

**Clark Street SSA #23 Meeting Minutes – April 2, 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 4:36 p.m. by Longanecker

**Approval of Minutes**

- II. Approval of February 13, 2008 meeting minutes

Motion to approve 2/13/08 meeting minutes. Motion seconded. Unanimously approved.

**Public Forum**

None

**Special Reports**

- III. Place Consulting – Bares/Butts
  - a. Bares and Butts provided the commission with an update on the reconstitution via a power point presentation. They explained that they were working to complete the final components of the application process and that the final establishment application would be turned into the city on May 15.
  - b. Quick questioned the high tax rate being proposed and the need for such a large budget. Bares responded that a rate of .227% was being used as a suggested budget and that most of the increase in funds came from the expansion area. Current properties in the SSA would only see a nominal difference in their tax rate of .052%.
  - c. Bienias asked Place to describe where the expansion funds were coming from. Butts provided a pie chart breakdown that showed that most of the expansion funds were coming from commercial properties rather than residential properties although residential properties were more significant in number due to the condos above the Best Buy/Sunrise property.
  - d. Bienias voiced her concern again for the boundaries on Diversey and asked why they were being extended to Lakeview on the east. Bares responded that an overwhelming majority of commissioners and advisory committee members were in favor of the proposed boundaries. Bienias also asked to see more information about a potential façade program. Gallagher responded that the commission itself would be in charge of the parameters of this program.

**Reports**

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

## Action Items

- V. 2007 Audit
  - a. The commission reviewed the 2007 audit documents.

Motion to approve the 2007 Audit. Motion Seconded. Unanimously Approved.

- VI. Sidewalk Power Wash Vendor
  - a. Gallagher provided a handout with three vendor proposals.
  - b. Quick was concerned about the amount of gum removed in 2007. He asked that the LPCC confirm each vendor's gum removal policy.
  - c. Bienias recommended going with Pressure Washing Systems, the more expensive vendor, to make the street look especially nice since they were going through a reconstitution. Doyne agreed with Bienias and recommended Pressure Washing Systems.
  - d. Tehrani also recommended Pressure Washing Systems but wanted to make sure that full gum removal was included in the contract.
  - e. The Commission asked Schilf how Pressure Washing Systems had performed in the past and she responded that they had received positive feedback about this vendor.

Motion to approve the proposal for side walk pressure washing by Pressure Washing Systems. Motion seconded. Unanimously Approved.

## Old Business

- VII. Merchant Mentorship Program
  - a. Gallagher reported that she was moving forward with the merchant mentorship program and that it would launch with the updated website over the summer. She was currently brainstorming ways to market the program.

## New Business

- VIII. Marketing Committee
  - a. Loganecker asked for an update on the marketing committee from Bienias, the chairperson.
  - b. Bienias asked that Quick provide an update since she was not in attendance at the last marketing committee meeting.
  - c. Quick reported that the merchant mentorship program was discussed at the last meeting and that the group brainstormed on events.
  - d. Loganecker asked that the marketing committee be put on future agendas for a standard meeting update.
  - e. Bares asked if there was a plan or timeline to complete the work outlined in the mission of the marketing committee. Bienias responded that they have not had enough meetings to report anything comprehensive yet.
  - f. Gallagher reported that she had provided the marketing committee with an outline for 2008 and 2009 but it had not been approved by the committee. She also noted that a draft work plan and budget were due to the City of Chicago by the end of April and that marketing and events would need to be included in the document.

- IX. 2008 Special Events

- a. Gallagher provided a brainstorming sheet to start discussion about 2008 special events. She noted that the work plan and budget allowed for special events and the work plan specifically noted that they would be small merchant focused events.
- b. The Commission asked if they needed to decide on a specific event that evening. Bares responded that it would be necessary to decide on a plan of action for the remainder of the year before it was too late to plan anything.
- c. Doyne questioned who the audience would be for special events and what they were trying to accomplish. She feels that SSA resources are limited and that they should partner with other institutions or media that have large resources to ensure the event is a success. She also suggested partnering with the Zoo or other cultural institutions and creating an event environment that is memorable.
- d. Cole would rather see money spent on making the street look good everyday, instead of events. She would like to see architectural markers installed.
- e. Loganecker suggested doing small events on a continuing basis to keep an ongoing interest in Clark St.
- f. Tehrani questioned how special events bring people to the neighborhood.
- g. Cole suggested regular events such as music on Friday nights.
- h. Bienias suggested that big events have not worked in the past but the commission should keep what is working. She suggested that the Holiday Tree Lighting was working and was a success in 2007.
- i. Gallagher confirmed that the tree lighting event was a success in 2007.
- j. Loganecker recommended trying the Holiday Shop & Stroll and Tree Lighting for a third year and allocating enough resources and planning to truly see if it is a successful event.
- k. Bares suggested that any event the commission plans should have very specific goals and benchmarks for success.
- l. The Commission discussed different types of marking and what made the tree lighting successful in 2007. They also discussed whether they were trying to bring new business to Clark St or increase repeat business. Partnering with media or obtaining sponsorships to offset costs was also discussed.
- m. Doyne provided Navy Pier as an example of consistent marketing with their weekly fireworks program that also includes coupon offers to bring people back to the pier.
- n. Bienias asked what kind of budget would be needed for just a tree lighting event. Gallagher responded that \$3000-\$5000 would be needed to produce and advertise the event, she noted that this was a guess based on last year's information she did not have concrete numbers for the cost.
- o. The commission discussed whether they should even be doing events. Gallagher noted that since events were already in the budget and work plan it would be difficult to explain to the City of Chicago why they were not following through with the work plan.
- p. Loganecker ended the discussion and asked for opinions on special events from each Commissioner. Doyne is in favor of the tree lighting and developing a mid-week entertainment programming. Quick is in favor of using the event money for advertising the commercial district. Cole is in favor of no events in 2008 and feels more brainstorming is needed. Tehrani is in favor of an advertising campaign and thinks events are not successful. Bienias is in favor of a tree lighting but thinks other events would need to be

brainstormed further. Loganecker is in favor of the tree lighting and other small events.

Motion to approve the LPCC to plan and execute a Holiday Tree Lighting within the 2008 special events budget. Motion seconded. Unanimously approved.

Motion to Adjourn. Motion seconded. Unanimously approved.

Meeting adjourned at 7:05 p.m.

**Next Meeting**

June 25, 2008 at 4:00 p.m.

*Minutes respectfully submitted by Sarah Gallagher*