

Clark Street SSA #23
Meeting Minutes
January 25, 2017 | 4:00 p.m.
Galway Arms | 2442 N. Clark Street

Commissioners Present: Jim Kroeger, Holly Lodarek, Peigi Jean-Blanc, Elizabeth Rossdeutscher, Rae Lisenby, Tony Kovinkov, Patrick Wrona

Commissioners Absent: Bruce Longanecker, Cathy Gallanis

LPCC Staff: Kim Schilf, Frank Kryzak, Bryan Biello

43rd Ward Alderman's Office: Ald. Michele Smith, Sheila Pacione

Public Forum: None

Call to Order

- I. Call to order by Jean-Blanc at 4:12 p.m.

Approval of Minutes

- II. Jean-Blanc asked for and received approval of the minutes from the November 16, 2016 Commission meeting.

Motion to approve November 16, 2016 minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Sheila Pacione from the 43rd ward office:
 1. Clark Street Water Main Project
 - i. Water mains from St. James to Armitage are going to be replaced. Some of the mains are 125 years old. Ditches will be dug, old mains removed, and new mains installed.
 - ii. It is possible there could be breaks during the process and businesses should immediately call the Alderman's office to alert them.
 - iii. The project is estimated to take 3.5-4 months, but could take longer. They are likely to start in early April.
 1. They will need to coordinate with Francis Parker School as construction progresses.
 - iv. They will work their way up from Armitage and will primarily work Monday through Friday, 8:00am – 4:00pm. There could be some Saturday work that happens during the project if they are behind schedule.
 - v. Impact on businesses
 1. Advance notice will be given to businesses about construction, but the Alderman's office will work with the SSA to communicate with businesses and relay information on a regular basis.
 2. Street parking will be limited on the blocks construction is happening, but the entrances to businesses will not be affected.
 - vi. Arterial street resurfacing will occur as a result of the water main project and the Alderman's office is trying to get the entire length of Clark Street in Lincoln Park resurfaced, from Armitage to Diversey

- vii. Repairs to alley entrances, curbs, and crosswalks will hopefully be addressed during the resurfacing project.
- viii. Alderman Smith is hoping to have the traffic lights updated at the Armitage, Clark, and Lincoln Park West intersection as well.

Reports

- IV. Financial (Rossdeutscher)
 - 1. Not much to report because it's so early in the year and we are well below budget.
 - 2. We have not yet received any 2016 tax levy income.
 - 3. Schilf provided an update to the commission that Darwin Mintu has moved to a new firm, but will still be the auditor for the SSA.

New Business

- V. Vendor Review (Kryzak)
 - 1. Cleanslate - Litter abatement
 - i. Currently they are out three days a week and starting in April they will be out five days a week.
 - ii. Commissioners are satisfied with their work.
 - 2. Brightview – Landscaping
 - i. Brightview was instructed by us to spruce up the winter displays because they were lacking and we were not satisfied with them. As a result, additionally, spring plants will be installed at no charge in 2017.
 - ii. We have selected our 2017 flower color palette.
 - 3. Christy Webber - Snow Removal
 - i. Communication with Frank has been fantastic.
 - ii. The Commissioners have been satisfied with snow removal.
 - iii. Kroeger commented that he prefers to pay for snow removal per occurrence. He asked if we can begin tracking how many storms produced over 1" and compare this year over year.
 - 4. Big Buzz Idea Group - Cravings on Clark and Spooktacular/Scarecrows on Parade
 - i. This event has worked well with Big Buzz for the past many years.
 - ii. Kroeger likes their energy and ideas.
 - 5. Liberty Flag & Banner – Holiday Décor
 - i. The holiday decorations were not installed during the timeframe outlined in the contract that we had with Liberty Flag & Banner. We were able to receive a 15% discount on holiday decorations due to the breach of contract.
- VI. 2017 Budget Overview (Kryzak)
 - 1. The budget is fairly similar to 2016
 - i. The budget for special events is a little bigger this year as opposed to last year.
 - 1. Our goal is to do some lighter, quicker, more efficient events that directly target smaller segments of Clark Street. For example, we could have a pop-up photo booth in Mid-North Park with some hot chocolate and carolers during the holidays.

