

Six Corners Association  
 SSA 28 Commissioners Meeting Minutes  
 May 28, 2020  
 Portage Arts Lofts, 4041 N. Milwaukee Ave., #302

Item	Information	Action
<b>Introductions</b>	<p><b>Commissioners present:</b> Gale Fabisch, Michael Dimeo, Manel Romero (Late)</p> <p><b>Commissioners Absent:</b> Marci Berner, Jack Wolobski</p> <p><b>SSP Staff:</b> Jessica Vazquez, Amie Zander</p> <p><b>Guest:</b> Mary Oconner, Mark Roshen, Ald. James Gardiner, Juanita Mora, Brian Nadig, Joe Angelistri, Jessica</p>	GF called the meeting to order at 1:42 pm.
<b>Minutes</b>	No minutes were reviewed.	Motion to accept minutes as presented by GF; MB seconds. Minutes approved.
<b>2021 Budget and Workplan</b>	<p><b>2021 Budget and Workplan:</b> JV presented a filled in budget and work plan document to the commissioners. She shared that this is what the budget and work plan can potentially look like. JV shared that SCA would like to assure that they created a budget and workplan per the commissioners liking. JV provided a quick overview of SSA budget terminology. Overview of the budget went as follows:</p> <p>1.0: Levy \$81,766, estimated loss collection: \$3,767, Carryover: \$1,000, TIF Rebate Funds: \$16,458, Estimated Late Collection and interest: \$3767, total budget: \$106,758</p> <p>2.0: Levy \$103,050, Carryover: \$26,700, total budget: \$129,750.</p> <p>3.0: Levy \$2,000, total budget: \$2,000.</p> <p>4.0: Levy \$9,000, Carryover: \$5,000, total budget: \$14,000.</p>	<p>Motion to acknowledge receipt of the document and no additions or revision for the document by GF; MB seconds. Acknowledgement recorded.</p> <p>Motion to accept 2020 financial reports as presented by GF; MB seconds. Financial reports approved.</p>

<p><b>2021 Budget and Workplan</b></p>	<p>5.0: Levy \$12,000, Carryover: \$7,000, total budget: \$19,000.</p> <p>6.0: Levy \$25,472, total budget: \$25,472.</p> <p>7.0: Levy \$62,466, total budget: \$62466.</p> <p>Total Levey: 295,754, Estimated Loss Collection: \$3,767, Carryover: \$39,700, TIF Rebates: \$16,458, Estimated Late Collection and Interest: \$3,767, Total Budget: \$359,466</p> <p>1.00: Provided an overview of line items in customer attraction: Website, Special events, Social Media Management, Holiday Decorations, Print Materials, PR/Media Relations. No money has been invested on digital advertising but other SSA's have utilized them.</p> <p>Shared information on metrics and explained what they are used for.</p> <p>2.00: Provided overview of the Public way aesthetics line items: Acid Etching graffiti removal, Landscaping, Facade enhancement, wayfinding, streetscape element, Public art, Sidewalk maintenance-maintenance and supplies, Sidewalk maintenance-service contract, maintenance on-site personal, city permits, snow removal. Shared that snow removal was a new line item in this year's budget. In previous years the contract was categorized under sidewalk contract maintenance.</p> <p>3.00: Provided overview of the Sustainability and Public Place line items: Garbage recycling, small business energy efficiency efficiency retrofit, public transit enhancement, bicycle enhancement, bicycle valet.</p> <p>4.00: Provided overview of the Economic/Business Development line items: Site Marketing, Group purchasing programs, Supplemental Transit, shuttle service non-personal expenses, shuttle services -</p>	<p>Motion to SSA 2020 Q1 report as presented by GF; MB seconds. SSA 2020 Q1 report approved.</p>
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personal expenses, wifi district, strategic planning, and economic impact.

5.00: Provided overview of the Safety line items: security cameras, safety program rebates, camera rebate program, panhandling reduction and outreach.

6.00: Provided overview of the SSA Management line items: SSA Management shared cost.

7.00: Provided overview of the SSA Personal line items: 3 budgeted personnel. This line item is not allowed to go over 30% of total levy or use carryover.

JV opened the floor for discussions and questions.

MD asked about special events and expectations for hosting events on a macro level. JV responded that events are not expected to happen during the pandemic. JV shared how commissioners can consider utilizing unused funds for safety rebate programs like other SSAs. JV shared information regarding the Shop Local Fridays SSA \$3,000 sponsorship and utilization of funds. JV shared that she does not expect line item funds for special events to be completely spent down by the end of year and anticipates carryover due to this line item.

MD talked about increased special events line item from 2019 to 2020 and has concerns about carrying over more than 25% of levy and spending money to “just spend money”. JV clarified that no carryover money over 25% is allowed to be spent. JV shared procedure for increasing carryover that was under budgeted, but under 25%. MD wanted to know if unutilized SSA funds can be disbursed to the businesses. JV shared that COVID-19 might impact SSA to the point that full levy might not be able to be collected.

GF asked MR a question regarding carryover. MR

restated how carryover works. MD asked about providing levy relief for business owners and if other SSA's are doing this. JV shared that levy might not be fully collected and how other SSAs are only providing necessary services.

