

**GREEKTOWN SSA#16
SEPTEMBER 22, 2016 MEETING MINUTES**

Commissioners Attending

Frank J. Caputo ("FC")
Tom Bonanno, via proxy
Eve Moran, via proxy
Lorraine Rieff Liakouras ("LL")
Tom Paspalas, via proxy

Commissioners Absent

Michael Markellos
Marc Washor

Others Attending

Dean T. Maragos ("DTM"), Advisor
Rod Burch ("RB"), Executive Director of WCA
Anthony Bruno, DSC
Susan Downs
Ron Gibori, Idea Kitchen
Noah Gordon, PLACE Consulting
Darryl Griffin, AGB Security
Cole Mather, Idea Kitchen
Kevin Salmon, AGB Sgt.
Jack Stonebraker, Creed Consulting

I. Roll Call – The meeting was called to order at 3:00 p.m. and there was a quorum present.

II. Review of Meeting Minutes - The July 14, 2016 SSA #16 Meeting Minutes were approved as written on motion by FC and seconded by TB. The motion passed unanimously.

III. Old Business.

- a) **2017 Budget – 5% Required Community Meeting** – Noah Gordon of PLACE Consulting. Noah discussed the issues concerning the preparation and that notice had been properly given to all the individuals in the SSA area. Oneida Pate from the City of Chicago was notified and the meeting will be held at 310 S. Halsted. The agenda was approved and sent out properly. RB stated the budget would be introduced in September 2016. Noah stated that Arkadia increased the SSA budget by \$800,000 to \$11 million.
- b) **Security Analysis Draft** – Darryl Griffin from AGB Security gave us his report and stated he would be giving us his monetary proposal to handle the security.

- 1) Darryl stated there are 21 businesses in the community. They did their review on August 6, 2016 from 10:00 a.m. to noon from Van Buren to Madison and on August 7, 2016, at 11:00 a.m. to 1:00 p.m.
- 2) Surveillance – Their review was from 12:30 a.m. to 3:00 a.m. on August 10, 2016.
- 3) Findings – There was vehicular congestion between 10:00 p.m. to 12:00 a.m. and 9:30 a.m. to 12:30 a.m.
- 4) Problems – The problems they saw were traffic congestion, a number of people smoking, panhandling, and drunken individual walking down the street.
- 5) The 12th District Robert Watson was contacted.
- 6) Crimes - The only crimes were shoplifting at Mariano's and Whole Foods. There were no street crimes in the SSA area from Madison to Van Buren. LL stated there were no break-ins and no car break-ins. The only issue that they still have is vagrants in the neighborhood and the Chicago Police are addressing those issues. LL stated that we need to inform the Chicago Police that we need the Police foot patrol back to stop the vagrants.
- 7) Recommendations – AGB recommends that they patrol from Friday and Saturday beginning in March 1 to November 30, 2017 and they will send their quotes.

c) **Advisory Committee and Budget – Arts & Public Space** – This will be addressed by Eve Moran at the next SSA meeting. There was a motion to establish an advisory Committee for art and public program. EM will be the Chair. Motion made by FC and seconded by LL. The motion passed unanimously.

d) **Branding & Marketing Update** – Ron Gibori, President of Idea Kitchen.

- 1) Ron Gibori suggested new window wraps. This would avoid any vacancies seen in the retail stores on the street level. He stated there are approximately 70 windows. The cost would be \$70,000 to \$140,000 depending on the program (this is calculated by 70 windows x \$1,000 per year, per window). The cost includes installation and removal. FC stated he only saw twenty actual windows available. There will be a RFP on this.
- 2) Directional signage also was a method of branding and to clean up the nine empty lots.
- 3) The website will be used. Advertising on the Trolleys.
- 4) Radio advertising.
- 5) During the Greektown Festival there were 3,400 to 6,000 hits on the Greektown website as of August 16, 2016.
- 6) Ron Gibori stated he will get a report to the SSA for him to do this additional work.

- 7) The Greeks stated that they were going to do advertising on the radio and other methods to advertise the free trolley in Greektown.
- 8) Directional Wraps.
- 9) Window Wraps.
- 10) Trolley Ad Program.
- 11) Beautification – FC stated the Ionic column traffic settings will replace the current cones at \$150 each.
- 12) Window Art Program – FC says the program needs:
 - a. Owner approval.
 - b. RFP for art installation companies.
 - c. Artist costs.
 - d. Art total program costs.
 - e. John Cote Social Heavy will assist us.
 - f. Ron Gibori stated he will get this proposal to us.

IV. New Business.

- a) **2016 Budget Modification** – The budget is modified per the new numbers. The motion was made by FC and seconded by LL. The motion passed unanimously.
- b) **United Center Trolley/Bus RFP Proposal Review** – There was a motion made by FC and seconded by LL concerning the trolley and advertising on the trolley. The motion passed unanimously.
- c) **Back to School Advertising** – Motion by LL and seconded by FC to continue the Back-to-School Advertising. The motion passed unanimously.
- d) **Taste of Greektown Advertising** – Motion by LL and seconded by FC to continue the Taste of Greektown Advertising. The motion passed unanimously.
- e) **Promotional Trolley Presentation** – Proposal from the Trolley Marketing Company - Jack Stonebraker stated that he would make a proposal on that program. The SSA will do that at the next meeting.
- f) **Projects Review** –
 - 1) There was a motion made by FC and seconded by LL to purchase a \$1,000 ad for the Kuzina. The motion passed unanimously.
 - 2) There was a motion made by LL and seconded by FC to purchase a \$500 ad in the 27th Ward book.
- g) **Next SSA #16 Meeting** – The next SSA #16 meeting will be October 27, 2016.

V. Adjournment. There was a motion made at 5:30 p.m. by FC and seconded by TB to adjourn the meeting. The motion passed unanimously.