



**Andersonville Special Service Area #22
November 13th, 2017**

- I. Call to Order
- II. Welcome & Introductions
- III. Approval of last meeting's minutes
- IV. Financial report
- V. 2018 Contract Bid Review
 - a. Litter Abatement
 - b. Snow Removal
 - c. Power Washing
 - d. General Contractor
- VI. Services report
 - a. Customer Attraction
 - i. Display advertising and holiday shopping experience
 - b. Public Way Aesthetics
 - c. Sustainability & Public Places
 - d. Economic & Business Development
 - e. Safety Programs
 - f. SSA Management
 - g. Personnel
- VII. Reports from Chamber and ASCA
- VIII. 2018 Meeting Calendar
- IX. Commissioners
- X. Adjournment



Andersonville SSA #22
www.andersonville.org

September 11, 2017
Commission Meeting Minutes
Andersonville SSA #22

Commissioners:

Rolando Esparza
Property owner, 5643 N. Clark

Farah Essa
*Lake Shore Schools and property
owner, 5611 N. Clark*

Mike Sullivan
*The SOFO TAP
and property owner, 5025 N. Clark*

Andy Peters
TrueNorth, 5507 N. Clark

Joanna Miner Thomas
Presence, 5216 N. Clark

Pete Valavanis
Property owner, 5225 N. Clark

Staff:

Sara Dinges
Executive Director

Danny Drees
Membership & Communications Manager

Joelle Scillia
Director of Marketing

David Oakes
Business Services Manager

Laura Austin
Community & Events Manager

Commissioners attending: Rolando Esparza, Mike Sullivan, Peter Valavanis, Farah Essa, Andy Peters, and Joanna Miner

Guests: Nadeen Kieren

Andersonville Chamber Staff: Sara Dinges and David Oakes

Call to Order

1. Esparza called to order at 9:35am

Approval of last meeting's minutes

1. Motion to approve minutes by Sullivan. Miner Second. Minutes approved.

Financial report

1. Balance sheet is on track. Second payment from the city came in early August last year. This year the second payment came in a little later, in early September.
2. Our Auditor suggested including TIF rebate on our books, which has never been implemented before in the financials and impacts the Balance Sheet. Commission has decided to work with the auditor and more information is needed to properly implement. Money given to the SSA by the City of Chicago for the TIF Rebate is allocated for a 3-4 year period and then given in installments each year..

Expenses are in great shape

The flow of payments between the SSA, Chamber and ASCA have been updated to reflect the SSA's new 2017 budget. The Chamber owed and paid the SSA \$13,416; the SSA owed and paid the Chamber \$4,466. This was reconciled in July.

Andersonville Chamber of Commerce as the Sole Service Provider

The Commission voted to appoint the Andersonville Chamber of Commerce as the 2018 Sole Service Provider. The Chamber will uphold the duties of be the Sole Service Provider of SSA #22.

Motion to Vote- Sullivan. Second- Valavanis. All in favor. No one opposes.

RFPs Review

1. All RFPs for all contracts for the 2018 year are ready to be bid out to contractors.
2. We have updated RFPs to include services expected, dates, and a district master plan.
3. New RFPs will be updated to reflect if contract is for one or more years with the ability to roll over funds that aren't used within contract year or be refunded before the next year contract begins.
4. We have included a General Contractor Bid this year to outline services provided, pricing out projects, and include timeline for job performance.

A brief discussion about abandoned bikes and newspaper boxes was discussed and will be looked into further by staff.

A clear schedule will of maintenance and upkeep throughout the year will be included with RFPs to correspond with major festivals, events, and programming.

Arts Week

-Public Art installation is progressing for this years Art Week along with programming throughout the week. Jewel has responded positively to our request to have public art on the Jewel wall.

3 concepts/proposals were submitted by 3 muralists.

Committee has looked at the three proposals and no objections to any of the artists proposal. The Chamber may proceed with the Public Art Installation process to be in place by Arts Week.

