

Clark Street SSA #23  
Marketing Sub-Committee Meeting at Argo Tea  
Minutes for Wednesday, January 9, 2008

Present: Bienias, Doyne and Quick  
LPCC Staff: Gallagher

**Call to Order**

- I. The meeting was called to order by Bienias at 6:05 p.m.

**Public Forum**

None

- I. Approval of Minutes
  - a. Minutes from the Wednesday, November 28, 2007 meeting were unanimously approved.

**New Business**

- II. Review of Goals and Objectives
  - a. Gallagher provided a handout of brainstorming ideas from the last meeting for reference.
  - b. Bienias added "Clean Street" to the list as a major topic from the first meeting.
  - c. Gallagher will keep and update this document for each meeting.
- III. Merchant Mentorship Program
  - a. Quick reported that Commissioner Eme Cole has taken over the project and has agreed to provide a rough draft of the merchant mentorship packet that will include information for new businesses coming into the SSA district. This plan will include a general business plan, city requirements, common business issues and a list of contacts and resources in the SSA that the new business can call on. The contact list would include current business owners in the SSA as well as a description of their business and experience. It would be voluntary for current business owners to include contact and experience information in the packet.
  - b. Doyne suggested that the packet can be produce inexpensively by photocopying and using folders with logo stickers attached.
  - c. The committee discussed putting the packet on the Clark by the Park website which Gallagher responded would be easy to do. Quick noted Cole had volunteered to keep the information current.
  - d. Quick commented that this packet would be a good way to meet new business owners and gain their confidence so the SSA can establish a good relationship from the start and offer their help to business owners.
  - e. Gallagher noted that the SSA may want to look into printing more letterhead as the current batch has an outdated list of commissioners on it,

she suggested leaving the commission list off completely so that print costs were not wasted in the future.

- f. Bienias suggested forming relationships with realtors to find out when new businesses are moving into the district.

IV. Data collection/research

- a. Bienias commented that she is in favor of more data collection and research being done about the shoppers or potential shoppers in the district. Any research would need to answer the question “Who’s the customer?”.
- b. Doyne agreed that data is helpful but was unsure how much we have currently and how we would use it.
- c. Gallagher and Bienias noted that the data gathered by Dreaming Tree was useful when creating an identity but is not enough to base a marketing or potential tenant attraction program on.
- d. Bienias suggested looking into options available and what the costs would be.
- e. Gallagher responded that there are only a few types of firms that specialize in the data the SSA would need as well as providing an implementation plan to use the data. She will look into these options and bring information to the next meeting.
- f. Bienias suggested also talking to Gene Fisher of the Diversey Harbor Association as he might have a background in survey work that could be useful in the SSA’s potential data gathering process. Gallagher will contact.
- g. Bienias agreed to send Gallagher a paragraph description of what the committee is looking for in a data/research vendor.

V. Other Neighborhood Programs

- a. Gallagher will look into neighborhood programs, events and organizations that fall into the SSA District for the next meeting.

VI. Review of Meeting Dates

- a. Bienias confirmed that meetings would be held the second Wednesday of every month at Argo Tea.

**Adjourn Meeting**

- VII. The meeting was adjourned by Bienias at 6:43 p.m.

**Next Meeting**

February 13, 2008 at 5:30 p.m.

*Minutes respectfully submitted by Sarah Gallagher*