



Special Service Area #32 Reconstitution | Advisory Committee Meeting #2

Date: May 16th, 2024 | Time: 1 – 2:30pm | Location: Zoom

Attendees:

Alderman

- David Moore (welcoming)

Advisory Committee

- Francine Dillard, Dillard Consulting
- Maysoon Fakhoury, *ADA Liquors*
- Maurice Dishmon, *Sion Temple Church & Chair of 6th District CPD Faith Based Subcommittee*
- Cynthia Love, *Block by Block*
- Yolanda Manuel, *Sneed Hardware*
- Jasmine McCalpin, *Cook County 3rd District*

Chatham Business Association

- Jennipher Adkins, *Interim Executive Director*
- Ed Garcia
- Cliff Borner, *Field Supervisor*
- Melinda Kelly, *President*

Teska Associates, Inc.

- Scott Goldstein, *Principal*
- Benito Garcia, *Associate*

Meeting Summary:

On Thursday, May 16, 2024, Advisory Committee Meeting #2 took place virtually by Zoom to provide input into the renewal of SSA #32 along 79th Street in Auburn Gresham. The purpose of the meeting was to review what services an SSA can provide, approve the boundary of the SSA, and decide on the maximum tax rate. The key message for the renewal process was to promote transparency and bring investment for businesses within SSA #32. Ald. David Moore welcomed the Committee members at the beginning of the meeting and turned the meeting over to Melinda Kelly.

The meeting started with a recap of the first Advisory Committee meeting which went over the SSA program and covered information about what it is, how it works, what services are provided, who participates, and how much it would cost. Representatives from the City of Chicago and consultants from Teska Associates, Inc., gave presentations on the program and how it can benefit the 79th Street commercial corridor. Visit the project website to view the presentation, summary notes, and more at www.ssa32works.org.

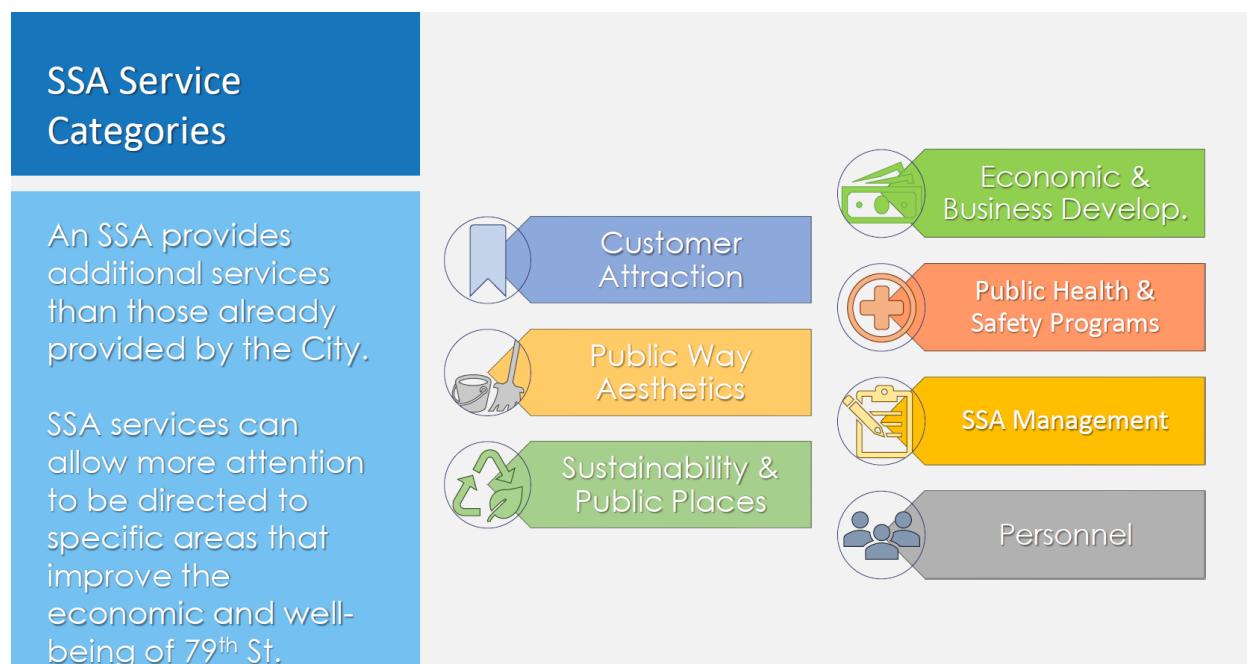
Melinda Kelly, CBA, shared CBA's involvement along the 79th Street Corridor and how they created relationships with businesses over the years. Just as CBA has helped with acquiring business



licenses, access to capital, and other resources, an SSA is another tool that can help the business community. "Meeting together to work together and talk about the different things we can do together to make the corridor more shoppable and prosperous" is what Melinda pointed out.

