

**Clark Street SSA #23 Meeting Minutes – June 14, 2007**  
**Lincoln Park Chamber of Commerce, 1925 N. Clybourn, Suite 301**

Present: Commissioners: Doug Schuberth, Simpson Gold, Bruce Longanecker, Julia Bienias, Steve Quick  
LPCC Staff: Kate Knudsen

**Call to Order**

- I. Call to order: The meeting was called to order at 4:05 p.m. by Schuberth

**Approval of Minutes**

- II. Approval of April 11, 2007 meeting minutes

Motion by Gold to approve 4/11/07 meeting minutes. Motion seconded by Quick.  
Unanimously approved.

**Public Forum**

Jean Campbell, a resident of Clark Street, stated that she was attending the meeting in order to stay abreast of SSA activities in the community.

**Reports**

- III. Financial – *Longanecker*
  - a. Commission reviewed YTD Balance Sheet and the Profit & Loss Budget vs. Actual. Longanecker clarified that the SSA had only received one installment of two to be received in 2007. Considering that only half of the tax dollars had been received, the SSA's expenditures were low.

**Old Business**

- IV. 2006 Audit
  - a. Knudsen explained that 2006 was the first year that LPCC decided to do an audit of all their books. The LPCC Board determined that it would be best if one accounting firm conduct audits on the LPCC and both of the SSAs. The LPCC Board submitted RFPs to six accounting firms, three submitted bids. Weltman Katz Mikell & Nechtow, Ltd. was selected based upon their strong recommendations and their competitive rates. In the future the Clark Street Commissioners can select an auditor separate from the LPCC if they so choose.
  - b. Bienias asked about the 2006 audit and whether the SSA spent over the budgeted amount for 2006. Longanecker replied that the SSA's audit indicated that the 2006 expenditures were under budget.
- V. Banner/Landscaping Update
  - a. Knudsen told the Commission that the City will not be able to repair the damaged banner hardware until they have appropriate staff to do

- so. Her contact at the City was unable to provide her with a timeframe for the repair work.
- b. The hanging baskets for two thirds of the SSA were installed at the end of May. The city told Knudsen that they would be installing the remaining third sometime in June.
  - c. Schuberth asked Knudsen to contact Gina at DPD and Alderman Daley's office to inquire about whether the landscaping in the planters on Belden and Arlington had ever been completed. Schuberth requested that Knudsen also get a quote from Brickman for filling in the planters with live plants, evergreens, mulch, etc.
- VI. Power Washing
- a. The Commissioners stated that the power washing vendor did a good job but not as good as last year. The gum was not completely removed.
- VII. SSA Expansion
- a. The Commissioners told Knudsen that they believed that this project was already underway. They expressed concern that this project was not moving forward quickly enough. They requested that Knudsen make contact with Brad Leibov and Gina at DPD and begin moving this initiative forward.

## **New Business**

- VIII. New Commissioners
- a. The Commissioners reviewed the applications and discussed two Commissioner applicants, Eme Cole and Diane Doyne. They also discussed a third applicant, Sean Tehrani who had not submitted a completed application in advance of the meeting.
  - b. Knudsen told the Commission that Damian Jones, the Assistant Principal from Francis Parker had expressed an interest in having an individual from the school participate in the SSA Commission.
  - c. The Commissioners discussed the representation of the SSA on the Commission. They agreed that having an individual from the north end of the SSA is very important and that all efforts should be made to facilitate this. Thus, the Commissioners agreed that having a representative from Francis Parker was not in the best interest of the SSA at this time.
  - d. The Commission discussed asking Bob Berliner to continue as a Commissioner until a representative from the north end of the street is found.

Motion by Schuberth to conditionally approve Eme Cole, Diane Doyne and Sean Tehrani as Clark Street SSA Commissioners. Motion seconded by Gold. Unanimously approved.

Motion by Bienias to nominate Bob Berliner as SSA Commissioner for another term, conditional to his agreement to continue to participate. Motion seconded by Quick. Unanimously approved.

- e. Bienias suggested providing new Commissioners with an orientation. She volunteered to sit down with the new Commissioners and go through an overview of the history of the Clark Street SSA. She requested that Knudsen facilitate this and provide new Commissioners with meeting minutes and the Dreaming Tree marketing and branding study.
- f. The Commissioners agreed that providing new Commissioners with an orientation was good idea.

