

Clark Street SSA #23 Meeting Minutes – June 25, 2008
Lincoln Park Chamber of Commerce (LPCC), 1925 N. Clybourn, Suite 301

Present: Bruce Longanecker, Sean Tehrani, Diane Doyne
Not Present: Steve Quick, Eme Cole
LPCC Staff: Sarah Gallagher, Kim Schilf

Call to Order

- I. Call to order: The meeting was called to order at 4:00 p.m. by Longanecker

Approval of Minutes

- II. Approval of April 2, 2008 meeting minutes

Motion to approve 4/2/08 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

None

Reports

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

Motion to approve the financial report. Motion seconded. Unanimously approved.

Action Items

- IV. 2009 Budget, Work Plan and Sole Service Provider
 - a. Gallagher reviewed the draft 2009 budget and work plan with the Commission. She noted that the projects included in the budget and work plan were taken from the commission, advisory committee and community meetings that were held during the months of March and April. She discussed several major new initiatives that were to be included in the work plan including an advertising campaign, a façade and awning rebate program, bike racks, tenant attraction and retention programs, and a small corridor study. Gallagher also provided a summary sheet that showed a breakdown of how the work for 2009 was to be accomplished, what would be voted on by the commission, what work would be handled by committees and what projects the LPCC, as the sole service provider, would be working on directly. She also explained that many of the 2009 projects could be logistically outlined in committee over the next several months, in addition to the remaining 2008 work plan commitments, so they were ready to be implemented in January.
 - b. Gallagher reported that she had met with both Quick and Cole to discuss the budget and work plan since they would not be in attendance. Quick was in favor of the budget and work plan, however, he expressed concern about the corridor study. Cole was in favor of the budget and work plan without changes.
 - c. The Commission discussed the new project initiatives and whether the LPCC was prepared to implement such a large increase in work load for 2009.

- Schilf explained that the 2009 budget allows for a new part time person to help Gallagher with the implementation of the new programs and initiatives.
- d. The Commissioners asked Gallagher to further explain how a corridor study would help the SSA. She reported that a corridor study would provide the missing demographic data and vacancy information that would be needed to implement tenant attraction and retention programs that were included in the budget, section 4.00. Tehrani does not feel the the corrdidor study is necessary, he noted that as a business owner he is aware of the demographics on the street. Doyne explained that the information provided by the corridor study would be a baseline for any business marketing. Gallagher also noted that the most important outcome of a corridor study would be an action plan to use the information that would be provided. She also reported that business retention and the vacancy rate was the single most important issue to most of the advisory committee, Alderman Daley's special committee and community members who were involved in the work plan process. These groups feel this is the issue that is giving Clark Street a negative reputation. Loganecker expressed concerns about the corridor study as a business owner but general support for the process if the outcome will be action based.
 - e. Tehrani questioned why parking and safety programs had been left out of the 2009 budget and work plan. Gallagher responded that parking and safety programs had been mentioned in the multiple work plan meetings that had been held but they were not the top issues most of the participants had been concerned about. She also noted that Alderman Daley has pledged to help with the cost of any safety programs the SSA recommends. Gallagher also provided the Commission with examples of safety and parking programs that could be developed by the SSA, noting that valet parking was extremely expensive when the SSA had implemented this program during the first phase of streetscape. Tehrani presented contrasting information regarding valet programs that he had researched which showed a much lower cost to the SSA to implement. The Commissioners discussed the different options and whether valet parking would be a benefit to all of the businesses in the district. Doyne pointed out that if the SSA was focused on advertising the district it would hurt their image if people came to visit and could not find anywhere to park. The Commissioners further discussed the logistics of a valet program and how it could be branded. Tehrani proposed adding \$20,000 to the 2009 budget to accommodate a valet parking program.
 - f. The Commissioners discussed possible safety programs that could be done in 2009 in cooperation with Alderman Daley. Tehrani proposed purchasing security cameras for the street to discourage crime. Doyne and Loganecker expressed concern regarding the cost of cameras and monitoring. Gallagher reported that if cameras were a concern on the street a rebate program could be put in place, similar to the façade rebate.
 - g. The Commission discussed ways to move forward with projects efficiently and how best to work with the LPCC. Doyne suggested allowing more freedom for the LPCC to implement programs that had already been approved by the Commission. Tehrani agreed and expressed his desire to move forward with projects with confidence and to show the accomplishments of the SSA, especially in the areas of marketing and economic development. Loganecker also agreed to better utilizing the LPCC and allowing them room to move forward with projects between Commission

meetings. All three Commissioners expressed their trust in the LPCC to accomplish the 2009 work plan efficiently.

Motion to approve the 2009 Budget with \$20,000 added to section 6.11 and \$25,000 added to section 7.02, the work plan, and the Lincoln Park Chamber of Commerce as the Sole Service Provider. Motion seconded. Unanimously approved.

New Business

- V. Committee Structure
 - a. Gallagher provided a handout listing the proposed committees for 2008-2009 and their projects. She explained that committees would need to be chaired by a Commissioner but could include community members.
 - b. The Commissioners felt the proposed committee structure would help handle the increased work load with the 2009 budget and agreed it would be beneficial to the SSA to have more community involvement.
- VI. Logo and Website
 - a. Gallagher provided an update on the website project noting that it will be focused on both consumer and business information. She noted the project should be complete by the September meeting.
 - b. Gallagher reported that after surveys of current Commissioners and the advisory committee it has been determined that many people are unhappy with the tree graphic of the logo and feel it does not adequately represent the district and why people should come to the district. She proposed a slight revision of the logo to incorporate more of an action focused graphics, such as “shop, dine, live, play”, photography and a more vintage treatment.
 - c. The Commission discussed ways to revise the logo and directed Gallagher to provide some samples based on previous logo treatments by Dreaming Tree Films. Gallagher will also work on a photography library over the summer to utilize on the website and other marketing efforts of the street.

Motion to Adjourn. Motion seconded. Unanimously approved.

Meeting adjourned at 6:05 p.m.

Next Meeting

September 10, 2008 at 4:00 p.m.

Minutes respectfully submitted by Sarah Gallagher