

SSA #23 Meeting Summary – Wednesday, February 22, 2006
Lincoln Park Chamber of Commerce, 1925 N. Clybourn, Suite 301

Present: Commissioners: Julia Bienias, David Schmeissing, Steve Quick, Doug Schubert, Phil Auerbach, Bruce Longanecker, Simpson Gold
Absent: Bob Berliner, Cathy Gallanis
LPCC Staff: Kim Klausmeier, Jamie Toussaint

- I. Call to Order: The Meeting was called to order at 4:08 p.m. by Doug Schubert.
- II. Approval of 1/11/06 Meeting Minutes
Motion to approve 1/11/06 Meeting Minutes. Motion seconded and unanimously approved.
- III. Election of Officers
Slate of Officers
Chairperson – Doug Schubert
First Vice Chairperson/Treasurer - Dave Schmeissing
Second Vice Chairperson – Bob Berliner
Third Vice Chairperson/Secretary – Julia Bienias

Motion to approve proposed slate of officers. Motion seconded and unanimously approved.
- IV. Schubert suggested a new policy of raising hands to give input and allowing all commissioners to be heard. All agreed that this was a good policy.
- V. '05-'06 Letter to Taxpayers – *Toussaint*
 - a. Commissioners requested a letter be sent to SSA constituents annually to recap activities of the previous year and announce plans for the upcoming year.
 - b. Toussaint drafted a letter which the commission reviewed and approved with one major change, suggested by Bienias, to make the language requesting input “very inviting and concrete.” To help accomplish this Toussaint will include her phone number and e-mail address in the letter to encourage people to contact the commission. In addition, the second sentence will begin with the word “As” in place of “Since” and the letter will be addressed to Clark Street Property or Business Owner.
- VI. SSA #23 Expansion – *Toussaint*
 - a. A proposal from the New Chicago Fund was presented to the commissioners. This proposal outlined the steps and cost for annexing the Best Buy/Sunrise Assisted Living property on Clark and the condos above these properties.
 - b. The cost for this, not including postage, printing, etc. is estimated at \$3,432.45
 - c. Toussaint noted that because the estimated income (between \$13,920 and \$20,000+) will be more than 5% of the total SSA #23 budget, we will need to notify all taxpayers within the SSA of the annexation plan and host public meetings and a public hearing, similar to the process of initially establishing an SSA.

- d. Toussaint informed the commission that, due to the high profile of SSAs lately, there may be more news coverage of this and that she hoped the Commissioners would be willing to attend meetings and speak publicly of the benefits of an SSA.
 - e. As in the process of establishing an SSA, because this is enabling legislation, 51% of registered voters and property owners would be required to block passage of this amendment.
 - f. Commission had previously approved this expenditure. Toussaint will begin the process.
- VII. Phase 3 Construction – *Toussaint*
- a. Auerbach had information from the Alderman that Toussaint had not yet received, regarding a Phase 3 Construction kick off meeting to be held on Thursday, March 9, 2006 at 6:30 p.m. in the CHA Senior Citizen Building at 2140 N. Clark.
 - b. Currently, pre-construction work is scheduled for March with work to begin in April.
 - c. Toussaint notified the commission that a small group of business owners in Phase 3 have called to notify us of their wish to have valet parking offered during construction, as it was for phase 1.
 - In Phase 1, valet parking was underutilized and highly subsidized by the SSA. The cost totaled \$11,690.90. 617 cars were parked total for a cost of \$18.95 each.
 - Longanecker suggested having 15 minute flashing zones on the side streets as had been done for previous phases.
 - Auerbach suggested looking into parking on behalf of these businesses, perhaps in the Tower Records lot, for the duration of the construction.
 - Quick agreed that this was a good idea and suggested a minimal subsidy for the duration of construction.
 - Gold suggested that the commission consider long term subsidized parking or a group buy for discounted parking for more stores on Clark.
 - Quick noted that he has a parking arrangement with Lincoln Park Market/Longanecker that is cost effective and beneficial for his clients.
 - Longanecker concurred and added that he sells parking stickers to various stores nearby and that some give away the stickers and others sell them to provide discounted, instead of free, parking to their customers.
 - Schuberth suggested that Toussaint look into a 'group buy' for parking and possibly a subsidy for the duration of phase 3 construction, but hold back this information from phase 3 businesses unless they push for it.
 - Bienias disagreed and argued that, to be fair, valet parking was offered for phase one so the commission should be willing to spend some money on behalf of phase 3 businesses as well.
 - Quick suggested that, while Toussaint is researching, the official line be that we the commission agreed to not provide valet parking because it is a poor use of taxpayer dollars, but that we are looking into alternatives.
 - Bienias agreed and suggested that we could do this a pilot program for one month and judge its success rate before continuation for the duration of phase 3 construction.
 - All agreed that the conversation would continue once Toussaint researched available options.

