

Greater Ravenswood SSA #31
Minutes of Commissioners Meeting
Thursday, October 4th, 2012
1802 W. Berteau Avenue, Suite 102

Commissioners Attending:

Dr. Andrea Stein
Vince Saverino
Diane Walch
David Berger

Visitors

Clayton Jirak (RCC board)

Commissioners Absent:

Cleetus Freedman
Paul Karchestke
Stephanie Spiegel
Glenn Fahlstrom

Staff:

Charles Daas
Cecilia Diaz
Cristina Silva

Call to Order:

Meeting was called to order at 3:06p.m.

September Minutes:

September 13th meeting minutes were reviewed and approved by Diane Walch's motion, 2nd by Vince Saverino.

Budget Variance/Cash Flow

Cash flow and budget variance was reviewed by the commissioners. Charles Daas reported a cash balance of \$359,228.33.

Ravenswood Artwalk - review

Cristina Silva and Charles Daas recapped the Ravenswood Artwalk. Charles Daas reported that the RAW was a great success. RCC staff, board members Danielle Inendino, Clayton Jirak, and Dr. Andrea Stein

represented SSA #31 and RCC at the event and spoke with several people attending the event. Andy Kucharski of Promet Solutions was recruited at RAW and is now an RCC board member.

Review Bids for Holiday Decorations

Charles Daas updated the commissioners on holiday bids from Patch, Folgers and Temple Display. The decoration quotes include (273) poles to be furnished from 15' down to the ground: live garland wound on a red velour wrap and large red bow mounted at the top.

Folgers: Cost would remain the same as last year's cost - \$17,199.00

Temple Display: estimated total is \$32,000.00

Patch: \$18,641.00

SSA commissioners selected Patch as this year's vendor for holiday decorations in part due to a desire to support a local vendor. Diane Walch will talk to Melissa from Lincoln Square to clarify that RCC intends to decorate the entire SSA#31 area, as in previous years. Diane Walch requested a quote from Patch that includes planters and wreaths.

SSA Survey:

Cristina Silva reported that approximately 101 surveys were conducted.

Greater Ravenswood App and Virtual Map – Sheila Pacione, Welles Park Bulldog

Sheila Pacione and Patrick Boylan introduced a custom designed mobile app for the *Shop Local* campaign. The app gives information about where to eat, what to do (events), schools, and where to live. App creators can facilitate a marketing plan to support the app's success; they will also help the organization develop a voice and track campaign success. Pacione indicated that the app is intended to drive the consumer to the small business owner, but can also include helpful community information such as CTA updates, etc. Target audiences can include schools, parents, churches, etc. Artwork and marketing campaign is created separately and provided to Bulldog. App development roll-out time is three-weeks. Mobile app price breakdown (prices are negotiable):

\$800 for set-up

\$4,000 per year

\$400 per month

Diane Walch indicated that this app may be better for the RCC as a vehicle for community development, rather than an SSA #31 app, due to its resident-focused information (e.g., weather, emergency, and transit updates, etc.). SSA may be able to provide seed money for the project.

Ravenswood Merchants Retail Map

Cristina Silva introduced the retail brochure and map project created by Marco (owner of Alapash) and Emily (owner of Orange Beautiful). A map mock-up and price-breakdown was shared with the group. Cristina Silva asked if the SSA would like to support the project through either printing costs or assisting with map distribution. A print job of 2500 tri-fold, color maps costs \$395. David Berger explained that

this is an effort to provide business support and business development, reaching beyond the SSA's purpose. This may be a project better suited for RCC to run—the SSA will consider providing seed money to support the collaboration.

New Business:

Clark Street business support:

In response to the retail map conversation, David Berger inquired about how to provide business support and promote identity along the Clark Avenue corridor. There is a need to support the restaurants and the Black Ensemble Theater and to help the area re-establish itself in its new infancy—these businesses are also covered by the Uptown Chamber. Diane Walch indicated that in addition to the SSA's responsibility to support the area through "clean, green, and safety" services, the SSA can provide RCC seed money to buy banners for Clark Avenue.

The meeting was adjourned by motion of Diane Walch at 4:49 p.m.

Recorder: Cristina Silva