Request to increase public art for this year by \$1,000 - \$2,000.

Furhter discussion on increasing Public Art in Andersonville. We should increase public art budget or include it as part of the façade rebate program.

Possibly partner with local school to create a community art project.



Service Report

Customer Attraction we have allocated money to enhance Arts Week and using money to help create a marketing plan.

Holiday -- We are holding a Round Table September 21 for presenting 3 ideas for this year's holiday attraction, which includes small business Saturday.

Sidewalk Sale -- Positive feedback from Sidewalk Sale as retailers quoted as a really positive customer attraction. SSA supported a healthier marketing budget for Sidewalk Sale which allowed for more print ads, social media pushes, and an overall better reach of advertising.

Public Way Aesthetics-Nothing to report

Sustainability- Nothing to report

Economic Development and Business Development

- i. New Mapping tool created by Place Consulting will allow us to keep track of every aspect of our SSA district.
- ii. Great tool to help with available properties
Business mix
inventory of street furniture and fixtures
Provide information if in a TIF, zoning, and permits pulled.
- iii. We should have our first maps by our November Meeting

Safety-Nothing to Report

Service Reports have been changed to mirror that of the SSA contract verbiage to create more streamline and more efficient understanding.

Commissioners

Nadeen Kieren's application has been completed and is set to go to City Counsel in October for review.

We will send an update on who on the commission has renewal dates approaching.

Next meeting

1. New mapping tool and maps ready
2. Ideas about identifying abandoned bikes and their removal
3. Bids for all contracts for next meeting

Next Business

November 13, 2017 is our last meeting of the year

Adjournment

1. Farah Essa motioned to adjourn. Mike Sullivan seconded. Meeting adjourned.

Andersonville SSA #22
Balance Sheet
As of October 31, 2017

	Total	
	As of Oct 31, 2017	As of Oct 31, 2016 (PY)
ASSETS		
Current Assets		
Bank Accounts		
Andersonville SSA #22	71,980	94,938
Total Bank Accounts	\$ 71,980	\$ 94,938
Accounts Receivable		
Accounts Receivable	0	0
Total Accounts Receivable	\$ 0	\$ 0
Other Current Assets		
Due from the City of Chicago	0	
Prepaid Expenses	0	
Total Other Current Assets	\$ 0	\$ 0
Total Current Assets	\$ 71,980	\$ 94,938
TOTAL ASSETS	\$ 71,980	\$ 94,938
LIABILITIES AND EQUITY		
Liabilities		
Current Liabilities		
Accounts Payable		
Accounts Payable	-813	4,340
Total Accounts Payable	-\$ 813	\$ 4,340
Total Current Liabilities	-\$ 813	\$ 4,340
Total Liabilities	-\$ 813	\$ 4,340
Equity		
Retained Earnings	67,770	34,328
Net Income	5,022	56,270
Total Equity	\$ 72,792	\$ 90,599
TOTAL LIABILITIES AND EQUITY	\$ 71,980	\$ 94,938

Andersonville SSA #22
Profit and Loss
 January - October, 2017

	Total	
	Jan - Oct, 2017	Jan - Oct, 2016 (PY)
Income		
Tax levy		
2010 Tax Levy		-950
2011 Tax Levy	-6,512	-265
2012 Tax Levy	-562	-3,484
2013 Tax Levy	-2,539	-1,457
2014 Tax Levy	-694	3,982
2015 Tax Levy	4,844	215,463
2016 Tax Levy	202,533	
Interest	2	1
TIF Rebate - City Fund 338	-39,846	4,324
Total Tax levy	\$ 157,226	\$ 217,613
Total Income	\$ 157,226	\$ 217,613
Gross Profit	\$ 157,226	\$ 217,613
Expenses		
Programs		
Customer Attraction		
Display ads	4,325	1,670
Print materials	9,409	9,605
Social Media Outreach	405	
Special events	2,417	
Total Customer Attraction	\$ 16,556	\$ 11,275
Economic/Business Development		
Economic Impact Study/Market Study/Branding Study	2,250	
Shuttle Service Non-Personnel Expenses	420	
Site Marketing (materials, services, etc.)	897	
Strategic Planning	1,813	
Total Economic/Business Development	\$ 5,380	\$ 0
Facade improvements		
Green improvements		2,701
Total Facade improvements	\$ 0	\$ 2,701
Public Way Aesthetics		
Facade Enhancement Program - Rebates	18,288	
Green Building Incentive Program	2,250	
Landscaping	14,808	14,713
Public Art	1,250	
Streetscape Elements	1,217	19,031
Total Public Way Aesthetics	\$ 37,812	\$ 33,744
Public Way Maintenance		
Sidewalk cleaning	16,632	26,498

