

Clark Street SSA #23 Meeting Minutes – September 18,2007
Lincoln Park Chamber of Commerce, 1925 N. Clybourn, Suite 301

Present: Commissioners: Doug Schuberth, Simpson Gold, Bruce Longanecker, Julia Bienias, Steve Quick, Eme Cole, Sean Tehrani, Diane Doyne

Not Present: Bob Berliner

LPCC Staff: Sarah Gallagher, Kim Schilf

Guests: Alderman Daley, Don Hohenadel (DPD), Gina Caruso (DPD, Anne Coakley (DPD)

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 June 14, 2007 meeting minutes

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

Public Forum

Jamie Simone, Program Manager for SSA #33, stated she was attending to observe SSA #23 for professional development reasons.

Special Reports

- III. Alderman Vi Daley
 - a. Alderman Daley reported that Dad's Park, part of the Clark Street SSA, was dedicated that morning and that the ceremony went well.
 - b. She reported that the street issues at Belden and Clark were pointed out to the CDOT Commissioner that morning and that he had promised to repair the problem as soon as possible. She asked that if the commission knew of any additional problems on the street they should let her know.
 - c. Vacancies are a key problem on Clark Street and the Alderman has formed a committee to suggest ideas and expressed hope that the commissioners will work with her and the committee to address the issue. She suggested that the city might be able to assist with the costs associated with the necessary demographic and corridor studies. She has recently been in contact with James Winkler and can report that he is working to fill his properties and that there are several new high-end restaurants and retail shops moving onto the street including a possible Trader Joe's in the vacant Tower Records spot.
 - d. Gum and posters taped to street poles continue to be a problem and the Alderman asked for any suggestions to combat the problem. She acknowledged that the SSA is currently cleaning the street and doing power washing.
 - e. The commission asked what the Alderman could do regarding free paper boxes on the street and the problems they contribute to. The

Alderman responded that she was working on this issue. The commission discussed paper corrals and the large multi-paper stands currently being used downtown. Bienias asked if an inventory could be done of the boxes on Clark Street to assess the problem.

- IV. Don Hohenadel (DPD)
 - a. Hohenadel explained his role with the DPD working with neighborhoods. He expressed concern regarding the number of vacancies on Clark Street and the perception it creates. He offered to work with the commission to address this problem and suggested there might be some city resources they could utilize.

- V. Gina Caruso (DPD)
 - a. Caruso explained that her role at the DPD is in the finance section which works with SSA districts. She is the main point of contact for SSA districts but has many departments at the city that work with her including the Ethics Dept. and Law Dept.
 - b. Caruso presented a brief orientation for the commissioners on their role, services they can provide, the role of the service provider and some general best practices.
 - c. Caruso reported on the process for SSA expansion and suggested that the commission consider going through re-constitution at the same time since the SSA would have to be renewed in 2011 anyway. She also stressed that the commission has no authority to provide services outside of the district boundaries.
 - d. Caruso reported that the city is in the process of creating clearer guidelines for SSA finances and the open meetings act. She clarified that per the open meetings act businesses and voting cannot be conducted by the commission anywhere except at a physical meeting. At the request of Bienias she is looking into a clearer description of “business”.

Reports

- VI. Financial – *Longanecker*
 - a. Commission reviewed YTD Balance Sheet and the Profit & Loss Budget vs. Actual.

Old Business

- VII. 2008 Budget, Work Plan & Service Provider
 - a. Schuberth noted that the Department of Planning and Development (DPD) had rejected the commission’s earlier email vote on the 2008 Budget, Work Plan & Service Provider therefore they would need to vote on the issue again.

Motion to approve the 2008 Budget. Motion Seconded. Unanimously approved.

Motion to approve the 2008 Work Plan. Motion Seconded. Unanimously approved.

Motion to approve the Lincoln Park Chamber of Commerce as the 2008 Sole Service Provider. Motion Seconded. Unanimously approved.

VIII. 2007 Work Plan Review

- a. Gallagher reviewed the current projects that appear in the 2007 work plan but have not been addressed by the commission. It was noted that the individual projects would be discussed later in the meeting.

