kailus.**

Ms. Kailus moved to grant \$12,000 to support the marketing and promotion of both First Fridays and smART events for the first 6 months of 2010 from line item 1.09. The grant is to be paid in quarterly increments. Mr. Hall seconded. After discussion regarding the nature of the events being sponsored, the motion carried unanimously, with Mr. Ginople abstaining.

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Ms. Kailus moved to grant \$600 to support the marketing and promotion of the event from line item 1.09. Another \$600 (for a total of \$1,200) will be granted from line item 1.09 if matching sponsors are procured. The grant is to be paid in \$300 increments. Mr. Griffin seconded. Discussion was had regarding the funding of events to take place at the Chopin Theater given that the Chopin Theater has yet to turn in a post-event study funded by a WPB grant. Several commissioners indicated that they are not comfortable funding the Chopin indirectly until they have met their obligations to WPB. Ms. Peterson proposed an amendment that would further require that the letter issuing the grant indicate that no future grants for events at the Chopin facility will be approved until WPB receives the study owed by the Chopin management. Ms. Kailus accepted the amendment. The motion carried unanimously.

Ms. Kailus moved to approve funding of \$23,000 from line item 1.04: Public Media Relations/Services to fund the development, production and printing of a neighborhood way finding navigation guide and promotional magazine insert for the spring of 2010. Mr. Janik seconded. Discussion was had regarding the distribution of these maps; almost all of the copies printed in 2009 have been distributed at local events and downtown hotels, and concierges have requested more copies. Commissioners also support including more historical and cultural destinations in the WPB portion of the map, and attempting to avoid negative editorial reviews on Time Out's end, if possible. The motion carried unanimously.

Ms. Peterson yields the chair to Ms. Kailus.

**Promote: The Arts report by Ms. Peterson.**

Ms. Peterson moved to approve the proposal from Firebelly/Pivotal and develop a contract to complete phase one of the filling vacant storefronts project for a cost not to exceed \$6,000 from budget line 3.08 Public Arts. Mr. Janik seconded. The motion carried, with Mr. Chung, Mr. Ginople, Mr. Griffin, Mr. Hall, Mr. Janik, Ms. Kailus, Ms. Metzger, Mr. Norsman, Ms. Taylor voted aye. Ms. Weathered voted nay.

Ms. Kailus yielded the chair to Ms. Peterson.

**Guide Development Committee report by Mr. Griffin.**

Mr. Griffin moved to approve changes to the WPB Façade Rebate Program 2010 policy and application materials to permit applicants to obtain rebates for work completed no more than 60 days prior to the submission of their application (or at any reasonable time thereafter), to require applicants to submit a Work Summary Worksheet, and other minor edits. Mr. Janik seconded. Discussion was had about the reasons for changing the timeframe for work to be reimbursed under this

program, and about promoting the availability of grants from other funding sources such as the City of Chicago. It was suggested that the term be changed from 60 to 90 days prior to submission of an application, and that the policy be revisited in 2011. Mr. Griffin accepted the proposed changes as amendments to the motion. The motion, as amended to reflect 90 days and revisiting the policy in 2011, carried unanimously.

Mr. Griffin moved to approve Rudy's Roundup/Brooke Timm's application for a façade improvement program rebate for façade work performed at 1410 N. Milwaukee within one month of the application being received by WPB, and to further approve payment of the rebate in an amount of \$2,400 from line item 5.01 Façade Enhancement Program. Mr. Janik seconded. Mr. Ginople raised concerns about the nature of the façade improvements to be refunded, and the fact that the applicant had not removed the security grates. Mr. Griffin indicated that the committee would more closely scrutinize the security grates issue in the future. The motion carried unanimously.

Mr. Griffin moved to approve Barry's Drugs/Golin Family Trust application for a façade improvement program rebate for façade work performed at 1366-70 N. Milwaukee within two months of the application being received by WPB, and to further approve payment of the rebate in an amount not to exceed \$5,000 per PIN/address from line item 5.01 Façade Enhancement Program. Mr. Chung seconded. The motion carried unanimously.

Mr. Griffin moved to approve Suzanne Keers as a voting member of the WPB Guide Development Committee. Mr. Janik seconded. The motion carried unanimously.

#### **Transportation: Bikes Committee report by Mr. Chung.**

Mr. Chung moved to allocate \$3,300 for purchase of lights and reflective accessories to use as promotional items for nighttime safety (by police and at events like Bike to Work Week and bike valet stations from line 6.01 Bicycle Advocacy), and to sponsor a coffee break for a winter bicycle tour of the neighborhood (discretionary grants line 1.09 less than \$200). After a brief discussion, Mr. Chung agreed to amend his motion to remove the coffee break sponsorship and present that portion as a separate motion. The motion carried unanimously.

