

**GREEKTOWN SSA#16  
JANUARY 28, 2016 MEETING MINUTES**

**Commissioners Attending**

Frank J. Caputo ("FC")  
Tom Bonanno ("TB")  
Lorraine Rieff Liakouras ("LL")  
Eve Moran ("EM")  
Tom Paspalas, via proxy  
Marc Washor, via proxy

**Commissioners Absent**

Michael Markellos  
John Katsantones

**Others Attending**

Dean T. Maragos ("DTM"), Advisor  
Rod Burch ("RB"), Executive Director of WCA  
Eva Panagiotopoulos, Idea Kitchen  
Jesse Smart, Alderman Burnett's Assistant

**I. Roll Call** – The meeting was called to order at 3:00 p.m. and there was a quorum present.

**II. Review of Meeting Minutes** - The December 8, 2015 SSA Meeting Minutes were approved as written on motion by FC and seconded by TB. The motion passed unanimously.

**III. New Business.**

- a) **Contractor's Affidavit – Rod Burch** - RB executed the 2015 Final City Contract with the West Central Association the Sole Service Provider.
- b) **2016 Budget – Rod Burch** - RB reported that there was an excess in the TIF of \$6,851.
- c) **2015 Review of Expenses – Roll Over Request – Rod Burch**
  - 1) Mark Roschen stated to RB that there are no hanging baskets expensed in fiscal 2016 but the rollover is approved for fiscal year 2016 to a maximum of 25% of the previous year's budget.
  - 2) The 2015 contracts were discussed by RB.
- d) **Branding and Marketing Update – Rod Burch** - Eva Panagiotopoulos from Idea Booth attended and gave her report and stated:
  - 1) February 2, 2016 would be the first round of review of the logos. She invited the commissioners to attend at 4:00 p.m.

- 2) On February 9, 2016 the client will complete an initial review of the Branding concept and strategy at 4:00 p.m. at the Idea Kitchen office located at 1017 W. Washington, Chicago, Illinois.
  - 3) There will be approval of the Branding presentations at the next Greektown SSA Meeting on the recommendations. The report will be issued by the commissioners who attended the meeting.
  - 4) Hockey Bus & Chicago Bulls Bus – The SSA talked about having a bus from all of the local restaurants on Halsted Street to the United Center for buses restricted only to patrons. This will be discussed at length with Frank Caputo leading the discussion.
  - 5) We need to have the Chicago Loop Alliance camera to determine the demographics and success measurement of the Idea Booth efforts. There was also a discussion about getting social media involved in this analysis.
    - a. The Lincoln Club and Arkadia and Emerald patrons eating at Greektown is a priority and a discount program of the SSA for the restaurants to attract these local residents was discussed.
    - b. Eve Moran said the SSA must assist in the questions for the Idea Kitchen discussion and review.
- e) **SSA New Commissioner Training – Rod Burch** – RB stated that there be a new commissioner meeting. This was voted on motion by LL and seconded by FC. The motion passed unanimously.
- f) **2016 SSA Master Calendar of Key Dates – Rod Burch** – RB reported that the 2017 Budget first draft is due on June 10, 2016 and adjustments are due and must be submitted by July 15, 2016. RB, FC and DTM will set up a meeting at Dean’s office in March to commence this Budget Review.
- g) **Audit Proposal from Tom Bravos – Rod Burch** – RB stated that Bravos’ audit proposal was \$3,400. There was a discussion on the excellent job that Bravos is doing. On a motion by FC and seconded by EM they accepted the proposal by unanimous vote.
- h) **Other Business** –
- 1) **Metropolitan Planning Council** - West Central Association stated that they are working with the Metropolitan Planning Council concerning a parking analysis and transit issues. There will be an ordinance review on this matter for less parking in the neighborhoods and also only .4 parking required of buildings. There will also be zoning analysis on this issue.

The Metropolitan Planning Council will do a parking analysis and will lobby with the City to do our agenda. They also will do a development analysis.

- 2) **Hellenic Museum** – Mr. John Calamos approved the Hellenic Museum parking lot. FC stated financing sources may be available. There was a motion by EM and seconded by TB to donate \$500 for advertising in the Italian American Parade and \$1,000 for the Metropolitan Planning Council costs. The motion passed unanimously.

**IV. Adjournment.** There was a motion made at 5:00 p.m. by EM and seconded by TB to adjourn the meeting. The motion passed unanimously. The next meeting is February 25, 2016 at 3:00 p.m.