

Oak St SSA #75 Commission Meeting Minutes

Regular Meeting - Tuesday, November 18, 2025 12:00pm – 1:30pm

Zoom Meeting:

<https://us06web.zoom.us/j/83147280816?pwd=U0RLSmRCNFJpWVIZWExYcC9tMy9QUT09>

Meeting ID: 831 4728 0816

Passcode: 081188

Commissioners Present: Duke Miglin, Pam Farley, David Israel, Stan Razny
Commissioners Absent: Rick Tannenbaum
Others in Attendance: Gina Caruso (Oak St Council/The Lord Companies, L.L.C.); Robert Kearney, 42nd Ward Ald. Reilly's Office; Brett Weidl, Kelly Murphy of MKSK Studios; Nicole Capsopoulos, Ateema
Public in Attendance: None

Minutes

1. Welcome and Call to Order

- a. Razny called the meeting to order at 12:05pm.

2. Public Input

- a. No public in attendance.

3. Approval of October 21, 2025 Meeting Minutes

On acceptance of the October 21, 2025 Meeting Minutes:

Motion to accept the October 21, 2025 Meeting Minutes:

Motion: Miglin **Second:** Farley

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

4. SSA Financials

- a. Caruso reported that the second installment Cook County tax bill is still not issued and is impacting cash flow for SSA agencies. Caruso reported she and the OSC bookkeeper continue to work with vendors on payment terms.
- b. There were no questions or comments regarding the October 2025 financials.

5. Public Way Aesthetics

- a. Oak St. Streetscape Vision Plan. Brett and Kelly from MKSK Studios presented the latest progress on the streetscape vision plan including the estimated costs. The next phase is to have CDOT take the project on to further refine the scope, assign costs, and explore funding sources.

Kearney stated the Alderman would want to see a degree of support by property owners and tenants prior to his support with CDOT. The Alderman's metric is the percent of SSA funds to the construction would be the percent of support by property owners, which would be less than 1%. Caruso stated that OSC will seek as many support letters as possible.

- b. Caruso reported the snow removal contract is in place for this season.

6. Public Safety

- a. Caruso noted that holiday private security hours are the same as last year, which was an effective schedule that aligned with the CPD and Cook County Sheriff's Office services.

7. Customer Attraction

- a. Caruso reported the Southwest Community Concert Band and two elves were hired again this year to provide cheer prior to the Festival of Lights parade on Michigan Ave.
- b. Caruso reported that two vendors provided proposals in response to the RFP for a new website. Both proposals came in around the \$20,000 amount. Razny recommended deferring the website topic to January and regroup on the scope and cost as he believes we can get a website built for closer to \$5,000.
- c. Nicole presented the latest metrics on the digital marketing campaign.
- d. Razny recommended we do a targeted and robust holiday digital marketing campaign and suggested spending \$2,500 a week through the holiday season, which equated to approx. \$15,000. Razny offered to have his Marketing person work with Ateema on the campaign.

On acceptance of the retaining Ateema to perform a holiday digital marketing campaign at \$2,500 a week.

Motion to accept retaining Ateema to perform a holiday digital marketing campaign at \$2,500 a week.

Motion: Razny **Second:** Israel

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

8. Next SSA Commission Meeting

- a. To be determined as part of the 2026 SSA Commission Meeting Schedule.

9. Adjourn

Approval of meeting adjournment

On acceptance of meeting adjournment

Motion to adjourn

Motion: Miglin **Second:** Farley

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

Minutes prepared by: Gina Caruso

Approved 1/20/26