

**WPB (SSA #33) Commission Meeting Minutes**  
**Tuesday, January 12, 2010**  
**St. Mary's of Nazareth Hospital, Conference Room 1AB,**  
**1127 N. Oakley Ave.**

**Present:**

Commissioners Payton Chung, David Ginople, Larry Griffin, Joe Hall, Wayne Janik, Sheila Kailus, Jessica Peterson, Commissioner-Nominee Jean Taylor; WPB Program Manager Jamie Simone; WPB Program Assistant Eleanor Mayer. Aldermen Manny Flores and Scott Waguespack, Ray Valadez from Alderman Flores's office, and four members of the general public also attended all or part of the meeting.

Ms. Peterson called the meeting to order at 7:05 p.m.

Ms. Peterson found that there was a quorum of active commissioners present.

Mr. Janik moved to approve the December 2009 draft minutes. Mr. Ginople seconded. The motion carried unanimously. (Mr. Chung was not present and did not vote on this motion.)

**Aldermanic presentations.**

Alderman Waguespack spoke regarding residential and commercial parking changes in the neighborhood. He also spoke regarding the CAPS program for local business's meeting on Jan. 26, 2010 and the enactment of an ordinance regulating aspects of LED lightboards displayed on or near businesses in the city of Chicago; the goal is to achieve reasonable restrictions (including a 'dwell' time between changes in graphics). On a related note, the City may extend amnesty for billboards and marquees within the city that are not properly licensed.

Alderman Waguespack discussed the Trust for Public Land's plans to cleanup land acquired near Milwaukee and Leavitt, and his desire to develop the area as a strategic site in line with the WPB Master Plan recommendations. He also answered questions regarding video gambling legislation that may be proposed or enacted by the City Council.

Ray Valadez, chief of staff to Alderman Flores, spoke about the transition after Alderman Flores' appointment to the ICC. He indicated that there would be a transition period until a new alderman is appointed by the mayor, and that his staff would continue to operate the ward office during that interim. He discussed the loading zone meeting to be held on Jan. 21 on Adobo Grill on Division Street and explained that there would need to be city legislation in order to enact combined/shared loading zone programs on Division. He discussed progress on the bike parking on Milwaukee project; the City Dept. of Transportation is willing to cooperate and design the bike hitches, but wanted to relocate to a spot in front of 1579 N. Milwaukee Ave. Mr. Valadez also reported regarding the status of the tree

pit fences on Division Street; he said that the DOT was consulting with the law department to find a solution whereby the SSA could maintain the fences without taking ownership. Finally, he said that a draft report by the combined task force working on Polish Triangle placemaking is forthcoming.

Alderman Flores spoke briefly about his last day in office, Friday, January 15, 2010. He thanked the community for its support.

**Financial report by Mr. Hall.**

Mr. Hall presented the financial statements, financial position, and P&L budget v. actual for WPB as of December 31, 2009. WPB had total income of \$126,420.93 and total expenses of \$97,028.29 in December. WPB had approximately \$251,679.47 in current assets at the end of the month.

Mr. Hall reported that WPB's carryover from the previous year's budget would be less than expected, beating expectations. Mr. Hall and Ms. Simone mentioned that the auditor's report on 2009 would be forthcoming, likely in February.

**Program manager report by Ms. Simone.**

Ms. Simone discussed the status of the Chicago City Council's approval of the appointments of returning and new commissioners. She explained that the City has since clarified that the previously-appointed commissioners' terms continue until new commissioners are appointed to those seats.

Ms. Simone discussed reports regarding snow removal, efforts to recruit a new relationship coordinator, plans for the loading zone meeting, two new sites for the CTA Bus Tracker/RedPost program (CitySoles and WPB Library) and two more to launch soon (1414 N Damen Senior Center and Public Library). She reported limited interest in paid advertising on Bus Tracker to date.

Ms. Simone said that the drafter of the press release re: the awards recognizing the Master Plan is being shopped to various media outlets. Time Out provided WPB with free ad space in a recent issue to thank WPB for its business.

Ms. Simone said Futurity is close to done with the majority of its work on the database project. The commissioners suggested that someone be employed to write up a brief release/post for the Web site about the project to make the public aware of what it is and how it will be used.