2. We also want to partner with the Zoo to develop programs to get people from the Zoo to some of the businesses on Clark Street.
- ii. The PR budget is the same as last year and we plan to hire a firm to do PR around Cravings on Clark and Art on Clark this summer. There's potential to look into having PR done around the unveiling of the wayfinding plan.
- iii. The budget for print materials can be used for promoting Art on Clark and the new Otocast Audio Guide phone application, as well as flyers for the water main project.
- iv. There are extra funds in the budget for our website line item this year. We will use this money to boost social media posts and social media contests to drive people to the VisitClarkStreet.com website.
- v. The wayfinding budget will be used for implementing recommendations from our Wayfinding Plan.
- vi. The budget for streetscape elements can be used for things like street furniture or something to compliment the wayfinding project.

VII. Program Manager's Report

1. Façade Rebate

- i. The 2017 façade rebate application is now open and SSA Commissioners are now allowed to apply for a façade rebate.
- ii. We continue to communicate with new business owners and with commercial brokers and landlords about this program. Kryzak will be delivering applications in person to businesses in February.
- iii. The commission was asked if the SSA should consider using façade rebate funds towards broken windows. For example, putting \$500 towards a business' insurance deductible to assist in repairing their window.
 1. Commissioners didn't have a strong opinion and Kryzak noted he would outline a potential program for the commissioners to review.
 2. Alderman Smith would like us to emphasize signage under the façade rebate and encourage businesses to follow specific sign design guidelines.

2. Sidewalk infrastructure

- i. There are proposed Clark Street resurfacing projects to be completed after the water main project.
- ii. In the early spring we will be doing another assessment of infrastructure needs along Clark and Diversey.

3. Sculpture Program

- i. Votes were tallied and the eight new sculptures for 2017's Art on Clark exhibit were selected, along with the two returning sculptures that we own. We also met with Barb and selected locations.
- ii. Current sculptures will be removed during the first week in May and new sculptures will be installed by the first week in June.
- iii. We will be utilizing the Otocast app this year. It is relatively inexpensive (\$1250) and is an audio tour in which the artists will describe their sculpture. We can track data on how many people use, what sculptures get clicked on the most, and where people are when they click on it.
- iv. New plaques will be bigger than the current ones.

- v. People will be encouraged to use the Otocast app. We will also try to get people to utilize Instagram to interact with sculptures. Additionally, we will host an Art on Clark kickoff event, and deliver postcards to promote Art on Clark.
- 4. Commissioners
 - i. We are still in the process of getting Kovinkov approved as a Commissioner.
 - ii. Longanecker has stepped off the Commission because his business is no longer on Clark Street, so there is space open for a new commissioner.
- 5. Clark Street Wayfinding Plan
 - i. If they haven't already, SSA Commissioners can sign-up to take part in the stakeholder interviews on January 27 and February 8 with the Lakota Group.
 - ii. There will be more opportunities for input as the project progresses.
- 6. Safety
 - i. The security rebate program is ready to go and we can begin distributing program information, as well as the informational tip sheet, to businesses.
 - ii. Commissioners are very excited about implementing this program.

Motion to approve moving \$4,000 from line item 3.01 (Garbage/Recycling Material Program) to line item 5.02 (Safety Improvement Program- Rebates). Motion seconded. Unanimously approved.

VIII. Marketing and Events (Biello)

1. Events

i. Unwrap Clark Street Recap

1. A digital holiday guide was created on VisitClarkStreet.com that promoted local shopping and dining during the holiday season.
2. There was about a 15% increase in website traffic during the campaign.
3. With paid social media ads, we also saw about a 40% increase in social engagement in December. We also attracted over 100 new followers on our social media accounts throughout the month of December, which is about double what we normally see.
4. A banner was hung at Mid-North Park that promoted Unwrap Clark Street and the website.
5. The guide was promoted through the November and December newsletters, as well as with a dedicated e-blast in December.

ii. Recap of meetings with commissioners

1. Biello met with commissioners in December and January to talk about marketing and events on Clark Street. He reviewed his notes and feedback he received from commissioners.

iii. Cravings on Clark

1. The restaurant crawl is scheduled for Wednesday, June 14, 2017 from 6:00 – 9:00pm.
2. The event worked well last year, so it will be very similar to last year. We'd like to enhance the check-in experience to get attendees excited to be participating in the event as soon as they arrive.

