

Albany Park and Irving Park Special Service Area #60
SSA Commission Meeting
Wednesday, November 9, 2016, 5:30pm

Commissioners in Attendance: Saima Causevic, Frank Kern, Stephanie Fishel, David Malatin, Andrew Levin

Residents/Business Owners in attendance: Tom Guagliardo (Tano's)

NRC staff: Thomas Applegate, Duka Dabovic

Meeting called to order at 5:31pm.

Public Input: None

Minutes: Minutes were reviewed. David moved to approve. Saima seconded. All in favor.

Financials: Financials were reviewed. Stephanie moved to approve. David seconded. All in favor.

Old Business:

- a. Security update from AGB
- b. Presentation given by Kurman Communications focused on media relations, marketing/promotions, social media and internet, and community/industry relations. Proposed 1/4ly feature stories around a key branding theme. Each story to be distributed to local, regional and national journalists. Possible themes could include entrepreneurship, arts, diversity or beautification. Next step is to form a marketing subcommittee. All commissioners are encouraged to submit ideas.
- c. December 14th NRC Holiday Event – Planning is still in progress. Thomas indicated they are planning a low key event on 12/9 focused on fitness, small business Saturday style event, and a week of small business neighbor's nights with discounts (week after Thanksgiving). This will promote the district and the businesses within the districts primarily through social media.

New Business:

Marketing subcommittee will meet prior to the next meeting to determine next steps on the PR project.

The commission has decided that a meeting in December 2016 is not necessary.

Meeting adjourned at 7:02pm