JV asked commissioners if there were programs the commission would like to continue, discontinue, or add.

MD shared that Six Corners will be going into construction period and has concerns hosting large events. JV shared that smaller events do much better for our businesses.

Ald. JG had questions about line item 1 and pointed out that in the year 2019 holiday decorations were at \$20,000 and now in 2020 the budget was at \$5,000. JV informed him that this was incorrect. That this year's budget was \$20,000 and for 2021 the proposed budget was \$22,307: Levy would be \$5,849 and TIF rebate would be \$16,458 for a total of \$22,307. JV shared that for the moment this was a place holder and that the money could be allocated per the commissioners request.

Ald JG asked about last year's budget for holiday decor. JV shared that about \$1,500 was spent on memorial day holiday decor and about \$17,000 was spent on winter holiday decor. JV informed Ald. JG that during the previous year, the commissioners modified the budget and allocated an additional \$13,000 to replace old banners. Ald JG misunderstood the response and thought that the total budget was \$13,000 for holiday decor. JV clarified that it was \$1,500 for memorial day decor, about \$17,000 for winter decor, and \$13,000 for year round banners.

Ald. JG then asked about sidewalk maintenance contracts. He asked for clarification on \$50,000 being allocated for sidewalk maintenance contracts in 2020. JV shared that 2 contracts were budgeted for under this line item which were the snow removal contract

and sidewalk litter pick up (3x/week) and maintenance (1x/week). JV clarified that the 2021 budget has provided snow removal its own line item which is there is a discrepancy between the 2020 budget and 2021 budget. Ald. JG still did not understand the explanation and wanted to know why the budget was only \$25,000 for 2021. JV clarified again that snow removal now had its own line item and that the \$25,00 budget was based on splitting the \$50,000 between the snow removal contract and the litter pick up contract. JV shared that the \$25,000 budget for snow removal was very conservative as in 2019 snow removal was about \$30,000.

Ald. JG had questions regarding the \$12,000 budget for panhandling services. JV shared information about the contract with Hands to Help. Ald. JG said that the city had services to provide assistance with panhandling and he wanted to know why \$12,000 were being allocated to provide panhandling assistance. JV went to further share the difference services and price points provided by Hands to Help and shared how the contract for 2020 was only for \$8,000. Ald. JG wants to know what \$8,000 provides. JV shared the outreach information.

Ald JG wanted to know what the \$5,500 social media outreach budget was utilized for. JV shared that it included the cost of weekly newsletter, other social media management software, and social media campaigns.

Ald JG had questions regarding the Bike Corral Agreement and location. JV shared that locations were being evaluated and that bike corral agreement was being renewed.

Ald. JG suggested that SCA use zoom for the next meeting. AZ shared that Zoom did not work for SCA due to technical issues. She shared that webex is the software used by the city.

AZ shared that an SSA 28 budget survey was sent to commissioners and asked that everyone complete it.

AZ asked that everyone review the budget, determine what aspects of the work plan they would like to keep or change. AZ shared that the draft budget is just a budget and that it does not mean that it is set in stone. Changes can be made to it afterward. AZ offered one on one meetings to those who would like them.

MR shared that the June deadline could be moved as long as commissioners are working to complete the budget.

GF shared he could host the next SSA meeting via zoom. GF shared with Ald. JG the same sentiment on changing the location of the bike corrals.

JV requested a meeting with Ald. JG to go over the budget. Ald. JG agreed to meet.

MD asked if SSA 28 could reduce the tax levy by 50%. JV shared that EV for SSA 28 is severely affected by the 2 TIF's in the SSA. She shared that the 2020 TIF is expiring at the end of the year and will more than likely affect the levy to allow for a similar levy but a lower tax levy. JV shared that there is a July deadline that can be extended per MR.

JV shared that new commissioners are being provided information regarding the budget. JV expects commissioners to be seated in July. MD shared interest in a transition plan. MR explained a transition meeting. MD shared that he wanted the budget deadline to be pushed back. MR shared that it is possible to provide a more relaxed deadline. MD provided a September 1, 2020 potential deadline to submit a budget. MR stated that it would provide him enough time to bring into ordinance.

MD asked about SCA going through competitive bids for contracts. JV shared that all SSA contracts must go through a formal RFP process and results are presented to the commissioner for them to select the vendor. JV shared that any expense above \$5,000 must go through competitive bidding. JV also shared that even if a contract is under \$5,000 they can go out

<p><b>2020 Budget and Workplan</b></p>	<p>to bidding. JV shared that SCA also reaches out to other SSA managers they are contracting with for reference.</p> <p>JV asked if anyone asked for additional comments and questions. No comments. JV asked everyone to complete the survey. AZ requested that JV resend out the survey. JV informed Ald. JG that AZ would reach out to Rita Howard from his office to request a meeting.</p> <p>JV informed the commission that COVID-19 will more than likely impact the 2020 budget levy collection.</p> <p>Ald. JG asked for the date and time for the next SSA meeting JV shared that it was at 1:30pm on June 4th.</p>	
	<p><b>Meeting adjourned at 2:38 PM.</b></p>	<p>Adjournment at 2:38 PM. Motion to adjourn made by GF; MD seconds. Meeting adjourned at 2:38 PM.</p>