**Presentation by Paula Barrington, executive director, Wicker Park-Bucktown Chamber of Commerce.**

Ms. Barrington discussed the State of the Ward panel to take place at Feast on Jan. 26, 2010, the Chamber's support for the census' efforts in the neighborhood, plans to develop a comprehensive marketing calendar for commercial promotions in the neighborhood, and the Chamber's participation in the STEP program with a local

school in West Town, by which local businesses receive tax credits for employing students on a part-time basis. Ms. Barrington also reported that the Chamber is working to fund and develop an updated Web site, and that Ms. Mayer had obtained several proposals for new awnings and signs for the joint WPB/Chamber office on Ashland. The goal is to get new signage up in the next two months.

**Promote: WPB Committee report by Ms. Weathered.**

Discussion was had regarding the outstanding balance invoiced by Firebelly, and the documentation submitted by Firebelly in support of the invoice. Commissioners agreed that it would be important to clarify spending limitations with service vendors in the future and more closely monitor expenditures that could exceed the budgeted/approved amount. Mr. Janik moved to approve payment of \$11,756.22 to Firebelly to cover their final invoice, funding from Line Item 1.04. Mr. Hall seconded. The motion carried unanimously.

Ms. Peterson yields the chair to Ms. Kailus.

**Promote: The Arts report by Ms. Peterson.**

Ms. Peterson discussed various projects, including the plan to relocate murals and put up a mural in Mautene Court. Discussion was had regarding the ice sculptures in Mautene Court. The sculptures lasted for two days and looked impressive.

Ms. Peterson moved to approve an RFQ for art in the vacant storefronts for a cost not to exceed \$6,000 for phase 1, \$50,000 for phase 2, total project not to exceed \$81,000 (including marketing). The dates and deliverables will be listed in the RFQ and the display period should extend 12 months. \$6,000 funding for phase 1 will be awarded as 50% up front, 50% due upon receipt of specified deliverable. Phase 1 contract to be awarded Feb 8th after the committee meeting on Feb 4th. The Phase 1 study results will be due March 26th. This project will be funded from line 3.08 Public Arts. \$42,000 will be funded from the 2010 budget, and \$39,000 from the 2011 budget. The 2011 budget line items will be clarified in late 2010 or early 2011.

The 2010 budget amounts require the following allocations: Move \$20,000 from 1.01 Display Ads to 3.08 Public Arts;

Move \$10,000 from 1.09 Other: Grants to 3.08 Public Arts;

Move \$2,000 from 4.07 Development of Comprehensive Database to 3.08 Public Arts;

Move \$5,000 from 6.14 Other: Contract Work as Needed to 3.08 Public Arts;

Move \$5,000 from 8.01 SSA Work Plans to 3.08 Public Arts.

Mr. Chung seconded.

Upon discussion regarding the nature of the project and the WPB's commitment to finance the phases, Mr. Griffin moved to amend the motion to insert after the first sentence the following language: "... including marketing), THE FULL COMMISSION

TO SEPARATELY APPROVE PHASE 2.” Mr. Janik seconded the amendment to the motion.

On a voice vote, the motion (as amended) carried unanimously.

**Executive Committee report by Ms. Peterson.**

Ms. Peterson moved to adopt the following commissioners as co-chairs for the 2010 WPB committees:

Promote WPB: Sheila & Jean,  
Promote the Arts: Jessica & Claudia,  
Pedestrians & Passengers: Jan & Brent,  
Guide Development: Laura & Larry,  
Bikes: Joe & Payton,  
Clean Green & Safe: Wayne & David.

Mr. Chung seconded.

The motion carried unanimously.

Ms. Peterson resumes the chair.

**Guide Development Committee report by Mr. Griffin.**

Mr. Griffin reported on the committee’s recent progress and near-term goals regarding façade improvement rebates, compact development endorsement programs, tracking of local developments, and tenant attraction programs.

**Transportation: Pedestrians & Passengers Committee report by Ms. Kailus.**

No motions; please see written committee report.

**Transportation: Bikes Committee report by Mr. Chung.**

No motions; please see written committee report.

**Clean, Green & Safe Committee report by Mr. Ginople.**

Mr. Ginople requested feedback on Christmas/holiday decorations and said that the RFP for the next landscaping contract is in progress. Commissioners discussed potential ‘project of the year’ as recommended by Long Term Planning Committee.

Public comment.

Mr. Janik moved to adjourn. Mr. Chung seconded. The meeting was adjourned at 8:40pm.