

**Clark Street SSA #23 Meeting Minutes – February 13, 2008**  
**Lincoln Park Chamber of Commerce (LPCC), 1925 N. Clybourn, Suite 301**

Present: Commissioners: Bruce Longanecker, Julia Bienias, Steve Quick, Eme Cole, Sean Tehrani, Diane Doyne  
Not Present: Simpson Gold  
LPCC Staff: Sarah Gallagher, Kim Schilf  
Guests: Kimberly Bares, Dan Butts

**Call to Order**

- I. Call to order: The meeting was called to order at 5:05 p.m. by Longanecker

**Approval of Minutes**

- II. Approval of November 1, 2007 meeting minutes

Motion to approve 11/1/07 meeting minutes. Motion seconded. Unanimously approved.

**Public Forum**

None

**Special Reports**

- III. Place Consulting – Bares/Butts
  - a. Bares and Butts updated the commission on the reconstitution process via a power point presentation that outlined the process and possible boundary expansion.
  - b. The commission discussed the proposed boundary expansion onto the south side of Diversey between Orchard and Sheridan. Bienias was not in favor of expansion all of the way to Sheridan, she proposed just wrapping the corner. Doyne was uncertain but leaning in favor of the expansion. Tehrani was tentatively in favor of the expansion. Loganecker stressed continuity between our SSA and the Lakeview East SSA on the north side of Diversey. Quick thought “more is better”. Cole did not express an opinion. Bieias asked that condo association presidents be contacted to make them aware of the reconstitution.
- IV. Merchant Mentorship Program
  - a. Cole presented her merchant mentorship program to the commission. There was general discussion about how to implement the program online, whether to create a new website or include it on the current SSA website. The commission discussed reaching out to landlords to let the SSA know when new businesses would be coming into the district, as well as other outlets such as the Alderman’s office. The commission asked Gallagher to work with Cole regarding the costs and implementation.

Motion to approve the Merchant Mentorship Program. Motion Seconded. Unanimously Approved.

**Reports**

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

- b. Gallagher reported that funds would need to be shifted in the budget to finance the reconstitution.

Motion to approve moving \$30,000 from section 3.05 to section 8.08 to fund the reconstitution of SSA #23 in 2008. Motion Seconded. Unanimously Approved.

Motion to approve moving \$5,000 from section 6.01 to section 8.08 to fund the reconstitution of SSA #23 in 2008. Motion Seconded. Unanimously Approved.

VI. 2007 Audit

- a. Gallagher reported that the 2007 audit would be complete by March 15.

**Old Business**

VII. Banner Update

- a. Gallagher reported that banners were still an issue and that she was working with Alderman Daley's office to resolve the problem.

VIII. Holiday Shop & Stroll Review

- a. Gallagher reported that she had received back surveys from shop & stroll participants. Most of the feedback was positive, however, as with 2006 it was very difficult to get business involvement. Gallagher noted that Big Buzz had suggested that a larger budget, more advertising and a longer lead time prior to the event would make a significant difference in the event. No advertising was done for this event due to budget restrictions.

IX. SSA Reconstitution Advisory Committee

- a. Gallagher provided a handout with the current list of volunteers on the Advisory Committee. She noted that commissioners were encouraged to participate in this group as well.

X. Commissioner Recruitment

- a. Gallagher reminded the commission that there were two empty seats that needed to be filled if they knew any neighboring businesses or residents who might be interested.

**New Business**

XI. Election of 2008 Officers

- a. Item tabled

XII. Neighborhood Association Update

- a. Gallagher reported she was currently working with both the Park West Association and the Mid-North Association to keep them up to date on the SSA and to find possible ways to collaborate.

XIII. 2008 Budget & Work Plan Review

- a. Item tabled

XIV. 2009 Budget & Work Plan Review

- a. Item tabled

XV. Marketing Sub-Committee Report

- a. Item tabled

XVI. Website

- a. Gallagher reported that the website would need to be updated in order to provide event calendars and coupon/advertising programs.

Motion to approve moving \$3,000 from section 1.03 to section 1.06 to fund the proposed website updates in 2008. Motion Seconded. Unanimously Approved.

**Next Meeting**

April 2, 2008 at 4:00 p.m.

*Minutes respectfully submitted by Sarah Gallagher*