Scott Goldstein, *Teska Associates, Inc.*, reviewed the proposed boundaries. The SSA #32 proposed boundary includes 79th Street, generally between Lafayette and Damen Avenue, which would be extended from the former western boundary at Ashland Avenue. It is made up of business and property owners choosing to provide additional services to benefit the area, residents, merchants, and visitors by paying a dedicated property tax. The funds are then applied to the SSA district where commissioners decide how to spend that money based on input from businesses, property owners and taxpayers.

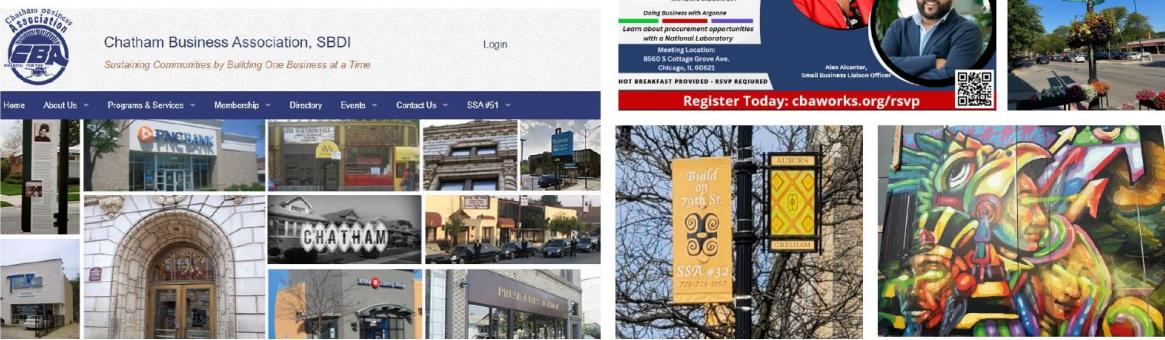
As Scott reviewed different SSA services. He addressed a common question which is why businesses should pay for services the City already provides. He replied with an example of trash receptacles can overflow and spread litter along the street. The City cannot keep up with trash maintenance whereas an SSA can hire additional help to frequently prevent litter/debris from spreading throughout. An SSA is an extension of city services.





Customer Attraction

Website, special events, marketing, decorative banners, promotions, customized print materials, networking, and 79th St. branding



Benito Garcia, Teska Associates, Inc., led an interactive live poll that allowed the Advisory Committee to vote on the services that should be prioritized. The top three services people voted for were *media and advertising*, *decorative banners*, and *special events*. In terms of public way improvements, *landscaping*, *façade enhancement*, and *litter* were most needed. Finally, *garbage pickup*, *safety patrol*, and *window mitigation* were other critical services.

This led to how much it would cost to have an SSA. The annual rate sets the tax levy for each year. The maximum rate sets the tax cap for the next ten years. At the previous meeting, Melinda recommended starting with a 1.75% annual rate and lowering the maximum rate from 2% to 1.75%. An annual rate of 1.75% generates a budget of \$382,000. Melinda asked the Advisory Committee for their support for reducing the maximum tax rate as proposed.

Scott followed this exercise by getting input from the committee for different budget scenarios for each service category, allowing participants to select which option they thought would work best for SSA #32. The Advisory Committee selected scenarios that generally matched the live poll results. A few highlights from this exercise showed that for Customer Attraction, most opted to focus on funding for special events and for Public Health and Safety, safety patrol was prioritized.

Actions:

Both Scott and Melinda asked the Advisory Committee if they agreed with the boundary and setting both the annual and maximum tax rate at 1.75%. No one had changes to the boundary and no one opposed the annual and maximum rates. The SSA boundary and tax rates were confirmed by the Committee.



Next Steps:

Scott reminded everyone of the next steps going forward and project milestones which are:

- Community Meeting #1
 - Date: May 30th | Time: 1 – 2:30pm | Location: Zoom
 - Meeting ID: 832 1394 1981 | Passcode: 828259
 - Call In: (312)626-6799
- Community Meeting #2
 - Date: June 6th | Time: 10 – 11:30am
 - Location: Sion Temple Church of God, 1754 W. 79th Street, Chicago
- Needs Assessment Survey is important in identifying prioritized services. Click [here](#) to access the survey.
- June 14th Deadline | SSA Package Submittal and 10% of Signature Support
- August 1st Deadline | Remaining 10% Signature Support Deadline

Discussion:

Yolanda Manuel asked whether, after the budget is set, if funds are not used for a particular service, can that money be reallocated to another service if needed? Melinda responded that the proposed budget is a forecast sent to the City and if funds need to be reallocated to a different category later, that is allowed.

If money is not used, can funds be lost? Where will it go if that happens? Melinda replied that there can be carry-over in the budget from one year to the next year. Banners, for example, are costly and if they cannot be implemented in one year, that money will be saved and combined with funds from the following year to purchase and install them.

Melinda thanked everyone and concluded the meeting.