Minutes from SSA #26 Commission Meeting – October 21, 2014

Location: Edgewater Chamber of Commerce
1210 W. Rosedale, Chicago, IL, 60660

Purpose of Meeting: SSA #26 Commissioner’s Meeting

In Attendance:

Commissioners: Jill Metz, Chairman
Rae Ann Cecrle, B&R Developers
John Vranas, Vranas & Chioros

Staff: Katrina Balog, Executive Director, Edgewater Chamber of Commerce
Ally Brisbin, Marketing & Events Coordinator, Edgewater Chamber of Commerce

Public: Steve Petrovich, Edgewater Fall Art Fair

1. Meeting called to order at 3:08 p.m.

2. The Agenda was accepted.

3. Event wrap-up
   a. Edgewater Fall Art Fair – Steve Petrovich and Rae Ann Cercle presented a wrap-up from this year’s event. EFAF saw increased sponsor revenues, participating artists, and attendance in 2014. Plans for next year include increasing the footprint by half a block, bringing the beer garden to the street, and reinvesting profits in the community. Edgewater Artists in Motion asked for $15,000 in sponsorship for 2015; the commission was not prepared to make a funding decision. Funding for all events will be looked at comprehensively in 2015.

   b. Edgewater Farmers Market – Ally presented on the 2014 Farmers Market season. Three new vendors were added this year, our new market manager Ben was communicative and enthusiastic, on nice days we had between 400-500 attendees. Next year will be the 25th market season – we’ll do a big kick-off. John suggested writing press releases throughout the season to garner more attention; provide a list of press mentions to commissioners.

   c. EdgeFest – Ally presented on the 2014 EdgeFest. While Sunday was rainy and attendance took a hit, the festival overall was a success. We sold out our vendor booths for the first time; we had just shy of 50% locals; we highlighted local vendors and plan to do that even more so next year.
d. Family Night Out – Ally presented a wrap up of the 2014 Family Night Out series. We added two extra nights this year. We were able to support 3 SSA #26 businesses. Commissioners recommended finding a way to bring events into the southern reaches of the district. Jill suggested the parking lot behind Radio Shack. Chamber staff will look into this next year.

4. Approval of minutes – Motion made and seconded to approve July commission meeting minutes, motion passed. Motion made and seconded to approve September commission meeting minutes, motion passed.

5. Katrina presented the financials, no action was required.

6. Programs and Projects

   a. Bike Racks – Katrina presented two design drafts and fabrication quotes for branded bike racks and corrals. Commissioners preferred the design that spells out “edge”. Commissioners recommended painting existing bike racks blue to match new racks. Commissioners recommended retrofitting, where possible, existing bike racks to incorporate a lasercut plaque to match the preferred design. Katrina will reach out to fabricators to move this project forward.

   b. Pressure washing – Pressure washing has been completed and businesses have given good feedback.

   c. Holiday decorations – Katrina presented options and pricing for holiday banners and pole decorations. Katrina also presented a holiday shopping campaign which includes a newly designed holiday banner that fits our new brand, as well as branded chocolates for SSA businesses to hand out to shoppers, and a social media campaign encouraging local shopping. Motion was made and seconded to approve the new Edge Holidays banners, balsam and large ribbon wrapped street poles, branded coins, and #shopedgewater holiday campaign. The motion passed.

   d. Banners – Katrina told the commission that the Edgewater banners had been installed on Devon Avenue.

   e. Planters – Katrina updated the commission on the status of the Devon planters. She will work with Patch landscaping to plant and maintain them in a uniform manner. One of the SSA business owners has requested a planter in front of his store. There are currently no planters on his block, so Katrina will purchase one for the block. The commissioners recommended staff look at painting the wrought iron on Devon Avenue and evaluate the opportunities for planters at the entrance to the SSA at Devon.

7. Annual Report – The commission reviewed the 2013 annual report and would like to create one for 2014 as well. The 2014 report will include photos, emphasize statistics and reduce the amount of text.

8. 2015 Meeting Dates – The commission selected the third Tuesday of each month at 3 p.m.

9. New Business

   a. Wayfinding signage – Katrina told the commission she has been hearing from many business owners that they would like a directory or similar signage to direct people to the business
districts in the neighborhood. Katrina presented the sample that was proposed as part of the Edgewater brand. Staff will evaluate options and bring ideas to the commission in 2015.

10. Public Input – None.

11. Adjournment – The meeting was adjourned at 4:39 p.m.