

**Clark Street SSA #23**  
**Meeting Minutes**  
**April 12, 2017 | 4:00 p.m.**  
**Basil Leaf Cafe | 2465 N. Clark Street**

**Commissioners Present:** Holly Lodarek, Peigi Jean-Blanc, Patrick Wrona, Cathy Gallanis

**Commissioners Absent:** Rae Lisenby, Jim Kroeger

**LPCC Staff:** Kim Schilf, Frank Kryzak, Bryan Biello

**43<sup>rd</sup> Ward Alderman's Office:** Joanna Zaidan

**Public Forum:** Elizabeth Rossdeutscher, Darwin Mintu

**Call to Order**

- I. Call to order by Jean-Blanc at 4:14 p.m.

**Approval of Minutes**

- II. Jean-Blanc asked for and received approval of the minutes from the January 25, 2017 Commission meeting.

Motion to approve January 25, 2017 minutes. Motion seconded. Unanimously approved.

**Public Forum**

- III. Joanna Zaidan from the 43<sup>rd</sup> ward office:
  1. No updates

**Reports**

- IV. Financial Report (Schilf)
  1. We've received about half of our 2016 tax levy to date.
  2. There is a large amount in the Façade Rebate line item as we have not received any applications so far this year. We have been going door to door to remind businesses about the program.
  3. Once Lakota finishes their plan, Wayfinding will be a bigger line item in 2018.

**Action Items**

- V. 2016 Audit (Mintu)
  1. Darwin Mintu from Ripple Tax reviewed the audit standards with the commission and walked through the audit document.
  2. Mintu conducts the audit report for both SSA #23 and #35, as well as for the Lincoln Park Chamber of Commerce.
  3. Ripple Tax found the financial statements to be correct and no exceptions were noted in the report.
  4. There was some variance from budget to actual spending, where more was budgeted than spent. Reasons include projects that were delayed, less special events expenditures, and less spending on vendors than expected.

Motion to approve 2016 audit. Motion seconded. Unanimously approved.

VI. Pressure Washing Vendor (Kryzak)

1. There were three pressure washing vendors that submitted bids:
  - i. Pressure Washing Systems
  - ii. Clean Slate
  - iii. Pressure Washing Unlimited
2. Kryzak recommends sticking with Pressure Washing Systems because they have been great to work with in the past and also come in under budget.

Motion to approve Pressure Washing Systems as the 2017 pressure washing vendor. Motion seconded. Unanimously approved.

VII. Business Vandalism Report Rebate Program

1. Due to recent occurrences of vandalism in the corridor, we've developed a business vandalism repair rebate program. Approved applicants who make repairs and follow the guidelines of the program may receive a rebate.
2. The rebate is meant to cover windows and/or doors vandalized that face the public way, up to a \$500 based on the costs incurred for repairs.
3. This is a reactionary rebate rather than preventative and meant to ease the burden on the business owner
4. Gallanis asked about insurance and how the applicant's deductible would play into rebating the applicant. Jean-Blanc recommended adding information about the applicant's insurance deductible, so that there is no "double dipping."
  - i. Kryzak will update with language regarding an applicant's insurance deductible.
5. The rebate will be funded through the façade rebate line item.

Motion to approve Business Vandalism Repair Rebate Program. Motion seconded. Unanimously approved.

**New Business**

VIII. Program Manager's Report (Kryzak)

1. Public Way Aesthetics
  - i. Landscaping – Brightview
    1. Winter displays were uninstalled a few weeks ago and spring displays will be planted in mid-April.
    2. A planter was moved from the southeast corner of Clark and Diversey to 501 W. Diversey (in front of York) due to a redevelopment project by Acadia.
  - ii. Street Cleaning – Cleanslate
    1. Kryzak has noticed they've been doing a good job.
    2. They were just given six SSA branded vests and should be wearing them when out on the street.

3. They are cleaning sidewalks and emptying trash bins five days a week again.
    4. A recycling bin was also moved from the southeast corner of Clark and Diversey to in front of Chopo Chicken due to the Acadia redevelopment.
  - iii. Snow removal – Christy Webber
    1. Our snow removal contract for this year is live through April.
    2. Although we’ve had minimal snow this year, Kryzak thinks they’ve done a great job.
2. Façade Rebate
  - i. The 2017 façade rebate application is available and SSA Commissioners are now allowed to apply for a façade rebate.
  - ii. We continue to communicate with new business owners, commercial brokers, and landlords about this program. Kryzak delivered applications in person to businesses in February.
  - iii. Commissioners should remind neighbors about the façade rebate program, especially if there is a business in need of a new awning, sign, windows, etc.
3. Art on Clark
  - i. The current sculptures will be removed during the first week in May and the new sculptures are set to be installed the first week in June.
  - ii. We will be utilizing the Otocast app this year to implement a walking tour between the sculptures. It is an audio tour in which the artists will describe their respective sculpture. We can track data on how many people use the app, what sculptures are clicked on the most, and where people are when they click on it.
  - iii. We will be encouraging people to use the Otocast app, utilizing Instagram to have people interact with sculptures, hosting a kickoff event, as well as distributing postcards to advertise this wonderful program.
4. Commissioners
  - i. There are three vacant commissioner spots to fill. Both Bruce Longanecker and Elizabeth Rossdeutscher have resigned from the Commission as they no longer work on Clark Street.
  - ii. Tony Kovinkov who was planning to become a commissioner received a new job off of Clark Street and can no longer serve as a commissioner.
  - iii. Steve Quick from Steve Quick Jeweler may rejoin the commission.
5. Clark Street Wayfinding Plan
  - i. The next wayfinding steering committee meeting will be on May 2 from 9:00 – 10:30 am. Lakota will provide a summary of the stakeholder interviews that were conducted in late January/early February, as well as provide some initial designs and concepts from the first phase of the planning process.
  - ii. Jean-Blanc asked about the process and if we would have a few options to choose from. Schilf explained that they will be presenting initial design concepts to the committee.
6. Safety
  - i. The safety rebate program is set and ready to go.

