

SSA #23 Meeting Minutes– Wednesday, October 11, 2006
Lincoln Park Chamber of Commerce, 1925 N. Clybourn, Suite 301

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

Call to Order

- I. Call to Order: The Meeting was called to order at 4:02 p.m. by Schmeissing.

Approval of Minutes

- II. Approval of 8/2/06 meeting minutes

Motion by Gallanis to approve 8/2/06 meeting minutes. Motion seconded by Quick. 4 votes in favor. 1 abstention. Motion passed.

Reports

- III. Financial Report - *Schmeissing*
 - a. Review of Budget vs. Actual year to date
 - b. Does not include all expenditures for Clarktoberfest nor the cost of street pole banners (2 sets, 2 sets of installation fees, and 1 set of removal fees), holiday event or Best Buy window signage.
 - c. Auerbach questioned the distribution of the management fee and it was explained by Toussaint that the fee is broken down proportionally per overall expenditures in each budget category and that fee is paid quarterly to the chamber.
 - d. Toussaint also reviewed the revised budget per previous re-allocation of funds. This budget has already been approved by the commission and the Department of Planning and Development.

Public Forum

- IV. Public Forum
 - a. Peter Zelchenko was in attendance and shared the following information:
 - i. He is a longtime Lincoln Park resident, critic of SSAs as they have been convened and perpetuated and a 43rd ward aldermanic candidate.
 - ii. Became involved with SSAs through the establishment of the Lincoln Avenue SSA.
 - iii. Is watching the progress of mixed use (residential and commercial) SSA areas generated by chambers of commerce with regards to the balance of commercial and residential properties in SSA areas, taxes paid and benefits received.
 - iv. Would like to see SSAs amended to more fairly tax those who are benefiting from SSA services
 - v. Has concern over the Illinois state statute which allows for the establishment of SSAs
 - vi. Feels that the Wicker Park Bucktown SSA has a fair ratio of residents to business owners (5 or 6 of the 11 total commissioners are residents) and that this commission is very deliberative in their actions.
 - vii. Upon questioning Mr. Zelchenko learned that 8 of the 9 Clark Street commissioners are business owners
 - viii. Feels that Clark Street has far more residents than businesses and is interested in finding out these statistics and the percentages of taxes paid by each group.
 - ix. Has concern over how the public is notified about the establishment of SSAs and how SSA work plans are established.
 - x. Mr. Zelchenko distributed a letter (see attached) which had also been previously distributed to the commissioners, as well as a business card, and invited all commissioners to contact him. Furthermore, he invited the commissioners to have lunch with him to discuss issues further.

Old Business

- V. Phase 3 construction update – *Toussaint*
 - a. Trees may not be completed due to weather and deadline for fall plantings (to ensure the health of the trees). If trees are not planted before 10/15, they will not be planted until the spring.
 - b. Overall, there has been a great deal of outcry from area residents and businesses about the construction.
 - c. As confirmed by Auerbach, great deals of problems have arisen due to the installation of Dads' Park. There is further concern by commissioners because this park was not approved by the commission. A park in this location was approved, but these particular extensive plans were never brought to the attention of the commission.
 - d. Gallanis suggested that a letter be written to CDOT representatives and local politicians regarding the streetscape issues. Input for this letter should especially be gathered from those who attended the weekly construction meetings. Overall, the feeling was that a positive plan for improvement turned into a negative experience for the neighborhood.
 - e. Toussaint to do outreach as directed, draft a letter and share with commission for approval prior to sending.
 - f. Auerbach questioned if further action can be taken to stop the installation of planters for Dads' Park. Specifically, there are issues with the lack of delineation between planter boxes and sidewalk and the cost of maintaining planters.
 - g. Toussaint to contact Buzz Ruttenberg, who funded Dads' Park, regarding the issues encountered to see if he is amenable to a change in plans.

- VI. Clarktoberfest Update – *Toussaint*
 - a. Saturday, October 14, 10- 6, Sunday, October 15, noon – 5
 - b. Unveiling Ceremony:
Saturday, October 14, 10:00 a.m.
Ranalli's Courtyard
Performances by All About Dance and St. James Church choir
Speeches by Ald. Vi Daley, Dave Schmeissing
 - c. Participants:
 - i. Sidewalk sale participants: 32
 - ii. Refreshment stations: 18
 - iii. Coupons: 36
 - iv. Pet friendly stops: 8
 - v. Vacant storefronts decorated: 4
 - vi. Area nonprofits participating: 5
 - vii. Tee-Shirts to be distributed: 500
 - viii. Dog treats to be distributed: 300
 - ix. Map and coupon books to be distributed: 2000
 - x. Entertainment:
 - 1. Treats Sat. – 11 am, 1 & 5 pm, Sun. – 12 & 4 pm
 - 2. Tintin: Sat. – 11 am, 1 pm, Sun. – 2 & 4 pm
 - 3. For Eyes: Sat. – 11 am, 3 & 5 pm, Sun. – 12 & 2 pm
 - d. Advertising:
 - i. CTA Interior Cards for 4 weeks, 150 in busses based out of the North Park Garage
 - ii. Red Eye
 - 1. Skyline
 - 2. Inside
 - 3. 8500 postcards mailed to area residents using the voter registration database
 - 4. 10,000 postcards distributed to area businesses