IX. SSA Mission and Vision

- a. Schilf suggested that since the Streetscape is complete that it might be time to evaluate the SSA #23 mission statement to better match the current work plan.
- b. Schilf provided several examples of other SSA mission statements as well as a suggested mission statement for SSA #23 based on the current scope of services.
- c. Bienias suggested two grammatical changes so the mission statement would read “To maintain and strengthen Clark Street as a vibrant commercial and residential district. To ensure the SSA District #23 is a clean and attractive environment for the community while fostering a collaborative partnership among all stakeholders”

Motion to approve the new mission statement with Bienias’ suggested changes. Motion seconded. Unanimously approved.

X. Review Dreaming Tree Studies

- a. Gallagher reviewed the key recommendations from the Dreaming Tree Study and Marketing Plan, including the target brand persona, brand vision and brand defining idea. She noted that many of the event/promotion ideas the study provided are included in the 2007 and 2008 work plan, such as banners, kiosks, mailings and events.
- b. Gallagher asked the commission if they would like to form a working group to focus on marketing, promotions and events for 2008. Bienias, Gold, Doyne and Quick volunteered to form a working group.
- c. Gallagher reported that she and Schilf will be working with the working group to create a comprehensive 2008 marketing plan based on the Dreaming Tree study and recommendations.

XI. Banner/Landscaping Update

- a. Gallagher reported that she has been in contact with the city regarding the banner hardware issue on Clark Street. They have said the hardware will be repaired as soon as they have staff available; however, they were unable to give her a specific timeframe.
- b. Gallagher reported that design of the fall and spring banners is in process with 5 Oceans creative and she is waiting for new proofs.
- c. Gallagher provided a proposal from Brickman’s landscaping for additional annual plantings that were needed for Dad’s Park. She explained that the commission is responsible for the landscaping maintenance for this area on Clark Street and that in return for weeding the planter beds the city requested we add some additional annual plantings ahead of the park dedication on September 18, 2007.

- d. Bienias asked if the landscaping had been completed and if the LPCC was authorized to perform this service without the commission voting on it. Gallagher clarified that the plantings had been completed and the additional cost is included in the 2007 current landscaping budget therefore commission approval was not needed to move forward.
- e. Gallagher reported that the dedication of Dad's Park earlier that day had gone well and everyone involved with the project thought the park looked very nice with the additional plantings the SSA provided.

XII. Repainting Stamped Sidewalks

- a. Gallagher provided an estimate for repainting the stamped crosswalks on Clark Street. It was noted that the repainting would have to be done every 2-3 years.
- b. Cole noted that the crosswalks seemed to fade within a few months of being completed. Schuberth suggested they lasted about a year before looking worn.
- c. Bienias asked if the cost was for all the stamped crosswalks or just the ones that were in need of re-painting. Gallagher responded that she would have to check, she was not in direct contact with the vendor and unsure exactly how the estimate was created.
- d. Quick suggested looking into alternatives, instead of the stamping process.
- e. The commission asked Gallagher to research possible alternatives to stamping as well as clarify the current bid to see if there are ways to cut the cost. She will also consult the city to see what/if any assistance they can provide.

XIII. Marketing, Events and Promotions

- a. Gallagher reported that to date the commission has not spent any of their 2007 budget for Advertising and Promotions. She outlined six projects that were noted as pending on the 2007 mid-year review.
- b. After reviewing an event idea sheet Longanecker suggested that the commission work with the Park West neighborhood association who already has a fall pumkin patch event and a holiday event. Bienias also agreed that the commission should have a tree lighting and liked the idea of working with Park West. Cole suggested that restaurants and non-food businesses could partner to provide joint events either individually or as a "walk" on the street. It was discussed that this was similar to Quick's original event idea of partnering with Basil Leaf. Quick suggested that events could take place in blocks along the street. Gold suggested that a sidewalk sale is always a good event. Bienias agreed and suggested that any events the commission does this year should be spread out along the street. Cole suggested that Belden Center would be a good spot for a tree lighting.
- c. The commission decided that they would like Gallagher to approach Park West to work with them on the fall event and a holiday event.

Gallagher and Schilf should also move forward with an events postcard and online coupons for the holiday season. Bienias questions what type of budget restrictions would be needed. Gallagher noted that there was approximately \$30,000 in available budget for special events and promotions.

Motion to have the LPCC move forward with planning a fall and holiday event within the \$15,000 special event budget. Motion seconded. Unanimously approved.

