

## Special Service Area 61, Hyde Park Commission

### Minutes, 23 April 2014

**Present:** Allison Hartman, James Hennessy, Jacqueline Jackson (appointment pending), Michael McGarry, Charles Newsome (appointment pending), George Rumsey

**Attending by Conference Call:** Greg Guttman, Donna Trainor (who later arrived in person)

**Absent:** Mary Rogel (attending SSA ethics training), Anthony Fox (attending SSA ethics training), James Hanson

The meeting was called to order at 11:07 a.m. by Chair McGarry. He thanked Lindsay Welbers, reporter from the Hyde Park Herald, for attending the meeting.

The circulated agenda was amended to include approval of the March 26 minutes. Greg Guttman noted he was present at the March meeting. The minutes were then accepted as corrected.

Minutes for April 16 were corrected to note that appointments to the Commission for Newsome and Jackson are “pending.” For the introduction to the budget discussion, it was noted by the chair that the items were “discussed,” not “approved.” The total budget amount was corrected to \$264,183 (rather than \$274,183). Jim Hennessy noted he was present via conference call at the April meeting. The minutes were then accepted as corrected.

**Budget.** Eric Reeves reviewed the budget summary as proposed at the budget meeting.

Wendy Williams confirmed that if the Commission removes all money from a category, it loses the ability to transfer money into that category at a later date, should the Commissioners wish to make a budget revision. It was decided (with general consensus) to put a small amount into each main category to keep it available. Since the proposed budget was below the estimated income by approximately \$300, the Commissioners agreed to the following additions to the proposed budget:

- 4.01 — add \$100
- 5.01 — add \$100
- 7.02 — add \$50
- 8.05 — add \$50

Hennessey moved to approve the budget and Hartman seconded. The vote was unanimous to approve the budget for the total of \$264,483.

**Hanging Baskets.** Eric then presented Brickman’s new proposal for \$36,000, which is still over the approved budgeted amount of \$17,000. Hartman and Rumsey noted they had not been contacted by anyone from Brickman. Eric will re-visit the proposal and will pursue other bids. Funding of flower baskets was tabled for follow-up discussion.

**CleanSlate.** Eric then presented a proposal from CleanSlate. He recommended the SSA begin with 2 days of street cleaning, which can be extended if the need increases during the summer. The cost would be \$32,400. Time of trash pickup will be determined. Commissioners and Wendy Williams expressed their support. The cleanup will primarily be aimed at litter removal, but will include, among other things, limited snow removal at cross walks and bus stops. Dates can be changed if needed (for example, on special events). The trash pickup covers all sidewalks within the SSA and up to 10 inches into the street. Chair McGarry requested suggestions for days of the week for trash removal. There was general consensus for Mondays and Thursdays.

Eric will report back with a feasibility, manpower, and timing assessment provided by CleanSlate. The chair noted that the SSA budget for this is \$45,000, so CleanSlate's proposal is under budget. The Commission will vote on the contract at the May meeting.

**Branding and Identification.** Eric has been developing a Strategic Plan and preliminary drafts of a brand for the business district and SSA. He noted the lack of a central resource for information about Hyde Park, and identified the need for a clearer identity. He presented samples (pro bono) from a colleague for purposes of discussion. One was "Discover Hyde Park" with a blue splash background and the web address. The other example used the caption "Fun Begins at Hyde Park." Wendy noted that blue is not decided as the color. Buses, banners, and the website could all display a selected design.

The website domain has been reserved. The website will include map, apps for dining, etc. Rumsey raised the question as to whether business not in the SSA could be included, perhaps if they paid a nominal fee. Eric will research and report back to the Commission.

Further examples of branding will be forthcoming. Committee members expressed support for the drafts and included hopes for more development and examples.

**Business Improvement Fund.** Eric provided an update on a non-SSA program for 53rd Street. There will be power-washing of the sidewalks. Street poles will be cleaned. Trees and grates will be trimmed and repaired (the city will trim the trees), and bike racks will be cleaned and painted. . This is an SECC-funded program for 53rd Street, which the SSA might consider adopting in the future.

**Public Comment.** Gary Ossewaarde addressed the the Commission relating to the posting of meeting information online..

The meeting was adjourned at 11:57.

Respectfully submitted,  
George Rumsey, Acting Secretary, for  
Mary J. Rogel, Secretary