

SSA #23 Meeting Minutes – Wednesday, February 7, 2007
Lincoln Park Chamber of Commerce, 1925 N. Clybourn, Suite 301

Present: Commissioners: Doug Schuberth, Steve Quick, Bruce Longanecker, Cathy Gallanis, Simpson Gold

Absent: Bob Berliner, Phil Auerbach, Julia Bienias, David Schmeissing

LPCC Staff: Kim Schilf, Kate Knudsen

Call to Order

- I. Call to order: The Meeting was called to order at 4:10 p.m. by Schuberth.

Approval of Minutes

- II. Approval of 11/29/06 meeting minutes

Motion by Schuberth to approve 11/29/06 meeting minutes. Motion seconded by Quick. Unanimously approved.

Public Forum

Reports

- III. Financial – *Schilf*
 - a. Commission reviewed the YTD Balance Sheet, the 2006 Budget vs. Actual and the 2007 Actual.
 - b. It was noted that the new Director of Special Projects, Kate Knudsen, will be inputting 2007 budget numbers into Quickbooks for review at the next meeting.
 - c. A new accounting firm needs to be chosen to conduct a yearly audit of the Clark Street SSA's financial audits. Weltman, Katz, Mikell & Nechtow Ltd. has been recommended.
 - i. Motion to discuss – Schuberth
 1. Commission wanted clarification on the firm and who recommended it.
 2. It was discussed that a commission member has worked with the firm though not the individual who would be conducting the audit.

Motion by Schuberth to approve Weltman, Katz, Mikell & Nechtow Ltd as the new accounting firm to conduct a yearly audit of the Clark Street SSA's financial statements. Motion seconded by Gallanis. Unanimously approved.

Special Orders

Old Business

- IV. Budget Revisions – *Schilf*
 - a. A revised 2007 budget was presented to commissioners which included a decrease of \$3,400 in landscaping per Brickman; holiday event and special event budgets increased to \$20,000 each; and snow plowing decreased by \$6,600 to balance the budget.
 - b. Once budget is revised it will be sent to Gina Caruso with a letter of explanation and the approved meeting minutes showing the vote approving these actions.

- c. Motion to discuss – *Gold*
 - i. Schilf explains that \$3,400 is being deducted due to a delay in Phase III construction. Project cost included final planting which was postponed due to winter completion date. Planting will happen in Spring thus reducing cost of SSA budgeted landscaping for 2007. Events did not have sufficient funds budgeted in 2006 thus the call to increase to \$20,000 each. To balance the budget, \$6,600 was deducted from estimated snow removal due to scant snowfall events in 2006.

Motion by Schuberth to approve the revised 2007 budget as presented. Motion seconded by Quick. Unanimously approved.

- V. Phase III Construction Update - *Schilf*
 - a. Traffic signal at Dickens has been completed.
 - b. Dads' Park at Grant Place has been completed except for spring plantings.
 - c. In December, all meters were supposed to be changed for consistency - \$0.25/30 minutes (two hour max); however, due to the weather the city has not done this yet and has not given a new timeline on when it will be completed.
 - d. In December, the city's sign department was supposed to come out and revise all flashing and loading zones per previous discussions; however, due to the weather the city has not done this yet and has not given a new timeline on when it would be completed.
 - e. The concrete sidewalks in front of Francis Parker have been redone.
 - f. There is still damage to the front of Mellows (at Clark and Dickens) which was caused by construction (splotches on concrete on wooden front and neon sign) but city is working to make repairs.

- VI. Holiday Shop & Stroll Review - *Schilf*
 - a. Completed summaries distributed for commissioner review. Summaries will also be delivered to Alderman Daley and the Marwin Company.
 - b. Commissioner feedback requested:
 - i. It was generally agreed that the event was great in promoting a sense of community but did not translate into much of an increase in revenue for neighborhood merchants.
 - ii. If large events are pursued further in the future it was expressed that having events in warmer months around holidays where younger neighborhood residents do not go out of town would increase resident participation.
 - iii. There was some discussion of doing smaller events more frequently; asking individual merchants to participate in or host shop/restaurant specific themed events.
 - iv. If holiday event remains perhaps doing something like a Christmas window contest, i.e. "Clark Street Windows," have it be a juried competition. Get residents and shopkeepers involved. Provide those who need it with design assistance and guidance.

- v. Commissioners expressed enthusiasm for a coupon book/community newsletter publication (i.e. “Clark by the Park Coupon Book”) that could include community events, street cleaning dates, articles submitted by local business owners, advertisements, raffle tickets, coupons and promotions. This would be produced with relative frequency and distributed via direct mail, dropped at stores, etc.
 - 1. Commissioners wish to pursue this idea and investigate more thoroughly.

- VII. Tracking Effectiveness of Branding and Marketing – *Schiff*
 - a. Discussion about how to track the effectiveness of the branding and marketing efforts other than tracking vacancy rate. Tabled at last meeting.
 - b. Due to time constraints and importance of discussion, this item was tabled for a future meeting.

