

Clark Street SSA #23
Marketing Sub-Committee Meeting at the Lincoln Park Chamber of Commerce
Minutes for Wednesday, November 28

Present: Bienias, Doyne and Quick
LPCC Staff: Gallagher

Call to Order

- I. The meeting was called to order by Gallagher at 5:35 p.m.

Public Forum

None

New Business

- II. Elect Chairperson
 - a. Quick nominated Bienias for chairperson. Unanimously approved.
- III. Dreaming Tree Study
 - a. This topic was tabled until goals and objectives had been defined.
- IV. Goals and Objectives
 - a. Commissioners discussed what type of role the sub-committee should have, what the vision should be and who they should be targeting as an audience.
 - b. Doyne suggested that the commission did not have enough resources to target multiple audiences.
 - c. Bienias suggested the sub-committee look into having a thorough demographic study done of the district. Gallagher provided an update on Alderman Daley's Clark Street Committee who is also looking into this type of study.
 - d. Quick and Doyne questioned who actually shopped on the street and suggested that the sub-committee build on what is working already, such as Basil Leaf.
 - e. Bienias pointed out that the area north of Deming is often overlooked. Doyne and Quick agreed and suggested that this portion of the district "appeared" less welcoming as other parts of the street. Gallagher noted that during the 2009 re-constitution a portion of Diversey could be added to the SSA which would bring some more vibrant retailers into the district at the north end.
 - f. Bienias asked whether the focus should be on attracting "better" retailers and more people or if the strategy should be to market to a "measurable impact".
 - g. Doyne suggested taking a more pragmatic approach such as doing three weekends of holiday events in December focusing on different things each week instead of a one fits all approach.

- h. The commissioners concluded that the audience should be locals and that an overall goal should be to “make the community a better place”.
- i. Within this broader goal, the sub-committee would like to focus on community and having a more ongoing/visible presence on the street.
- j. The commissioners questioned whether there are existing events that the SSA could participate in to further promote merchants and the community. Some suggestions were part district events, the Lincoln Park Zoo and already existing merchant events.
- k. To make the community a friendlier place to be the commissioners suggested ways merchants could help, including posting signs “Ask for directions”, offering change for parking meters and directing people to restaurants or other destinations.
- l. Also discussed were ways to improve the look and feel of the street itself, including window and façade guidelines, more flowers and a cleaner sidewalk.
- m. Overall, implement a strategy that ensures Clark is a welcoming, active, clean and pleasant place for residents and visitors.
- n. Out of these goals and objectives the commissioners decided to move forward by looking into a merchant mentoring program and merchant welcome packet for the next meeting, as well as thinking further about the street as a whole and how it functions for everyday life in a neighborhood.

V. Meeting Schedule

- a. Gallagher noted that a yearly meeting schedule would need to be posted on the website.
- b. Quick suggested that the sub-committee meet once every two months. Bienias noted that the amount of work might require more frequent meetings. The commissioners agreed on meeting once a month and set two dates for 2008. Gallagher would put the remaining schedule as the second Wednesday of the month.

Adjourn Meeting

- VI. The meeting was adjourned by Bienias at 7:30 p.m.

Next Meeting

January 9, 2008 at 5:30 p.m.

Minutes respectfully submitted by Sarah Gallagher