

Greater Ravenswood SSA #31
Minutes of Commissioners Meeting
Thursday, April 18th, 2013
1802 W. Berteau Avenue, Suite 102

Attending:

Diane Walch
Dr. Andrea Stein
Ross Outten

Absent:

Paul Karchestke, Stephanie Spiegel, Jake Blanton, David Berger , Vince Saverino , Cleetus Freedman
and Bill Helm

Staff:

Charles Daas

Guest:

Jenny Beorkrem/Ork Posters
Derek Lindskog/Ork Posters

Call to Order

Meeting was called to order at 1:10 p.m.

March Minutes

March meeting minutes were reviewed. Minutes were approved as submitted.

Information Kiosks

Jenny Beorkrem described a plan to install informational kiosks to provide directions, points of interest and a local business directory. Beorkrem suggested that the kiosk would work from a person's orientation and suggested a site (<http://www.tfl.gov.uk/microsites/legible-london/7.aspx>) as a prototype. Beorkrem noted that similar kiosks have been installed in the Lakeview CBD, and could offer the SSA an opportunity for added revenue. Another suggestion was to ensure that the kiosk had smartphone capability and could read QR code; another option would install touch screen capabilities so that the kiosk is more interactive. Ross questioned how the kiosk might withstand Chicago's harsh weather conditions. Some concerns were also raised as to who would maintain the kiosk and keep the content "fresh." Daas noted that the kiosks could be installed at the Brown Line El stations and could also be co-branded with the SSA web site and the retail map that is under development by Beorkrem/Ork Posters. Walch noted that the kiosks would be a nice fit with what the SSA has already budgeted for signage for 2013.

Ravenswood Roundup – Food Trucks

Lindskog described a plan to bring food trucks to the corridor at the intersection of Berteau/Ravenswood near the Deagan Building. Lindskog described a similar monthly event on the oceanfront at Ft. Mason site in San Francisco, and suggested that food trucks could add to a vibrant food scene in Chicago. Further, they offer healthy competition in a highly competitive restaurant industry. Lindskog suggested that some local caterers and entrepreneurs would be drawn to food trucks as a way to ameliorate costs of operating a local restaurant. One name suggested for the event is the “Ravenswood Roundup,” which could also be organized as a Friday after-work, meet and greet/happy hour event. Lindskog suggested that the local breweries (Metropolitan, Half Acre, Begyle) could also participate. Walch recommended that this become an RCC initiative and that we approach Ernie with the 47th Ward to inquire about the proposed site and the necessary permitting.

Retail Pop-Up Store

Daas has identified a property at Hermitage/Lawrence (managed by Garrett Realty) which has agreed for us to use the facility for the pop-up store. A couple of pop-up themes explored included WANNA PLAY? and POP UP! Walch agreed that the SSA should assist with promotions of the pop-up, including publicity and signage. RCC has also approached Melanie Kahl and the League of Awesome Possibilities as a co-collaborator for the project. (Kahl was responsible for the possibility potluck that preceded the arrival of Brew Camp on Damen Avenue.) One concept is to co-host a planning event with Melanie Kahl at the Lawrence/Hermitage building targeting local businesses and residents who would like to weigh in on plans for the location. Our purpose is for the planning event to lead to ideas for the pop-up store.

One option is to install a coffee shop that would be co-merchandised by local retailers. Outten inquired about a cooking demonstration at the site, which would generate some good public relations. Other considerations would be sponsorships, bathrooms and garbage disposal. Flyers for the pop-up planning event should be distributed at all of the CTA and METRA stations. Outten felt that local bakeries and restaurants might be interested in assisting with the planning meeting. Insurance and permitting will be important considerations with the pop-up. Other considerations include the store’s operations (a weekend, or a week, and the number of hours) and well as how it will be promoted – e.g. do we use local artists? Commissioners felt that our ultimate pop-up store objective would be helping the building owner get the building leased.

Budget Variance/Cash Flow

Daas shared the cash flow and budget variance for the commissioners to review. We had a cash balance \$337,677 as of 3/31/13. March levies were substantial, with collections of \$117,674. Our budget variance (as of March 31st) amounted to total expenditures of \$48,971, which primarily reflected expenses with snow removal and banner installation.

The meeting was adjourned by motion of Diane Walch at 2:30 p.m.

Recorder: Charlie Daas