Sidewalk power washing	9,600	11,970
Sidewalk snowplowing	16,527	11,805
Total Public Way Maintenance	\$ 42,759	\$ 50,273
Total Programs	\$ 102,507	\$ 97,992
SSA Management		
Commission Meetings and Trainings	9	
Liability/Property Insurance	618	618
Office equipment lease & maint.	1,027	697
Office rent	3,504	3,504
Office supplies	2,077	2,077
Office Utilities/Telephone	750	750
Program support	6,684	31,187
Service provider admin support	32,058	21,361
SSA Audit	3,000	3,200
Total SSA Management	\$ 49,727	\$ 63,393
Total Expenses	\$ 152,234	\$ 161,385
Net Operating Income	\$ 4,993	\$ 56,228
Other Income		
Interest Income	29	42
Total Other Income	\$ 29	\$ 42
Net Other Income	\$ 29	\$ 42
Net Income	\$ 5,022	\$ 56,270

Friday, Nov 10, 2017 08:21:23 AM GMT-8 - Accrual Basis

Andersonville SSA #22
Budget vs. Actuals: FY_2017 - FY17 P&L
 January - December 2017

	Total		
	Actual	Budget	over Budget
Income			
Tax levy			0
2011 Tax Levy	-6,512		-6,512
2012 Tax Levy	-562		-562
2013 Tax Levy	-2,539		-2,539
2014 Tax Levy	-694		-694
2015 Tax Levy	4,844		4,844
2016 Tax Levy	202,533	206,643	-4,110
Interest	2		2
TIF Rebate - City Fund 338	-39,846	8,853	-48,699
Total Tax levy	\$ 157,226	\$ 215,496	-\$ 58,270
Total Income	\$ 157,226	\$ 215,496	-\$ 58,270
Gross Profit	\$ 157,226	\$ 215,496	-\$ 58,270
Expenses			
Late collections and interest		-21,113	21,113
Loss collection		-2,857	2,857
Programs			0
Customer Attraction			0
Display ads	4,325	6,000	-1,675
Holiday Decorations		15,500	-15,500
Print materials	9,409	14,500	-5,091
Social Media Outreach	405	500	-95
Special events	2,917	6,250	-3,333
Total Customer Attraction	\$ 17,056	\$ 42,750	-\$ 25,694
Economic/Business Development			0
Economic Impact Study/Market Study/Branding Study	2,250	10,650	-8,400
Shuttle Service Non-Personnel Expenses	1,320	5,400	-4,080
Site Marketing (materials, services, etc.)	897	1,500	-603
Strategic Planning	1,813	2,000	-188
Total Economic/Business Development	\$ 6,280	\$ 19,550	-\$ 13,270
Public Way Aesthetics			0
Facade Enhancement Program - Rebates	18,288	27,650	-9,362
Green Building Incentive Program	2,250	4,000	-1,750
Landscaping	14,808	13,000	1,808
Public Art	1,250	3,500	-2,250
Sidewalk Maintenance - Service Contract		75,500	-75,500
Streetscape Elements	1,217	3,500	-2,283
Way Finding/Signage		11,361	-11,361
Total Public Way Aesthetics	\$ 37,812	\$ 138,511	-\$ 100,699
Public Way Maintenance			0