5. Posters displayed in area stores
 - e. Additional logo placement includes:
 - i. Street pole banners currently being installed (these will change seasonally)
 - ii. Placement of logo and information about logo development placed in Best Buy windows (on removable, reusable signage)
 - f. At the urging of Alderman Vi Daley, Dr. Winkler contacted Toussaint regarding Clarktoberfest and allowed the SSA to use 4 of his vacant storefronts to display posters and displays of nonprofit organizations. Furthermore, Dr. Winkler shared all of his contact information and encouraged Toussaint to keep him informed of SSA activities. This is a very positive move towards improving relationships with Dr. Winkler (a considerable property owner on Clark Street) and hopefully, the start of an improved relationship as we move toward planning and implementing economic development ideas in 2007.
 - g. Feedback from the commission regarding the Clarktoberfest logo and plans was overwhelmingly positive with Bienias specifically noting the usage of information gathered during the research stage in the logo design (active, residential, shopping, has a dog).
- VII. Expansion - *Schilf and Bienias*
- a. Schilf explained that we are still waiting on information from the County before being able to move forward with this process.
 - b. Bienias reported that she did meet with Stu Bakal, president of the condo association (above the Best Buy property) some time ago to share information and start communication regarding the annexation of this property. He had lots of questions, no negative reaction and, overall, this was a productive meeting. He indicated to her that he would share the information with his association.
- VIII. Meetings with Neighborhood Associations – *Toussaint*
- a. Toussaint and Schilf met with the Park West Association on September 12. At this time they shared a ‘sneak peak’ of the Clark by the Park logo and Clarktoberfest plans with the board, as well as information about future plans. Everything was very well received.
 - b. Toussaint will meet with the Mid-North Association board on Monday, October 16. Although this is after the Clarktoberfest celebration, information about the logo and Clarktoberfest plans was shared with this board prior to implementation. A request was also made and granted for permission to use the Mid-North Park for entertainment, if needed.

New Business

- IX. Website Review – *Schmeissing*
- a. Commission response to the new Clark Street website was positive.
 - b. Toussaint noted that the logo and corresponding graphics will change per season.
 - c. Bienias requested that Toussaint Google Clark by the Park and Clark Street to find out where the new website places us in search engines.
- X. Cable Advertising - *Quick*
- a. Cable advertising was suggested in order to help increase awareness of the Clark by the Park brand.
 - b. Quick currently advertises through Comcast, is familiar with their product and feels that it makes a big impact on his business.
 - c. Suggests 2 options:
 - i. Co-operative advertising/Donut: Start and end of all commercials are identical and advertise Clark by the Park (and paid for by the SSA) with center portion sold and paid for by individual businesses.
 - ii. Clark by the Park ads paid for by the SSA

- d. Multiple questions arose during this conversation, partly in response to the initial proposal provided by Comcast. Quick noted that all cable advertising is very fluid so that details will need to be discussed at length prior to moving forward. At this time, the question posed to the commission is if they would like Toussaint to direct further time and resources to researching this information and collecting bids.
 - e. Bienias noted the diversity of businesses on Clark and suggested asking them directly at this time, making it clear that we only have preliminary information and that the process is fluid.
 - f. Toussaint to craft a question regarding cable and other co-operative advertising for inclusion in the Clarktoberfest follow up survey. This question should be shared with commission for final approval prior to distribution. Question should offer a detailed description of co-operative advertising opportunities and help gauge the extent/financial extent to which interest exists. Pending this response, the commission will discuss further and decide on a plan of action at that time.
 - g. Auerbach noted that he had tried radio but was displeased with the results due to lack of regional targeting.
- XI. Logo Trade Marking – *Toussaint*
- a. Now that the Clark by the Park logo is in use, it was suggested that it be trademarked through the state level.
 - b. Auerbach questioned the reasoning for not trade marking this federally and Gallanis replied that because we will only use the logo regionally and are not concerned with confusion in other areas of the country, federal trade marking is not necessary.

Motion by Bienias to approve the expenditure of \$150 to trademark the Clark by the Park logo at the state level. Motion seconded by Quick. Unanimously approved.

- XII. Additional commentary regarding the status of contractors currently on Clark Street:
- a. Auerbach commended the crew and work of Search Developmental Center and others agreed.
 - b. Toussaint noted that pressure washing of the sidewalks is now complete and asked commissioners to consider the completed project and compare it to the work of the previous contractor.
 - c. Windows are currently being washed in preparation for Clarktoberfest

Next Meeting

Toussaint noted that the next meeting is scheduled for December 6 and questioned commission about possible date change due to holidays and planning for the holiday event. All felt that the meeting should remain as scheduled. Next meeting is scheduled for Wednesday, December 6, 2006 at 4:00 p.m.

Motion by Bienias to adjourn the meeting at 5:17 p.m. Motion seconded by Quick. Unanimously approved.

Minutes respectfully submitted by Jamie Toussaint