Motion to have the LPCC move forward with an events postcard and online holiday coupons promotion not to exceed a \$5,000 budget. Motion seconded. Unanimously approved.

- d. Gallagher reported that the newsletter could now move forward since the commission had decided on events for the remainder of the 2007 year. Bienias stated that her understanding was that there were serious content issues preventing the newsletter from moving forward. Quick also suggested that content was an issue and that the commission should not move forward with printing until there is more to put into the piece due to the large expense. The commission decided that the newsletter should be sent to the marketing and events working group for review and have it become part of the overall marketing strategy in 2008.
- e. Gallagher reported that there is \$3,000 in the budget for logo information distribution and that she is moving forward with this project to ensure that businesses on Clark street have access to the Clark by the Park logo and are using it wherever possible.
- f. Gallagher asked if the commission was still interested in pursuing subsidizing print and cable advertising. The commission responded that the issue was tabled at this time and could be reviewed in 2008.
- g. Gallagher reported that she was researching both architectural markers and a possible walking map for 2008 per the work plan.

XIV. Economic Development

- a. Gallagher noted that economic development was in the budget and work plan for both 2007 and 2008. She recommended that the best way to move forward would be to conduct research into what other SSA districts were doing, including what types of data they have collected, what types of projects they are doing and what types of consultants specialize in SSA district work.
- b. Gallagher suggested that the issue of economic development might be best addressed by a working group. Bienias responded that the commission should see the basic research first and then the commission could form a working group to research which projects might work best for Clark Street.
- c. The commission asked that Gallagher move forward with research into other SSA districts and possible economic development projects.

- XV. SSA Expansion
- a. Schuberth suggested that the commission move forward with a re-constitution of the entire district and not just the expansion of the Best Buy and Sunrise properties.
 - b. The commission questioned Schilf to see what the process would be and if it could be done in 2008. Schilf responded that the deadline was May 15, 2008 and that we would need to hire a consultant who would prepare the necessary paperwork. Schilf noted that the expense for a consultant was already in the 2008 budget.
 - c. Gallagher reported that she will be instructing the SSA vendors to no longer provide services to the unincorporated area between Drummond and Schubert on the west side of the street. After consulting with Caruso (DPD) she was informed that the commission had no authority to provide services to this area and that the LPCC as the sole service provider could be liable for the expenditures of services provided. The commission expressed disappointment and concern that this area of the street would no longer receive services including holiday decorations and baskets. They requested that Gallagher look into alternative funding to continue services in this area, including approaching Best Buy and Sunrise Assisted Living to see if they would fund the work. Gallagher confirmed that services can be provided through the commission if they are funded with alternative sources.
 - d. The commission agreed to move forward with the expansion project for 2008 and asked Gallagher and Schilf to provide more information on re-constitution as well as consultant proposals at the next meeting.

New Business

- XVI. Commissioner Recruitment
- a. Gallagher asked the commission if they would like to come up with nominating guidelines to add to the By Laws and if they had any strategies to have applications on file even when all commission seats are filled.
 - b. The commission asked if this was requirement and Gallagher explained that it was not and the nominating process was completely up to the commission. The commission tabled this topic until the next meeting.
- XVII. Holiday Decorations
- a. Gallagher provided bids from Folgers and Temple and recommended that the commission use Folgers again.

Motion to approve the expenditure for Holiday Decorations and approve Folgers Flag as the vendor for the 2007 season. Motion seconded. Unanimously Approved.

- XVIII. Snow Plow Vendor
- a. Gallagher reported that Tim's Snowplowing was the only bid to come back from the RFP's that she sent out. She asked if the commission

would like to use Tim's again or have her continue to solicit bids. She expressed concern that waiting until a November meeting might be too late to pick a vendor.

Motion to approve the per occasion expenditure for snow plow service and Tim's Snowplowing as the vendor for the 2007-2008 season. Motion seconded. Unanimously approved.

XIX. Yearly Schedule

- a. Gallagher reported that at the next meeting the commissioners will need to pick a 2008 meeting schedule that is date specific and allows for enough time to complete the requirements and reports due to the DPD.

Motion by Schuberth to adjourn the meeting at 7:15 p.m. Motion seconded. Unanimously approved.

Next Meeting

November 1 at 4 p.m.

Minutes respectfully submitted by Sarah Gallagher