- VIII. Search Developmental Center (SDC) Feedback and Review of Trouble Spots
- a. Toussaint noted that Streets and Sanitation did a review of all SSAs and that Clark Street received a high/positive rating. Also noted that other SSAs have come to Clark to watch SDC and are now looking to contract with them because they are impressed with their work.
 - b. Toussaint asked commissioners to identify any trouble spots and noted that SDC felt that the plaza of the building that houses Tower Records (NE corner of Clark & Belden) is a trouble spot.
 - c. Schuberth agreed that the street looks clean, but felt that it is not the responsibility of SDC to clean private property, like the area around Tower Records, and asked that this be communicated to SDC.
 - d. Auerbach feels that their cleanliness will improve once they make outdoor/good weather seating available.
 - e. Bienias questioned whether we could contact past SSA #23 commissioner Buzz Ruttenberg regarding the cleaning of this property (as his company presumably still owns that space).
 - f. Schuberth responded that it is the responsibility of the tenant to keep the area clean. Bienias added that it would make sense to send a letter to both the tenant and the owner.
 - g. Auerbach noted that the trashcan near him has been less problematic and that the graffiti has lessened some, but that the Mayor's Graffiti Blasters continue to paint over areas with brown paint that is not attractive.
 - h. Schmeissing agreed that the Clark St. area looks good, but he noted that he had encountered a worker who had continued far down a side street and had to redirect him to Clark, making the point that the SDC workers were enthusiastic and dedicated.
- IX. Weeds in Tree Grates/Other Issues Related to the Streetscape – *Toussaint*
- a. A business owner has called repeatedly in regards to the weeds growing out of the tree grates. Toussaint researched and learned that this is the responsibility of Streets and San. She spoke to 43rd Ward Superintendent Mike Restivo who admitted that it is their responsibility, but they do not have the manpower or money to get it done.
 - b. Cost to SSA to do it:
 - Type one weeds (underground/existing) - For phases 1 & 2 to be done one time, approx \$1600. Phase 3 one time, approximately \$950 (15 minutes per tree, \$40 per hour plus \$100 chemicals).
 - Type two weeds (germinating/ongoing) – Suggested to do three times per year. Phase 1 & 2, approx \$500 per application (\$1500 per year). Phase 3, approximately \$300 per application (\$900 per year). (5 minutes per tree, \$40 per hour plus chemicals)
 - Total additional investment:
 - Total additional investment for 2006: \$3100
 - Total additional investment for 2007: \$3350
 - Total additional investment for 2008 and each successive year: \$2400
 - c. Schuberth questioned if SDC could spray for weeds.
 - d. All agreed that, due to chemicals, SDC would, most likely, not be able to do this.
 - e. Auerbach and Bienias agreed that this is the city's responsibility, not a major problem and that they don't want to spend SSA funds on this.
 - f. Longanecker countered that this might be a nice show of goodwill to Streets & Sanitation that could help us to get trashcans approved later.

