

GREEKTOWN SSA#16 MARCH 24, 2016 MEETING MINUTES

Commissioners Attending

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

Commissioners Absent

Michael Markellos
John Katsantones

Others Attending

Dean T. Maragos ("DTM"), Advisor
Rod Burch ("RB"), Executive Director of WCA
Eva Panagiotopoulos, Idea Kitchen
Susan Downs, Chicago Greektown Educational Foundation
Jesse Smart, Alderman Burnett's Assistant
Carmela Wimberly
Leo Louchios

I. Roll Call – The meeting was called to order at 3:15 p.m. and there was a quorum present.

II. Review of Meeting Minutes - The February 25, 2016 SSA Meeting Minutes were approved as written on motion by FC and seconded by EM. The motion passed unanimously.

III. New Business.

- a) **Greek Independence Day Parade – Frank Caputo** – The parade will be on April 17, 2016. There was a motion by EM and seconded by FC to have the Chicago Greek Town Educational Foundation children on the float with signs for the Chicago Greek Town Educational Foundation, the Greektown SSA #16, West Central Association and the Hellenic Museum on the float and the members of the Orpheus Dance Troupe will be on the side with their signs. The motion passed unanimously.
- b) **Chicago Greek Town Educational Foundation – Susan Downs** – Susan Downs of the Chicago Greek Town Educational Foundation addressed the Board and informed them that the 2011 affordable language classes in the school were increasing in student size. The SSA 2015 advertising and marketing items at the Chicago Greek Town Education Foundation were shown at the meeting. The items contained the SSA logo and the website information. On Columbus Day the children will be on the SSA float. Susan Downs stated that due to the material

increase in population of the students, they will have to have morning and afternoon sessions and need more teachers and instructional aides. They are going to expand the hours to two to three days a week.

The 2016 advertising and marketing for the SSA #16 will be on all school events and the logo will be prominently displayed on all school marketing and advertising. There will be T.V. and radio interviews for the SSA members. There was a motion by FC and seconded by EM to buy \$15,000 of advertising throughout the year and immediately purchase \$10,000 of advertising with the Foundation. The motion passed unanimously. The second motion is that Susan Downs will come again in June 2016 to discuss additional advertising programs that would be available for the remaining \$5,000 if the SSA so desires to purchase that. The motion passed unanimously.

Eva Panagiotopoulos from Idea Kitchen stated that she will put the Foundation information on the SSA website. Rod Burch stated the SSA event for the Foundation parents is being coordinated with the parents of the school children.

- c) **Review of Part-Time Candidate for SSA Office Coordinator – Frank Caputo** – RB and FC stated they need to prepare a job criteria for independent contractors to assist them in their respective duties. The new persons will work with the SSA and also will work with the West Central Association.

RB stated that social media and marketing duties for this person will be constant since the monitoring of the website and social media is important. There will be the same SSA and WCA duties. These will be in the job description and will be put on an RFP. The office worker will be in the 2016 budget and also in the 2017 budget for social media and share costs with WCA and the SSA.

- d) **Rodent Problem in Greektown – Frank Caputo** – Jesse Smart of Alderman Burnett's office informed us there is a task force to address and solve the rodent problem.
- e) **Letter to Alderman Regarding Parking Status – Frank Caputo** – Dean Maragos sent Frank Caputo a draft letter concerning the parking problems and need for a meeting called by Alderman Burnett. FC will send that letter and will also coordinate it with Leo Louchios to have a second and third letter to coordinate the meeting between the Alderman, the SSA, the owner of the northwest corner of Van Buren and Halsted, the Arkadia and the Hellenic Museum.

- f) **Chicago Sculpture Exhibit – Eve Moran** – Eve Moran stated she will get us a new sculpture report.
- g) **Legacy Business Ordinance Proposal – Rod Burch** – The proposal was reviewed and the SSA said they will further review this.
- h) **Branding and Marketing Support Efforts – Rod Burch** – Eva Panagiotopoulos stated:
 - 1) Everyone agreed on the logo that she showed us. There was a motion by EM and seconded by FC to approved the current draft of logos to be continually reviewed per the Idea Booth team. The motion passed unanimously.
 - 2) Eva stated that she is ready to kick off the website program and needs a formal meeting. She asked who will be the contact person, who will be hosting and who will be the webmaster. RB said the webmaster is Dusan. Rod Burch will be the contact person and he will update Eva on work on the website. Eva will attend the next SSA meeting and will review the website status.
 - 3) The Brand strategy will be that Chicago has the best and oldest Greektown in the United States and that we may get the tagline “Chicago Greektown – The Athens of the National Greektowns”.
 - 4) Eva will contact Dean Maragos for historical and cultural background on the SSA community.

IV. Old Business.

- a) **United Center/Greektown Trolley Run** – There are four Bulls games left and three Blackhawks games left and both teams are losing badly and may not make the playoffs. The concern is that we will not get an accurate count of patrons at the restaurants who will be interested in attending the games via the SSA Trolley. There was a motion by FC and seconded by LL to stop the proposal for Spring of 2016 for the trolley and to have a meeting on June 23, 2016 to establish the SSA 2016 - 2017 Fall Trolley Program on motion by LL and seconded by MW for the resolution. The motion passed unanimously. The subcommittee will give a trolley proposal at the June 23, 2016 meeting.
- b) **Hellenic Museum Parking** – Meeting with the Alderman, Arkadia and FC to discuss Arkadia lowering their price to \$4 and possibly threatening the owners of the northwest corner of Van Buren and Halsted with downzoning which the Alderman can do.
- c) **Security Contract Update** – RB stated that AGB will give us a credit for \$5,700 and they are doing a merchant survey and will discuss the

boundary areas to confine them to the SSA area. RB stated that AGB is to send him a signed contract and Dean Maragos will review it.

- d) **Financial Update** – RB stated that currently there is \$300,000 in cash in the SSA account from tax collections.

V. Adjournment. There was a motion made at 5:45 p.m. by MW and seconded by LL to adjourn the meeting. The motion passed unanimously. The next SSA meeting is April 28, 2016.