

GREEKTOWN SSA#16
February 25, 2021 VIRTUAL MEETING MINUTES - FINAL

Commissioners Virtually Attending

Frank J. Caputo, (FC)
Eve Moran, (EM)
Justine Fedak, (JF)
Nicholas Kriarakis, (NK)
Lorraine Rieff Liakouras, (LRL)
Anastasia Makridakis, (AM)
George Reveliotis, (GR)
Alex Theoharis, (AT)
Maria Tsourapas, (MT)
Marc Washor, (MW)

Others Virtually Attending

Rod Burch, (RB), Exec. Director WCA
Dean T. Maragos, (DTM), Advisor
Tia Angelos, (TA)
Cathy Hareas, (CH)
Leo Louchios, (LL)
Elizabeth Neukirch, (EN), Silverman Group
Beth Silverman, (BS), Silverman Group
Maira Zantidis, (MZ), ENOSIS

Commissioners Absent

Tom Paspalas

I. Call to Order, Roll Call – The meeting was called to order at 2:00 p.m. A quorum was present.

II. Community Participation – RB said there was no community participation at today's meeting.

III. Review and Vote on Approval of January 28, 2021 Meeting Minutes – There was a motion by FC, seconded by AM, to approve the January 28, 2021 meeting minutes as amended. The motion passed unanimously.

IV. New Business

- A. The Silverman Group Proposal on Additional Social Media Posts – Beth Silverman, (BS) and Elizabeth Neukirch, (EN) were present on behalf of the Silverman Group and they explained the audit that they conducted. They also commented on Greektown media, Social Media and were very happy to state how much airtime we are getting on WTTW, Fox and WGN.

The Silverman Group stated that they had originally been allowed \$1,500 per month in their budget for Social Media & \$3,000 for Public Relations and Media for a total of \$4,500 per month. BS stated that to advance Social Media, PR and Media program to do a stronger Media program was requested by the SSA. Motion made by EM and seconded by AM to advance Social Media, Public Relations and Media with the Silverman Group. We want to give the Silverman Group more money to do the additional social media. EM wanted to give the additional \$1,500 per month to the Silverman Group starting March 21, 2021 to December 31, 2021. The amount of money will be an additional \$1,500 per month for social media. FC said we are currently spending \$1,500 per month for social media and \$3,000 per month for PR media for a total of \$4,500 per month. The motion by EM would increase the social media from \$1,500 a month to \$3,000 a month making the total media payments per month to Silverman Group of \$6,000. The motion passed unanimously.

- B. Dean Maragos 2021 Contract – RB spoke briefly on Dean Maragos’ contract. There was no increase in any payment to the law firm. FC stated the law firm has done an excellent job. There was a motion by FC and seconded by MT to approve the 2021 contract as submitted. The motion passed unanimously.
- C. Shoppers Reward Match Program – TA explained that they had 31 entries last year and each participant paid an average of \$400 per person. We gained \$400 per person and only gave a \$50 card.

TA is advocating a new program for \$200 for one month and to continue the program. There was a motion by AM and seconded by LRL to continue the program as TA explained it. The motion passed unanimously.

- D. 200th Anniversary Virtual Celebration Proposals – TA reported that there will be a virtual celebration concerning the 200th Anniversary of Greek Independence Day. There were three proposals that were given to the SSA. The Commissioners all spoke and stated that only Proposal C from Greg Pappas was the one they wanted to pursue. There was a motion by FC and seconded by GR to accept Proposal C for the 200th Anniversary Virtual Celebration and empower TA and the SSA to implement the Greek Independence Day production as written by Greg Pappas in his proposal. The motion passed unanimously. The SSA would form a library and the SSA would own the photos and video concerning the copyrights. EM stated that there should be a Greektown SSA History Commission formed.

The Silverman Group stated they would also promote Greektown, the Greek Parade and the History Program in their promotion of Greektown.

Concerning market penetration FC stated that Greg Pappas has 150,000 followers. EM stated they should re-air the video in 2022.

- E. Billboard Proposal to Support ENOSIS – Myra Zantidis (MZ) from ENOSIS was present and she informed us that the 200th anniversary celebration for Greek Independence will be launched on a global basis per the Greek government to raise awareness of Greek history. There was also a billboard company that had stated they will allow sponsors to celebrate the Independence Day to have a billboard for a week from \$1,500 per board to \$10,000 per board for a four week period. Each entity decides the month and date it wants the billboard up. ENOSIS in Illinois is only in charge of the billboards in Chicago. EM asked if there is single artwork for all the billboards worldwide. MZ replied they would have the sponsor’s name.