- g. Schubert and Quick suggested asking SDC to pull weeds (just what they could see that comes above the grates) and for Toussaint to investigate the extra cost for this.
 - h. Bienias raised a different topic: She noted that there is a tree that was first denuded and later removed across from Reebie on the west side of the street. Toussaint to look into this.
 - i. Quick noted that the red bumpy crosswalk identifiers near him had been worn down and were, most likely, not serving their purpose. He suggested that these might be required for ADA compliance. Toussaint to look into this.
- X. Budget - *Schmeissing*
- a. Review of levy estimate and carryover fee. Reviewed new categories to conform to those in city budget and noted that LPCC fee is broken down within various categories.
 - b. Schubert questioned our loss collection. Toussaint replied that the initial rate was under 1%, the lowest in the city, and that we have received more money since then.
 - c. Toussaint to identify past loss collection and carryover amounts.
 - d. Bienias questioned if city is okay with our large amount of carryover. Toussaint replied that they are understanding because it has been due to circumstances beyond our control (slower-than-hoped streetscape progress and our consequent inability to spend budgeted money on particular items, such as plants for the baskets), however, should this continue annually the city will, most likely, suggest a lower tax rate.
 - e. Auerbach questioned the low amount of interest in the budget. Klausmeier replied that the money market account had just been opened within the last 2 months.
 - f. Schmeissing noted that money can be moved within categories at the discretion of the commission, but to move between categories we must notify the city.
 - g. Bienias questioned the process for this and Toussaint confirmed that the commission can move money between OR within categories at any time, at our discretion. However, if we move BETWEEN categories, we must notify the city. Furthermore, money can be voted to be moved and spent at the same time, without need to wait for city approval.
 - h. Schubert questioned the status of the vouchering system and Toussaint confirmed that the city was not longer considering that system.
- XI. Logo Discussion
- a. Schubert expressed his feeling that we should select logo font and graphics separately. Felt like this was too much all at once.
 - b. Klausmeier disagreed and noted that the commission needed to view things as a whole and then make slight adjustments as needed.
 - c. Bienias and Auerbach concurred with Klausmeier.
 - d. Toussaint expressed concern that DTF would not be willing to do additional rounds of logo examples (e.g., with different fonts) as they have indicated they consider their responsibilities in the contract to be complete. She also noted that Cathy Schilling agreed to remove herself from the process from this point forward. Schilling did, however, express interest in possibly bidding on a future SSA marketing work project.
 - e. Commission reviewed all logos presented (1a, 1b, 1c, 2a, 2b, 3a, 3b, 4 from DTF and 1,2,3 from Cathy Schilling) and voted. The logos receiving the highest number of votes were 1c and 4 from DTF with Gold and Bienias expressing their strong preference for 3 from Schilling. Extensive discussion ensued regarding the reasons for the choices, and the commission came to a consensus to move

- forward with DTF #1c and possible modifications of it and Schilling's #3 as tentative choices for further discussion, and to put DTF #4 aside as being somewhat unworkable in practice (e.g., not good in gray scale, wouldn't fit on a banner) and with a high possibility of becoming dated quickly.
- f. Toussaint will ask DTF to work with 1c and provide different trees and different fonts, as well as seeing if the tree and lettering can be connected, which would make the lettering more 'free flowing.'
 - g. Commission will review logo modifications by DTF via e-mail and select one.
 - h. Selected DTF logo revision and Schilling's #3 will be market tested, but not by DTF. Commission felt it would be awkward for them to do this having to utilize someone else's logo.
 - i. Bienias offered to aid in developing a survey and sampling design for logo testing.
 - j. Gold shared his concern that the commission should be focusing its efforts on vacancies, not fonts and logos.
 - k. Bienias replied that, as noted in minutes from earlier meetings, the Commission did spend a fair amount of time on this issue, and former commission chair Buzz Ruttenberg had personally met with Dr. Winkler regarding his properties, and that there are fewer vacancies on the street today than when the commission first convened in 2003.
 - l. Quick added that the goal of branding is to make Clark Street more visible and attractive to people and that the branding campaign will accomplish this and thus help fill the vacancies
- XII. Auerbach offered to host an ice cream party for the SDC team once the weather was more favorable. Everyone thought this was a great idea and a very nice way to reward SDC's good work.
- XIII. Klausmeier distributed information about the suggested reconfiguration of flashing and loading zones on Clark and asked the commissioners to review and submit commentary via e-mail.

Next Meeting:

Next meeting will be on Wednesday, April 6, 2006 at 4:00 p.m.

5:40 p.m. Meeting Adjourn

Action Items:

- I. Toussaint to distribute information regarding phase 3 pre-construction meeting.
- II. Toussaint to contact New Chicago Fund to begin annexation process for Best Buy/Sunrise/Condo properties.
- III. Toussaint to revise '05-'06 letter to taxpayers and mail.
- IV. Toussaint to look into a 'group buy' for parking and possibly a subsidy for the duration of phase 3 construction,
- V. Toussaint to investigate the possibility and extra cost for SDC to pull weeds from tree grates.
- VI. Toussaint to look into tree that was removed from the west side of the street across from Reebie.
- VII. Toussaint to look into faulty safety pavers in Phase 1 near Steve Quick Jeweler.
- VIII. Toussaint to contact SDC and remind them that we are responsible for the cleaning of the public way, not private property such as that around Tower Records.
- IX. Toussaint to identify past lost collection and carryover amounts.
- X. Commissioners to review suggested reconfiguration of loading and parking zones and share feedback with Toussaint via e-mail

- XI. Toussaint to contact DTF about reworking logo 1c.
- XII. Bienias to work with Toussaint on constructing a survey and sampling design to use for logo market testing.