

Oak St SSA #75 Commission Meeting Minutes-

Regular Meeting - Tuesday, January 21, 2025 1:00pm – 1:30pm

In-Person- Razny Jewelers 109 E. Oak St. Virtual Only - Zoom Meeting:

https://us06web.zoom.us/j/88279475691?pwd=cHFkcXFwaE1KTDBBZXlwcEdlWFhWQT09 Meeting ID: 882 7947 5691 | Password: 015860

Commissioners Present (Virtual): David Israel, Rick Tannenbaum

Commissioners Present (In-Person): Pam Farley, Duke Miglin

Commissioners Absent: Stan Razny (present virtually for Streetscape meeting)

Others in Attendance In-Person: Gina Caruso (Oak St Council/The Lord Companies, L.L.C.)

Others in Attendance: Robert Kearney, Ald. Reilly's Office

Minutes

1. Welcome and Call to Order

- a. Caruso called the meeting to order at 1:05pm.

2. Public Input

- a. No public in attendance.

3. Approval of December 17, 2024 Meeting Minutes On acceptance of the December 17, 2024 Meeting Minutes:

Motion to accept the December 17, 2024 Meeting Minutes:

Motion: Farley **Second:** Miglin

VOTE: Approve – ALL **Motion Passes.**

4. SSA Financials

- a. There were no questions or comments regarding the financials. Caruso reported that Almanza Coombes & Associates was starting the 2024 Audit. The SSA Commission discussed Business Improvement Districts (BIDs) and determined that this tool is not the right fit at this time for the Oak St. area.

5. Customer Attraction

- a. Caruso asked the SSA Commissioners for any questions on the Ateema Tourism/Geofencing Marketing agreement. The Commission determined this scope is a good fit to meet the district's goals for geofenced marketing, targeting the tourist sector and it offers SSA businesses the opportunity to book one-on-one sessions with Ateema to visit luxury hotel concierges.

Approval of Ateema 2025 Agreement. On acceptance of the Ateema Agreement

Motion to accept the Ateema Agreement:

Motion: Farley **Second:** Miglin

VOTE: Approve – ALL **Motion Passes.**

- b. Caruso reported that the Chef Concierge from the Four Seasons Hotel suggested a corporate event August 13th on Oak St. that would cater to their high-net worth insurance company brokers attending a conference in Chicago. Oa Street Council with further vet this opportunity.
- c. Caruso presented two proposals for a new website. The SSA Commission wanted to get further information and additional proposals as needed from companies that other SSA providers use.

6. Public Way Aesthetics & Maintenance

- a. In response to a lack of satisfaction of the 2024 landscaping not being as lush/luxury as expected, the SSA Commission requested Caruso issue a landscaping RFP to solicit bids from vendors.
- b. The SSA Commissioners discussed shared valet for Oak St. and supported Caruso in writing a request letter to the Alderman.

7. Safety & Security

- a. Caruso reported that law enforcement has reported crime down Oak St. by approx. 34% and that the district has not seen much crime in the last 6 months.
- b. Caruso reported that the SSA-funded security program will restart per the agreement in April 2025.

8. New Business Agenda Items

- a. No new business discussed.

9. Next SSA Commission Meeting

- a. Tuesday, March 11th Noon-1:30pm Razny Jewelers 109 E Oak and Virtual

10. Adjourn

Approval of meeting adjournment

On acceptance of meeting adjournment

Motion to adjourn

Motion: Farley **Second:** Miglin

VOTE: Approve – ALL **Motion Passes.**

Minutes prepared by: Gina Caruso

Approved: 2/27/25