Mr. Chung moved to approve sponsorship of a coffee break for a winter bicycle tour of the neighborhood (discretionary grants line 1.09 less than \$200). Ms. Metzger seconded. The motion carried unanimously.

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

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No motions; see report.

**Transportation: Pedestrians & Passengers Committee report by Ms. Kailus.**

No motions; see report.

The commission had further discussion regarding potential projects of the year. Ms. Metzger requested that commissioners place recommendations that had been circulated via email into the public record; Mr. Griffin, Mr. Norsman, Ms. Kailus, Ms. Weathered, and Mr. Chung commented on various possible projects of the year that had been discussed.

Public comment.

Mr. Janik moved to adjourn at 8:28 p.m. Mr. Chung seconded. The meeting was adjourned unanimously.

# PROGRAMS

PROGRAM	DESCRIPTION	AMENDED	ACTUAL	2010
		'09 BUDGET	'09 EXPENSE	BUDGET
1.00	ADVERTISING & PROMOTION			
1.01	DISPLAY ADS	4,000	4,000	32,000
1.02	HOLIDAY/SEASONAL PROMOTIONS	0	0	0
1.03	PRINT MATERIALS	30,000	29,500	0
1.04	PUBLIC/MEDIA RELATIONS SERVICES	100,000	100,000	40,000
1.05	SPECIAL EVENTS	5,000	19,820	2,000
1.06	WEBSITE/TECHNOLOGY	7,000	7,000	3,500
1.07	SERVICE PROVIDER DIRECT SERVICES	5,708	5,708	16,762
1.08	OTHER: WAYFINDING/MAPS	3,000	3,000	0
1.09	OTHER: COMMUNITY SUPPORT/GRANTS	82,600	131,600	50,000
		237,308	300,701	144,262
2.00	PUBLIC WAY MAINTENANCE			
2.01	EQUIPMENT PURCHASE & MAINTENANCE	0	0	0
2.02	GATE/FENCE MAINTENANCE	20,000	0	5,000
2.03	GRAFFITI REMOVAL	0	0	0
2.04	LIABILITY / PROPERTY INSURANCE	0	0	0
2.05	SIDEWALK CLEANING	140,000	(P)129,132	150,000
2.06	SIDEWALK POWER WASHING	0	0	0
2.07	SIDEWALK SNOW PLOWING	125,000	87,346	100,000
2.08	STAFF WAGES & FRINGE BENEFITS	0	0	0
2.09	STORAGE RENTAL	0	0	0
2.10	SUPPLIES	0	0	0
2.11	TRASH REMOVAL SERVICE	0	0	0
2.12	VERMIN ABATEMENT	0	0	0
2.13	WINDOW WASHING	0	0	0
2.14	SERVICE PROVIDER DIRECT SERVICES	32,020	32,020	19,106
2.15	OTHER: NEIGHBORHOOD RECYCLING	0	0	5,000
		317,020	248,498	279,106

# PROGRAMS (CONT.)

PROGRAM	DESCRIPTION	AMENDED '09 BUDGET	ACTUAL '09 EXPENSE	2010 BUDGET
3.00	PUBLIC WAY AESTHETICS			
3.01	DECORATIVE BANNERS	0	0	
3.02	HOLIDAY DECORATIONS	20,000	45,199	30,000
3.03	LANDSCAPING	106,000	99,052	110,000
3.04	PROPERTY INSURANCE	0	0	
3.05	STREET ELEMENTS	47,500	10,552	20,000
3.06	WAYFINDING/SIGNAGE	0	0	
3.07	SERVICE PROVIDER DIRECT SERVICES	19,806	19,806	16,762
3.08	OTHER: PUBLIC ARTS	40,000	0	20,000
		233,306	190,142	201,762
4.00	TENANT RETENTION/ATTRACTION			
4.01	PROPERTY OWNER LTC	0	0	0
4.02	PAC DEVELOPMENT COSTS	0	0	0
4.03	SITE MARKETING	0	0	0
4.04	TECHNICAL ASSISTANCE TO BUSINESS	36,250	14	0
4.05	" " TO RESIDENTS	0	0	0
4.06	SERVICE PROVIDER DIRECT SERVICES	2,328	2,328	16,762
4.07	OTHER: COMPREHENSIVE DATABASE	26,837	888	10,000
4.08	OTHER: ZONING CHANGES	0	0	5,000
		65,415	3,231	31,762
5.00	FACADE IMPROVEMENTS			
5.01	FACADE ENHANCEMENT PROGRAM	50,000	7,170	25,000
5.02	AWNING REBATE	0	0	0
5.03	SIGNAGE REMOVAL	0	0	
5.04	SERVICE PROVIDER DIRECT SERVICES	2,929	2,929	16,762
5.05	OTHER: GRAFFITI ABATEMENT	40,000	18,398	20,000
		92,929	28,497	61,762