Sidewalk cleaning	16,632		16,632
Sidewalk power washing	9,600		9,600
Sidewalk snowplowing	16,527		16,527
Total Public Way Maintenance	\$ 42,759	\$ 0	\$ 42,759
Sustainability & Public Places			0
Bike transit enhancements		1,500	-1,500
Total Sustainability & Public Places	\$ 0	\$ 1,500	-\$ 1,500
Total Programs	\$ 103,907	\$ 202,311	-\$ 98,404
SSA Management			0
Commission Meetings and Trainings	9	250	-241
Conferences & Training		1,000	-1,000
Liability/Property Insurance	680	720	-40
Office equipment lease & maint.	1,096	836	260
Office rent	3,855	3,975	-120
Office supplies	2,284	2,492	-208
Office Utilities/Telephone	825	1,325	-500
Postage		300	-300
Program support	6,684		6,684
Service provider admin support	35,713	43,850	-8,137
SSA Audit	3,000	3,550	-550
Storage Space Fees		1,000	-1,000
Supplies		500	-500
Total SSA Management	\$ 54,146	\$ 59,798	-\$ 5,652
Total Expenses	\$ 158,053	\$ 238,139	-\$ 80,086
Net Operating Income	-\$ 826	-\$ 22,643	\$ 21,817
Other Income			
Interest Income	29		29
Total Other Income	\$ 29	\$ 0	\$ 29
Net Other Income	\$ 29	\$ 0	\$ 29
Net Income	-\$ 797	-\$ 22,643	\$ 21,846

Friday, Nov 10, 2017 08:26:03 AM GMT-8 - Accrual Basis

2018 RFPs: Litter Abatement, Power Washing, Snow Removal, General Contractor

Litter Abatement

1. **Cleanslate by CARA** (current)
1540 S Ashland Ave 60608
Cost of Services for 2018: 26,400
Cleanslate is extremely responsive to any requests and has been a great partner this year.

2. **Cleanstreet**
3501 W. Fillmore Street 60624
Cost of Services for 2018: \$24,792.50
Cost reduction for a three year contract
Cleanstreet has been providing SSA services around Chicago for about 15 years. They have serviced SSA 22 prior to Cleanslate.

Pressure Washing

3. **Advanced Pro Clean INC.** (current)
11036 S Homan Ave. 60655
Cost of Service for 2018: \$13,600

4. **Pressure Washing Unlimited**
3448 S. Western Avenue 60608
Cost of Services for 2018: \$11,040.62
5% discount if paid within ten days of invoice
Price negotiation is available
*also offers snow removal within their scope.

Snow Removal and General Contractor

5. **Lo Destro Construction Company**
211 East Ontario, Suite 500, Chicago, IL 60611
First time SSA Contract
Broad scope: Weeding, General Maintenance, and Snow removal,
Offers General Contracting and Snow Removal
Has show incredible response time and has done really well with The Chicago Magic Lounge build.

6. **Lucas Contracting** (current)
Michael Lucas has been our "Go To Guy" for some time now. Wants to continue helping when he can with various jobs around the neighborhood. Does not do Snow Removal

7. **Patch Landscaping** – waiting for proposal (current)



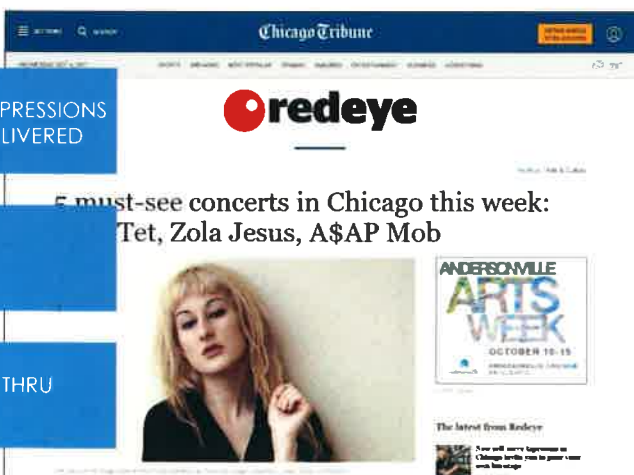
ANDERSONVILLE ARTS WEEK CAMPAIGN RESULTS