On March 25th at noon there will be a Greek flag raising ceremony at the Daley Center which will be approximately 20 – 30 minutes. The Greek national anthem will be sung and a wreath will be laid at the site and there will be a moment of silence.

MZ wanted to raise the Greek flags at the two temples in Greektown. The flag raising ceremony in Greektown will be between 2:30 and 3:00 p.m. MZ stated she will talk with the Walgreens and the Silverman Group to coordinate those two flag events. MZ stated that there are planned a series of events throughout the year to celebrate Greek Independence Day including art and outdoor film festivals.

AM asked if there will be Greek costumes worn at these events and MZ said yes there will be.

MZ said the reason for her coming to the SSA meeting was to get the SSA to approve the use of Greektown for the Independence Day celebrations. There was a motion by EM and seconded by AM to give ENOSIS approval to conduct the Greek Independence Day celebration in Greektown. The motion passed unanimously. There will be a letter sent from FC as the Chairman of the Greektown SSA to ENOSIS welcoming them to Greektown on this important event. FC wants MZ to give all the information to the Silverman Group and work out all the details with them. MZ said she would do that. The Silverman Group will talk with the Walgreens around the temple to allow this event on their parking lot and also to coordinate it on the Elysian Fields. MZ said she will send all artwork to EM.

FC asked MZ which type of billboard will be used, whether it is going to be a digital billboard or a vinyl billboard and how much money for the billboard program. MZ said she will get back to FC with that information.

MZ said she will get more information today to the Independence Day Committee of the Greektown SSA. There was a motion by FC and seconded by EM "to delegate authority to make the Independence Day celebration and decorations concerning the SSA Billboard Program to the Billboard Committee which is EM, MT, FC, JF and AM. The committee will notify the SSA of decisions that it is making prior to March 5, 2021". The motion passed unanimously.

Cathy Hareas, who is the First Vice President of ENOSIS thanked the SSA sincerely for their efforts on their behalf on this program.

V. Reports & Updates

- A. Chairman Report – FC thanked DTM for his many years as the attorney for the Greektown SSA. FC also praised RB for the great job he is doing in keeping the SSA in total compliance with the law and the City statements. FC congratulated EM for her great work on the Greektown SSA projects and lastly FC praised TA for her hard work.
- B. Art Committee Update – EM reported on the Art Committee and stated that they still have Karavakia in windows.
- C. PR Firm Updates – Elizabeth Neukirch of The Silverman Group gave her presentation.
- D. Program Manager/Sole Service Provider Report -
 - a. Greektown Restaurant Week, March 1-7 – RB and TA both stated that the Restaurant Week report was on WGN and watched GR give a cooking class.
 - b. Security Committee – EM wanted to establish a Security Committee to report to the SSA the status of crime in Greektown. FC said the SSA got its goal of having the Jackson and Halsted Street restaurants close before midnight. RB stated currently the AGB Security Contract says 7 p.m. until 1 a.m., Friday through Sunday.

GR informed the Commissioners that his car was stolen at 5:30 p.m. right in front of his restaurant at Artopolis and that we must focus on security needs in SSA.

RB stated that he would approach the Commander of the 12th District to see if we can get our foot patrol back. RB stated if there is a Security Committee, that NK must be involved since he is a former policeman. TA stated she spoke with Officer Cantu concerning Greektown patrolmen and was told that Greektown is in better shape than other neighborhoods and there would not be any police at this time.

There was a motion by FC and seconded by MT to create a Security Committee. The Committee would consist of GR, JF, EM, NK and MT to discuss security recommendations and report at the next meeting. NK stated they will try to get a Beat Officer as good as former Beat Officer, Jesse.

LL stated that there are eight schools participating in the art project. GR praised TA for her work on that program.

VII. Adjournment – Next SSA #16 Commission Meeting is March 25, 2021 - At 4:15 p.m. there was a motion by FC and seconded by GR to adjourn the meeting. The motion passed unanimously. The next SSA #16 Commission Meeting is March 25, 2021 at 2:00 p.m.