# PROGRAMS (CONT.)

PROGRAM	DESCRIPTION	AMENDED '09 BUDGET	ACTUAL '09 BUDGET	2010 BUDGET
6.00	PARKING / TRANSIT / ACCESSIBILITY			
6.01	BICYCLE ADVOCACY	11,660	9,533	10,000
6.02	ON STREET PARKING MGMT	5,000	4,729	0
6.03	PARKING FACILITY ENHANCEMENT	0	0	0
6.04	PARKING FACILITY INSURANCE	0	0	0
6.05	PARKING " MAINT. RESERVES	0	0	0
6.06	PARKING " MAINT., STAFF	0	0	0
6.07	PARKING " STAFF	0	0	0
6.08	PARKING FEE SUBSIDY	0	0	0
6.09	PARKING WAY FINDING / SIGNAGE	0	0	0
6.10	PUBLIC TRANSIT ENHANCEMENTS	27,000	12,437	0
6.11	SHARED VALET	0	0	0
6.12	ADA	0	0	0
6.13	SERVICE PROVIDER DIRECT SERVICES	5,708	5,708	16,762
6.14	OTHER: CONTRACT WORK	20,000	0	10,000
		69,368	32,407	36,762
7.00	SAFETY PROGRAMS			
7.01	PUBLIC WAY SURVEILLANCE	0	0	0
7.02	SECURITY REBATE PROGRAM	0	0	0
7.03	PANHANDLING ABATEMENT PROGRAM	0	0	0
7.04	POLICE BICYCLE PURCHASE	0	0	0
7.05	LIGHTING, TREE PRUNING	0	0	0
7.06	SAFETY SEMINARS	6,000	0	1,000
7.07	SECURITY SUBCONTRACTOR	0	0	0
7.08	JUVENILE / ADULT COURT & CAPS	0	0	0
7.09	SERVICE PROVIDER DIRECT SERVICES	2,751	2,751	9,262
7.10	OTHER: CRASH REDUCTION & EDUCATION	21,110	0	0
		29,861	2,751	10,262

# PROGRAMS (CONT.)

PROGRAM	DESCRIPTION	AMENDED '09 BUDGET	ACTUAL '09 EXPENSE	2010 BUDGET
8.00	DISTRICT PLANNING			
8.01	SSA WORK PLANS, VISIONING	10,000	5,441	20,000
8.02	DISTRICT BRANDING, IDENTITY DEV	0		
8.03	DISTRICT MARKET STUDY	0		
8.04	DISTRICT MASTER PLAN, ETC	0		
8.05	PARKING STUDIES	0		
8.06	SSA START UP COSTS	0		
8.07	SERVICE PROVIDER DIRECT SERVICES	750	10,750	16,762
		10,750	16,191	36,762
	ADMINISTRATION			
10.00	OPERATIONAL & ADMINISTRATIVE SUPPORT			
10.01	AUDIT / BOOKKEEPING	3,000	3,616	3,000
10.02	MEETING EXPENSE	1,000	925	1,000
10.03	OFFICE EQUIPMENT	1,200	1,200	0
10.04	OFFICE RENT	18,000	19,000	30,000
10.05	OFFICE SUPPLIES	2,000	2,500	2,000
10.06	OFFICE UTILITIES / TELEPHONE	3,000	10,363	4,000
10.07	POSTAGE	1,000	1,000	1,000
10.08	OFFICE PRINTING	3,000	2,982	3,000
10.09	SERVICE PROVIDER ADMINISTRATIVE SUPPORT	26,000	26,000	21,450
10.10	SUBSCRIPTION / ORES	0	0	0
10.11	OTHER: COMPUTER ASSISTANCE	1,000	2,500	1,500
10.12	OTHER: OFFICE RECYCLING	1,000	802	1,000
		60,200	70,889	67,950
	GRAND TOTAL	1,146,420	893,739	930,653 (906,277)