IX. Annual Letter and Survey Results

- a. Knudsen shared the annual letter and survey results with the Commission.

X. Economic Development/Vacancies

- a. Knudsen explained the number of inquiries and complaints she received about the vacancy problem. She also stated that the Alderman's office had been contacting her to solicit SSA involvement in addressing the issue. She provided the Commissioners with a proposal from LISC MetroEdge for a Market Study. The study would, "assess the economic potential for retail development on Clark Street through an urban-based methodology that uses custom market analysis and techniques designed to provide interested parties including community leaders, developers and retailers with the base information needed to pursue specific retail opportunities," (taken from LISC MetroEdge proposal.)
- b. Schuberth asked whether the SSA had any power or could do anything to address the vacancy problem. The Commissioners discussed the absentee landlord. Quick stated that he rented from Winkler and had no problem. He suggested that perhaps people who had good relationships with Winkler may be able to nudge him to do more to rent his properties. Gold stated that he thinks that the SSA has to help lease out the spaces because it is in the best interest of the entire community. Bienias suggested that the SSA address the vacancy problem two ways: the Commission does what is in the work plan and provides the materials to whomever is interested, and the Commission builds an informal network of viable businesses and asks for their help in addressing the problem. Schuberth suggested that the SSA would be spending money on nothing by attempting to do economic development work, since landlords and real estate agents already have all the tools at their disposal. Gold disagreed, he said that the vacancy problem was one of the main reasons he got involved in the SSA. Quick stated that though he understood Schuberth's point, if the

constituents are demanding the SSA address the vacancy problem, it is the obligation of the SSA Commission to act in their interests.

Longanecker stated that though vacancies are a problem, business is going well and residences are full.

- c. The Commissioners decided to table the economic development discussion for a later date.
- d. Quick proposed that the SSA continue to work on this and perhaps research what type of study would be the best. Longanecker said that he would like the result of the study to be something that can be handed to landlords and property owners. Bienias did not think that the study in question would be comprehensive enough. Bienias described the study she thought would be valuable; one in which residents are surveyed about their shopping habits. She stated that she would need more information about LISC.
- e. Gold expressed that he did not think the discussion should be tabled. He stated that he supported Knudsen if she thought that this activity was important to the SSA. He also stated that the SSA to date has done a great job cleaning and making the street more beautiful and that now it is the responsibility of the SSA to try to fill the vacancies.
- f. The Commissioners requested that Knudsen provide them with more information about LISC and about the specific deliverables derived from the LISC market analysis study.

#### XI. Marketing and Advertising

- a. Knudsen shared the mock up of the Clark by the Park publication that she had created with a graphic designer.
- b. The Commissioners responded positively to the publication. They asked Knudsen about the related expenses. Knudsen referred them to the spreadsheet in their meeting packets.
- c. The Commissioners agreed to mail the publication to 24,000 households.
- d. Commissioners briefly discussed the small merchant-lead events that would be included in the publication. They requested that Quick's event be the kick-off event; the example that others could follow. They also discussed listing a running club, a biking club or a marathon. Perhaps a sidewalk sale.
- e. Commissioners agreed that the first publication and set of events would be a trial run and the next set could be scheduled for November/December.

Motion by Schuberth to approve the expenditures and vendors to design, print and mail the publication with a target date of August. Longanecker seconds. Unanimously approved.

#### XII. Repainting Brick Crosswalks

- a. Schuberth asked whether the Commission would have an interest in repainting the brick crosswalks since they look worn and faded. The Commissioners agree that Knudsen should get prices for this.

XIII. 2008 Budget & Work Plan

- a. Knudsen asked the Commission to discuss the 2008 Work Plan and 2008 Budget that are due to the City July 13. The Commission directed Knudsen to draft the 2008 Budget using the same programming as outlined in 2007. She stated that the Commission needed to schedule a meeting in order to approve these documents prior to the submission date. Schuberth responded that the Commission could approve these with an email vote.

Motion by Schuberth to adjourn the meeting at 6:15. Motion seconded by Gold.  
Unanimously approved.

**Next Meeting**

August 1 at 4 p.m.

*Minutes respectfully submitted by Kate Knudsen.*