

Lincoln Avenue SSA #35-2015
Commission Meeting Minutes
May 7, 2020 | 10:00 a.m.
Zoom Video Call

Commissioners Present: Kenneth Dotson, Kevin Greco, Malcolm Craig, Mark Davis,

Commissioners Absent: Edda Coscioni, Benn Hamm

LPCC Staff: Frank Kryzak, Kim Schilf, Bryan Biello

Public Forum:

Alderman's Office:

Call to Order

- I. Call to order by Dotson at 10:00 a.m.

New Business

- II. SSA Rebate Programs Discussion (Kryzak)
 1. Health and Sanitation Rebate Program & Digital Marketing and E-Commerce Rebate Program
 - i. Kryzak reviewed the two proposed rebate programs and discussed that he spoke with DPD and other SSA's around the city to help develop program guidelines.
 - ii. After reviewing the budget, it was determined that the SSA could offer up to a \$400 rebate for each program.
 - iii. Davis commented how \$400 is not a lot of money for the digital marketing rebate and it should be only for businesses with a storefront on the SSA.
 1. Schilf noted that we're working within our budget and Kryzak suggested allowing businesses to apply again in later rounds if there is still money available after the initial application round.
 - iv. Commissioners really like the idea of the Health & Sanitation rebate, but suggest maybe delaying the digital marketing rebate until businesses can re-open.
 - v. Craig thinks it's important to keep the rebates as one per business to ensure fairness. He also suggested using funds to purchase personal protective equipment and distributing it to businesses in the SSA.
 1. Schilf noted that given the uncertainty of restrictions and social distancing guidelines, distributing materials may be difficult. In addition, not all businesses will need the same supplies.
 - vi. Davis suggested making funds available to use for anything businesses may need.
 - vii. Greco suggested to keep the program focused on a specific rebate and proposed opening the rebate to all marketing efforts and not only digital, since businesses may have different promotional needs.
 - viii. Commissioners agree to revise the digital marketing rebate to include rebates for all marketing options. Kryzak will update the program to be a general marketing rebate program, and will add additional items eligible for rebates.

Motion to create line item 1.10 (Marketing Rebate Program). Motion seconded. Unanimously approved.

Motion to create line item 2.13 (Health and Sanitation Rebate Program). Motion seconded. Unanimously approved.

Motion to move \$13,000 from line item 2.04 (Wayfinding/Signage), \$3,000 from line item 2.03 (Façade Enhancement Rebates), and \$7,000 from line item 2.05 (Streetscape Elements) to line item 2.13 (Health and Sanitation Rebate Program). Motion seconded. Unanimously approved.

Motion to move \$3,000 from line item 2.10 (City Permits), \$3,000 from line item 2.02 (Landscaping), \$6,000 from line item 3.04 (Bicycle Transit Enhancements), \$4,000 from line item 4.08 (Master Planning), and \$9,000 from line item 1.02 (Special Events) to line item 1.10 (Marketing Rebate Program). Motion seconded. Unanimously approved.

III. Security Patrol Discussion (Kryzak)

1. Kryzak reviewed information from the security patrols and discussed minor incidents that have occurred on the street.
2. The SSA has money in the budget to extend security patrols through the end of May.
3. Commissioners think continuing security patrols to the end of the May is a good idea and we should extend the patrols.

Motion to extend SSA security patrols through the end of May. Motion seconded. Unanimously approved.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 10:46 a.m.

Minutes respectfully submitted by Bryan Biello.