- VIII. Co-Op Advertising/Subsidizing Advertising - *Schiff*
 - a. Fave Update: A contract was signed with Fave providing the SSA with free banner ads and a video. The contract was reviewed and revised by Bob Berliner and took into consideration all of the commissioner feedback from the last meeting.
 - b. The discussion about the larger mission of the SSA; how it should support businesses and make the best use of resources (subsidized advertising, beautification, marketing, attracting new business, providing consultant) was tabled for discussion at a later meeting so all commissioners can participate in the discussion.

- IX. Etching - *Knudsen*
 - a. Etching is a form of graffiti in which vandals apply acid to windows to burn markings into the glass.
 - b. Steve Quick used Power Washing Systems to buff out the markings and reported on the results:
 - i. Buffing worked perfectly. In daylight you can only detect the slightest distortion in the glass. The service provider comes out with a big machine that buffs the glass. It cost \$1000 for an eight by ten foot glass pane which, while expensive, is much less expensive than replacing the pane of glass.
 - c. Knudsen reported on a protective plastic film alternative. David Capps at Core Glass described the material as a 7mm thick layer of plastic that adheres to the window. It can only be installed Spring through Fall and is replaced after each incident. He would not quote a price without window dimensions. Knudsen will provide commissioners with a price quote on an eight by ten foot pane.
 - d. Commission discussed what it’s role is in etching problem:
 - i. Making information readily available to merchants who have been hit with etching is good since SSA cannot afford to subsidize this.
 - ii. Perhaps negotiate a discount with a service provider(s).

- iii. Make sure LPCC is ready to respond to information requests – perhaps put information on SSA website.
 - iv. Develop a sheet and deliver to businesses door to door.
 - v. Reach out to merchants that you notice have been hit.

- X. Banner Update – *Schilf*
 - a. Commission has requested that Francis Parker be contacted about adding CBTP logo to future Francis Parker banners. This task has not yet been completed but will be before the next meeting.
 - b. Banners were redesigned, reprinted and hung (due to faulty plastic the first time they were printed). The current winter banners will up until the end of February.
 - c. Commissioner feedback on winter and spring banner designs was positive.

- XI. Community Bulletin Boards - *Schilf*
 - a. Longanecker suggested the idea of community bulletin boards placed in Lincoln Park Market and other large businesses throughout the service area to help publicize the activities of the SSA and other neighborhood organizations. This discussion was tabled at the last meeting.
 - b. Commission discussion:
 - i. Originally the SSA was considering kiosks which take up a lot of space and are expensive, strategically placed bulletin boards could be an inexpensive means of accomplishing the same goal.
 - ii. Great to have a public space to post a CBTP logo, community notices, community meeting info, CBTP info, outreach. No advertising.
 - iii. Would limit access to bulletin boards. Would need to be placed in high-traffic areas.

- XII. Shuttle Service - *Longanecker*
 - a. The idea of a neighborhood shuttle service was mentioned. Commission generally agreed that providing a shuttle service would not be cost effective.

- XIII. Website Addition Request - *Schilf*
 - a. Revisit: The Lincoln Park Conservancy and its North Pond Conservation Council (www.lincolnparkconservancy.org), per Susan P. Fargo, Chair, North Pond Conservation Council, V.P., Lincoln Park Conservancy (Fargo2@prodigy.net) asked that their website be added to the Clark by the Park website resource page.
 - b. Though the commissioners had previously decided not to add the link to the CBTP page it was decided that there could be no harm in adding the link.
 - c. Discussion followed that Kate Knudsen should have the ability to make decisions about what links should be added to the CBTP website resource page.

Motion by Gallanis to allow Knudsen to make the decisions regarding what links are added to the Clark by the Park website resource page. Motion seconded by Schuberth. Unanimously approved.

New Business

- XIV. Illinois Open Meeting Act - *Schilf*
 - a. A copy of the amendment was distributed to commissioners.
 - b. Commissioners can be present for a meeting by conference call or electronic means, however they are not counted quorum.

- XV. 2007 Event Dates - *Schilf*
 - a. Commissioners were asked to discuss 2007 event dates so Knudsen and Schilf could start the planning process.
 - b. Discussion tabled for next meeting. Requires more thought and analysis regarding the direction of events for the SSA (smaller, more frequent events? one large event? time of year?) and the direction of the use of SSA funds more broadly.

- XVI. Upcoming Projects – *Schilf*
 - a. New seasonal designs are being discussed with the graphic designer.
 - b. Annual letter to taxpayers is forthcoming (will be emailed to commissioners for approval prior to mailing).
 - c. Power-washing bids for Spring 2007 will be solicited.
 - d. Alderman Daley is forming a new Clark Street committee to discuss and brainstorm ways to fill some of the vacancies along Clark Street. Schilf, Knudsen and Quick will be on the committee. Daley may also ask other commissioners to participate as well.

Next Meeting

April 11, 2007 from 4:00 to 7:00 p.m.

Motion by Schuberth to adjourn the meeting at 5:45 p.m. Motion seconded by Gold. Unanimously approved.

Minutes respectfully submitted by Kate Knudsen