3. In the next few weeks, Biello will begin meeting with some of Clark Street's more unique restaurants to try and build that relationship and have them participate.
 4. We plan to involve retailers in the event once again and find more creative ways to draw participants into their store.
- iv. Spooktacular & Scarecrows on Parade
 1. This year will mark the 9th annual Spooktacular, which saw a huge turnout in 2016 and has a reputation in the neighborhood.
 2. Spooktacular is scheduled for Sunday, October 29, 2017 from 1:00 – 4:00pm.
 3. Scarecrows on Parade will also occur again. We plan to work with Francis Parker to have more scarecrows that businesses can possibly host in their stores. We may also involve some other area schools.
 - v. Art on Clark Kick-Off Event
 1. The target date for this event would be during the week of July 10.
 2. The object is to really encourage attendees to use the Otocast app to take a self-guided tour of the sculptures
 3. We plan to have an artist or two on hand to talk about their sculpture in person.
 4. We would also like to work with restaurants to provide food at a designated check-in spot and have businesses offer specials or discounts throughout the night of the event.
 - vi. 2017 Holiday Promotion/Event Ideas
 1. We will be talking with the Lincoln Park Zoo to see if/how we can become more involved in Zoo Lights during the month of December.
 2. We plan to move forward with organizing late night shopping hours and festivities along the corridor. Biello will meet with key merchants to determine timing and what might work best for their businesses.
 3. We would also like to do some small scale pop-up activities along the corridor throughout November and December as a way to really promote Clark Street and holiday shopping.
 - vii. 2017 Events and Ideas
 1. We will also be looking into small events that we can pull together throughout the year that are low cost and time, but easy to promote. These might include a shopping weekend where a portion of proceeds are donated to a non-profit.
2. Marketing
 - i. Contacting merchants to request specials and events going on so we can help to promote on the website, via email, and on social media.
 - ii. Highlighting Super Bowl parties and specials on the website as well as on social media.
 - iii. Highlighting Valentine's Day specials and promotions on the website, a dedicated eblast, and on social media.
 - iv. Looking into social media contests this year to get people out on the street taking photos to win a prize.

- v. Thinking about doing a generic marketing campaign around Clark Street as a whole, rather than centering it on one event.
- IX. Economic Development Report (Kryzak)
 - 1. Items of note:
 - i. Recent closings:
 - 1. Pet Stuff (613 W. Diversey)
 - 2. Chelsea Jones (2425 N. Clark)
 - 3. The Body Shop (623 W. Diversey)
 - ii. Newly opened:
 - 1. Team Rehabilitation (2727 N. Clark)
 - 2. Afternoon-Asian Fusion (2464 N. Clark)
 - 3. Aisle Chic (2324 N. Clark)
 - 4. Banana Republic Factory Outlet (2720 N. Clark St.)
 - 5. Captain's Catch Creole/Seafood (2723 N. Clark)
 - iii. Coming soon:
 - 1. Colectivo Coffee (2530 N. Clark)
 - 2. Chopo Chicken (2460 N. Clark)
 - 3. Jet City (2425 N. Clark)
 - 4. A Matter of Sight (2210 N. Clark)
 - 2. Developments:
 - i. Demolition for 2050 N. Clark (formerly Buddy's Garage) will not commence until mid-June or early July. Kryzak has been in touch with Karen from Novak construction and will connect with her in May for an updated timeline.
 - ii. The Acadia development (SE Corner of Clark and Diversey) will be redeveloped as a two story retail complex with a large anchor tenant on both floors. There will be a Divvy station and the sidewalk is going to be expanded. We have not heard any leasing information as of yet but demolition should start this spring.
- X. Budget Preparation (Kryzak)
 - 1. Kryzak asked commissioners to start thinking about the 2018 budget and where we might see an increase in spending. Some areas he pointed out to examine were:
 - i. Safety
 - ii. Events
 - iii. Public art
 - iv. Wayfinding/design elements
 - 2. Now is the time, and during the April meeting, to share ideas for the 2018 budget.
 - 3. Commissioners will begin thinking about the budget in preparation for the next meeting.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

- XI. Meeting adjourned at 5:39p.m.

Minutes respectfully submitted by Bryan Biello.