

**Lincoln Avenue SSA #35 Meeting Minutes**  
**June 2, 2011**  
**2626 N. Lincoln Ave**

**Present:** Neer Patel, Joe Quartana, Jeannine Simkus

**LPCC Staff:** Loren Dinneen

**Public Forum:** Leslie Openheimer, Allan Mellis

**Call to Order**

- I. Call to order by Neer Patel at 8:47 a.m. Patel welcomed everyone to the meeting. He also indicated that the meeting's agenda order would be changed to accomplish an earlier end time (9:30 a.m.) minute review/approval, financial report, action items, address of public forum, new business.

**Approval of Minutes**

- I. Patel asked for and received approval of the minutes from the 3/31/11 meeting.

Motion to approve 3/31/11 minutes. Motion seconded. Unanimously approved.

**Reports**

- I. Discussion of Financials
  - a. Dinneen began by explaining that there was nothing out of the ordinary to report for Profit and Loss statement:
    - i. Current levies collected are around \$97,000, which are on par with where they should be
    - ii. Expenses consist only of the expected contractual core services, such as landscaping, street cleaning, and power-washing
    - iii. Dinneen solicited questions from Commissioners
      1. It was noted that the SSA Commission is meeting its goal of providing all core services well, and doing so within the parameters of a very lean budget
      2. Commissioners briefly discussed the differences between the Lincoln Avenue SSA and the one LPCC manages on Clark Street; the latter encompasses a far more vast array of services within a much larger budget
  - b. Dinneen addressed the Lincoln Ave SSA #35 2012 budget and workplan
    - i. To refresh memories, he noted that in the fall of last year, Commissioners agreed to maintain core SSA services – landscaping, snow removal, sidewalk cleaning, holiday decorations, and power-washing – at a good level but efficiently within a thin budget. We have been able to do so through negotiating with vendors and forging relationships with them to keep costs low
    - ii. He indicated that in March, Commissioners reviewed the draft budget and agreed that it met our needs; Dinneen subsequently submitted the draft budget and the corresponding work plan to the City, which approved and returned the budget with no material revisions
    - iii. He remarked that the budget looks somewhat different because the City has revised budget formats

- iv. He went on to explain that he had lowered the budget even further by reducing the loss collection expense from 8% to 4.5% to more accurately reflect our actual loss collection expense
- v. This brings our total 2012 budget to \$200,571, down from approximately \$234,000 in 2011, with the same core services provided at the same good standard for roughly \$34,000 less
- vi. Quartana asked about business owners' reactions when Dinneen distributed flyers about pressure washing; Dinneen said reactions for the most part were very positive, especially since we provided *window* washing also this year at no additional charge
- vii. Patel expressed that our lower budget would translate into lower levies, and Dinneen confirmed this; he also noted that next year's carryover will be smaller.

### **Approval of Financials**

- II. Patel asked for and received approval of the 2012 work plan and budget.

Motion to approve Lincoln Avenue SSA #35 2012 work plan and budget. Motion seconded. Unanimously approved.

Motion to approve the Lincoln Park Chamber of Commerce as the 2012 Lincoln Ave SSA#35 Sole Service Provider. Motion seconded. Unanimously approved.

### **Public Forum**

- III. Patel mentioned that two guests were in attendance for the public forum:
  - a. Leslie Openheimer, business chair of the Wrightwood Neighbors Association, introduced herself and Commissioners remembered that she attended last November's meeting. She indicated that she is interested in exploring what kind of collaborative effort WNA and the SSA might undertake
  - b. Allan Mellis introduced himself as well and discussed his many years of service in/on various neighborhood committees and advisory boards
  - c. Commissioners thanked them for coming; Patel further noted that while today's meeting is primarily about approving work plans, we'd love to have their input on future planning. Dinneen seconded Patel's sentiments, noting that planning meetings would very much benefit from their presence and input
- IV. Mellis asked several questions, which were answered by Dinneen/Commissioners as follows:
  - a. How do you determine if your SSA is successful? How do you measure success?
    - i. We conduct an annual survey, mailed to approximately 6,000 PINs, and listen to informal feedback from business owners as well; we also ensure that all core services are provided satisfactorily and efficiently
  - b. How do you determine what the businesses along the SSA want you to provide?
    - i. We believe the businesses want to pay the lowest amount of levies possible, so we focus on providing core services at the most efficient level to keep costs as low as possible
  - c. What do you do to attract business to the SSA?

- i. The Lincoln Avenue SSA's mission is bare-bones and does not include business attraction beyond simply keeping the sidewalks clean, cleared of snow, and attractive through landscaping
- d. Is there competition between the Lincoln Avenue and the Clark Street SSAs?
  - i. None whatsoever; the charters/missions of the two are quite separate
- e. Does the SSA have input into the Children's Memorial Hospital site?
  - i. Not directly and not yet, this may depend on what kind of development will go into that site.

#### **Relocating the two Big Belly Trash Compactors**

- V. Dinneen explained that after many inquiries to the City, he believes he has approval to move one of the two Big Belly trash compactors from its current location to the Commission-recommended location near Wrightwood and Lincoln close by. He will work with Streets and Sanitation to execute the move.

#### **Other/Miscellaneous**

- VI. Dinneen noted that power-washing along Lincoln Avenue was successfully completed, including the additional service of window-washing; there was a small issue with loose tiles on one building but he mediated the issue to everyone's satisfaction.

#### **Adjournment**

- VII. Patel thanked our two public forum guests and heartily encouraged them to join us for our next meeting in the fall, where much planning work will occur.
- VIII. Meeting adjourned at 9:33 a.m.

*Minutes respectfully submitted by Anne Kroemer and Loren Dinneen*