

Special Service Area #61
SSA Board of Commissioners Minutes
Tuesday, January 25, 2022
Virtual Meeting

Present: Greg Guttman, Angie Marks, Shaka Mitchell, Charles Newsome, James Nurss, Mary Rogel, George Rumsey, Nancy Stanek, Eric Thompson and Wendy Williams

Absent: Anthony Beach

Also Present: Diane Burnham (SSA Program Manager, Interim), Jourdan Sorrell (SECC), Isaac Greene (Accountant), Jared Kelly (CEI Media Group), and Stephanie Franklin

A quorum being present, Chairman Guttman called the meeting of SSA #61 to order at 11:03 a.m. Pursuant to the applicable law and his determination that attendance by remote means is necessary because an in-person meeting is not practical nor prudent due to the declared public health disaster cause by COVID-19, this meeting was conducted by videoconference. The meeting was recorded and is available at <http://www.downtownhydeparkchicago.com/> and on YouTube.

Reading/Approval of the Minutes:

The minutes for the January 25th SSA meeting were accepted as circulated.

Questions and Comments from Guests *(per the city should occur at beginning of meetings 3-minute limit).* None

Chairman's Greeting/Top of Mind Points

- Chairman Guttman thanked former chairman, George Rumsey, for all his hard and diligent work in the role and his ability to make all feel inclusive and heard.
- Roles and Responsibilities of the Commissioners – SSA 61 Commissioners are adhering to what we agreed or said we would do, per our agreement with the City.
- Annual Report – Highlighting the expense categories, most of the funds generated are expensed to the category of Public Way Aesthetics such as landscaping, public art and sidewalk maintenance (37%); Customer Attraction which includes website, social media, marketing and events (30%); and a small portion of the funds are spent on Safety (2%).

- Economic Development – Diane Burnham inquired as to how can we “chart” the to do’s, i.e. business consults, coaching, outreach.

SSA Financials w/Budget Tracker – D. Burnham/G. Rumsey/I. Greene

Statement of Financial position - the SSA funds for year ending 12/31/2021 are:

Cash on hand: \$64K (2021) vs \$67K (2020)

Assets/AR: \$346K (2021) vs \$348K (2020)

Liabilities: \$13K (2021) vs \$4K (2020)

Total Net Assets: \$48K (2021) vs \$63K (2020)

TOTAL LIABILITIES and NET ASSETS: \$346K (2021) vs \$348K (2020)

Management operated in accordance to the budget and spending plan.

Total Revenue - \$254K (2021) vs \$317K (2020), which included the \$43-\$45K of carryover.

A tax collection shortfall between \$20K -\$25K was expected considering the economic times we are in; however, collections were favorable.

Budget Tracker – G. Rumsey

Estimated levy was \$273K and SSA received \$254K which is 93% of what was expected to receive resulting in a 7% shortfall instead of the 20% the city suggested we should expect.

SSA 61 Chamber Support – Chairman Guttman

Chairman Guttman met with Wallace Goode, Executive Director, Hyde Park Chamber of Commerce and is in support of specific services, however not overhead or a program. The HPCC will review their suggestions and circle back and ask support of a specific program. The Commissioners agreed this was a better course of action.

Program Committee Updates – D. Burnham, M. Rogel and C. Newsome

SSA Annual Report – the report has been drafted and will be emailed to the board for review.

Annual registrations - Commissioners will also receive the new Ethics Statement, which must be completed annually. Raymonde will email each of the Commissioners the required information.

HPFM – In 2021, the farmer’s market generated \$60K in economic impact for the area. This year the market season begins on Sunday, June 5th and will run until Sunday, September 25th. The market is held weekly on Sundays, 9:00am – 2:00pm, Hyde Park Bank Parking Lot.

Program Manager RFP – D. Burnham

There have been four interviews conducted to date, however the right candidate has yet to be found that meets all the qualifications/expectations. Interviews will continue to be conducted.

Website – An updated version of the current website is in process. There are some domain and transfer of content issues that need to be worked out.

Committee meeting – Diane extended to the commissioners an invitation to join the Program Committee at their monthly meeting to share or discuss any ideas. Current topics of discussion include new banner designs, activations, and any other ideas you may have.

Questions and Comments from Commissioners

Diane – Informed all that Angie Marks was officially approved by the city as an SSA 61 Commissioner in December 2021.

Chairman Guttman – Asked Commissioners to let him know if there are any top of mind subjects they would like to have included in the agenda and discussed at the next scheduled meeting.

Commissioners Newsome – Congratulated Chairman Guttman on his new appointment. It was “seconded” by Commissioner Rogel.

The next meeting will be March 27th @ 7:00pm via Zoom.

The meeting was adjourned 11:39am.

Respectfully submitted,
Raymonde Vance, Secretary, SSA 61