

**GREEKTOWN SSA#16
DECEMBER 8, 2016 MEETING MINUTES**

Commissioners Attending

Frank J. Caputo ("FC")
Tom Bonanno, via proxy
Eve Moran ("EM")
Tom Paspalas, via proxy

Commissioners Absent

Michael Markellos
Lorraine Rieff Liakouras
Marc Washor

Others Attending

Dean T. Maragos ("DTM"), Advisor
Rod Burch ("RB"), Executive Director of WCA
John Gerbo, National Hellenic Museum
Anshul Mangal, Idea Kitchen
Lindsey Kamberos, Idea Kitchen
Jenn Lake, Zapwater
Madeleine Kukanza, Zapwater
Stephanie Reay, Zapwater

I. Roll Call – The meeting was called to order at 3:18 p.m. and there was a quorum present.

II. Review of Meeting Minutes - The November 17, 2016 SSA #16 Meeting Minutes were approved with a slight amendment of Frank Caputo on motion by EM and seconded by FC. The motion passed unanimously.

III. Old Business.

- a) **United Center Trolley Update** –There will be a Trolley update report by FC at the January 17, 2017 SSA #16 Meeting concerning increasing ridership to and from the United Center. The project is in its pilot phase and has been going well overall.
- b) **Tree Lighting** – FC said within two weeks this project was completed, from obtaining a Christmas tree and placing it in the temple at the southeast corner of Van Buren and Halsted to young children who sang Christmas carols in the restaurants along Halsted Street. The project received outstanding Public Relations on ABC –TV and many people commented that they saw the Greek children singing Carols and it was a very positive Public Relations event for Greektown.
- c) **Idea Kitchen Invoice #1763** – DTM reported that he has just received the information from Idea Kitchen and he will be working on a final draft of the contract for the next meeting for Idea Kitchen to sign.

- d) **Budget Modifications** - There was a report by RB on the Budget Modifications and his suggestions were the following:
- i) Move \$1,600 from account #4.06 "Branding" to account #4.09 "SSA Designations" due to new expenses for the required for Community Events. There was a motion by EM and seconded by FC. The motion passed unanimously to approve that budget modification.
 - ii) Move \$4,000 from line item #2.04 "Way Financing Signage" to line item #2.02 "Landscaping" to have more hanging baskets. The motion passed unanimously on motion by EM and seconded by FC.
 - iii) Move \$5,000 from line item #1.02 "Special Events" to line item #1.01 "Web Site" to cover the additional cost for web site development. Motion be EM and seconded by FC. The motion passed unanimously to effectuate that move.
 - iv) Move \$4,000 from line item #2.07 "Sidewalk Maintenance" to line item #2.10 "Artifact Maintenance" for additional lighting at Van Buren Street. There was a motion by EM and seconded by FC. The motion passed unanimously to approve that move.
 - v) Move \$14,000 from line item #1.06 "Holiday Decorations" to line item #1.07 "Printing Material" due to trolley wrap advertising requirement. There was a motion by EM and seconded by FC. The motion passed unanimously to approve that move.

IV. New Business.

- a) **RFQ – Zapwater, Idea Kitchen Presentation** – RB stated that the RFQ was placed and he reported on Zapwater's response. Zapwater's team presented its proposal. Lindsey Kamberos presented for Idea Kitchen concerning TV media seeking ideas for interviews. Ms. Kamberos is a local journalist and studied at Columbia and worked at FOX Network. She explained their project concerning public relations for Greektown including social media on a daily basis. She emphasized that Idea Kitchen does its own photos for social media. It was discussed among the commissioners that a contract for a minimum of six months should be awarded to the winning company either Zapwater or Idea Kitchen or a third company. The discussion also stated we should concentrate on tourists and hotels and have concierge events at different restaurants and allow concierges to eat for free at some of the restaurants. There was a concept of a community card allowing 10% off or allow free box lunches for concierges. National Restaurant Association members may be given cards at the National Restaurant Association show for 10% off and we will also monitor the emails. It was also discussed that we should put a booth possibly at

the Chicago Gourmet show to sample Greek food at the booth for free samples. Also it was discussed to do tv interview activity. Also do a Sunday Brunch Walk.

- b) **Greektown SSA Annual Report** – RB will report at the next meeting on January 17, 2017.
- c) **Street Pole Repair & Paint** – There was a motion by FC and seconded by EM for the 2016 Budget to have \$70,000 for Public Relations and \$70,000 for a City Activity. The motion passed unanimously. The City poles need \$134,600. There was a motion to have the City poles fixed for \$134,600. The motion passed unanimously. There was a motion by FC and seconded by EM for calendar 2017 to have the SSA meetings begin at 2:00 pm not 3:00 pm. The motion passed unanimously. There was a discussion concerning a \$203,000 surplus less the \$50,000 operating expenses and \$30,000 for the trolley leaving us with \$123,000. This surplus was to be discussed at the next meeting. There was a motion made by FC and seconded by EM to purchase insurance for the Christmas event of \$253 from Rummel Insurance and the motion passed unanimously.

V. Adjournment. At 6:17 p.m. there was a motion made for adjournment by FC and seconded by EM. The motion passed unanimously.