CAMPAIGN AT A GLANCE

144,242 IMPRESSIONS DELIVERED

304 CLICKS DELIVERED

0.21% CLICK THRU RATE



CHICAGO TRIBUNE REDEYE CAMPAIGN OVERVIEW

Site: Chicago Tribune
Placement: Chicago Tribune RedEye
Ad Sizes: 300x600; 300x250; 728x90; 320x50
Run Dates: 10/4-10/15

The collage shows three overlapping screenshots of the Chicago Tribune RedEye website. The top screenshot features a large banner for 'ANDERSONVILLE ARTS WEEK' with the dates 'OCTOBER 13-15'. Below the banner, the 'redeye' logo is prominent. The middle screenshot shows a news article with a photo of a man and the headline 'ama staffer and 'Pod Save -host Tommy Vietor talks civic t on a local level'. The bottom screenshot shows another article with the headline 'Top chefs dish and serve stories at Between Bites' and a photo of a restaurant interior.

CHICAGO TRIBUNE REDEYE CAMPAIGN RESULTS

Site: Chicago Tribune
Placement: Chicago Tribune RedEye
Ad Sizes: 300x600; 300x250; 728x90; 320x50
Run Dates: 10/4-10/15

Placement	Impressions	Total Clicks	Click Rate
CHI chicagotribune.com ROS Filmstrip/Half Page 300x600 AS	99	1	1.01%
CHI chicagotribune.com ROS Cube 300x250	8,100	8	0.10%
CHI chicagotribune.com ROS Leaderboard 728x90	773	1	0.13%
CHI chicagotribune.com ROS Banner 320x50	914	4	0.44%
Total	9,886	14	0.14%

KEY FINDINGS

- The 300x250 cube ad unit performed above the average 0.05% CTR for a cube unit running on Chicago Tribune RedEye with a 0.10% CTR.
- The 728x90 leaderboard ad unit performed above the average 0.05% CTR for a leaderboard ad unit running on Chicago Tribune RedEye with a 0.13% CTR.
- The 320x50 mobile banner ad unit performed above the average 0.17% CTR for a mobile banner unit running on Chicago Tribune RedEye with a 0.44% CTR.

TRIBX CAMPAIGN RESULTS

Placement: TribX

Ad Sizes: 300x600; 160x600; 300x250, 728x90, 320x50

Run Dates: 10/8-10/14

Tactics:

- **Run of Network:** Run of network geo targeted to a 2 mile radius of Andersonville
- **Audience – Art Enthusiasts:** Targeting art enthusiasts within a 2 mile radius of Andersonville
- **Contextual – Arts:** Placement alongside content related to arts geo targeted to a 2 mile radius of Andersonville

Tactic	Impressions	Total Clicks	Click Rate
Run of Network	62,763	145	0.23%
Audience – Art Enthusiasts	28,157	52	0.18%
Contextual – Arts	43,436	93	0.21%
Total	134,356	290	0.22%

KEY FINDINGS

- The run of network tactic had the highest performance out of all of the tactics with an overall 0.23% CTR.

KEY FINDINGS & RECOMMENDATIONS

KEY FINDINGS

- The TribX campaign outperformed the Chicago Tribune RedEye campaign with an overall 0.22% CTR for the campaign.

RECOMMENDATIONS

- Based on the overall performance of the Chicago Tribune RedEye and TribX campaign, it is recommended to run both RedEye and TribX for any future events while looking into increase the TribX budget to increase reach and awareness of the event.