- ii. Kryzak delivered copies of the rebate program to business along the street.
- iii. We hosted two safety seminars last week on Tuesday and Wednesday. Tuesday's seminar was held at Gaslight and went well.

## 7. Marketing and Events (Biello)

### i. Events

#### 1. Cravings on Clark

- a. The restaurant crawl is scheduled for Wednesday, June 14, 2017 from 6:00 – 9:00pm.
- b. Due to the proposed water main project, which has now been moved to the fall, and because of feedback we received in 2016, we've shortened the route to run from Fullerton to Diversey.
  - i. Only two eateries participated last year south of Fullerton and we plan to pair them with a retailer north of Fullerton this year.
- c. HopCat Chicago is the check-in location at 2577 N. Clark.
- d. Tickets went on sale last Wednesday and 7 are already sold.
- e. Lakeview Pantry is our partner again and they will be assisting us to promote the event as well as at check-in.
- f. We've hired a new PR firm, Traffic PR, to work in tandem with our team so we can access media that we don't have relationships with.
- g. We're partnering with Green City Market and will be promoting the event at the June 3<sup>rd</sup> market. We are also looking at some pop-up events along the corridor to promote the program.
- h. Big Buzz has begun reaching out to merchants with registration forms to get them signed-up.
- i. We again plan to involve retailers in the event and find more creative ways to draw participants into their store.

#### 2. Art on Clark Kick-Off Event

- a. The target date for this event is the week of July 10.
- b. We are looking for a "headquarters" location that will act as a meeting site, as well as a place to gather with drinks and/or food.
- c. We hope to incentivize participants to use the Otocast app to take a self-guided tour of the sculptures.
- d. We plan to have an artist or two on hand to talk about their sculpture in person.
- e. We would also like to work with other restaurants and businesses to provide specials and deals during the night so participants can stop in throughout the evening.

#### 3. Spooktacular & Scarecrows on Parade

- a. The 9<sup>th</sup> annual Spooktacular is scheduled for Sunday, October 29, 2017 from 1:00 – 4:00pm.

- b. 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.

4. LPCC Events

- a. Lincoln Park Uncorked: An Armitage-Halsted Wine Stroll
  - i. The LPCC is hosting a new spring wine stroll on Armitage and Halsted on May 11 from 6:00-9:00pm.
- b. Business After Hours – Via Strozzzi
  - i. Thursday, April 20 at Via Strozzzi from 5:30-7:30pm.
- c. Tech Tuesday
  - i. Last fall the Chamber started a webinar series that focuses on helping small businesses. The next one is on Tuesday, April 18 from 2:00-3:00pm and it will be about the *5 Tips for Getting Customers Through Networking*.

ii. Marketing

- 1. The LPCC will be at Green City Market this summer. We'll be at three markets (May 6<sup>th</sup>, June 3<sup>rd</sup>, and September 16<sup>th</sup>) promoting our events, services, and the SSA's including Clark Street.
- 2. Highlighting specials and deals throughout the corridor. After Easter we will be focus on Cinco de Mayo and Mother's Day specials.
- 3. Promoting Cravings on Clark via paid social media advertising and Google analytics.
- 4. Beginning to work on a social media contest around Cravings on Clark to get people out on the street taking photos to win tickets.

IX. Economic Development Report (Kryzak)

1. Items of note:

i. Newly opened:

- 1. Rae Duncan Interior Design (2544 N. Clark)
- 2. A Matter of Sight (2210 N. Clark); had grand opening on 1/28
- 3. Jet City Device Repair (2425 N. Clark)

ii. Coming soon:

- 1. Colectivo Coffee (2530 N. Clark)
- 2. Chopo Chicken (2460 N. Clark)

iii. Developments:

- 1. 2050 N. Clark (formerly Buddy's) will not commence demolition until mid-June or early July. Kryzak has been in touch with Karen from Novak construction and will connect with her in May to receive an updated general timeline.
- 2. The Acadia development (southeast 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. There is no leasing information as of yet but demolition started a few weeks ago.

3. The vacant Walgreens building at 2317 N. Clark has been demolished.
  - a. Lodarek mentioned that she was surprised none of the businesses were notified by the developer or the Alderman's office and when she asked around no one had any information about the demolition happening.
  - b. Zaidan mentioned that the permit came in the day they started demolition and it wasn't something the Alderman's office had been notified about, so while the permit was complete there wasn't time to notify businesses.
- X. Budget Preparation:
  1. We are working on a draft 2018 budget, and it will likely be a max budget because we are going to put as much funding as we can into wayfinding to implement some of the plan recommendations.
- XI. Recognition of outgoing commissioners
  1. Schilf recognized Elizabeth Rosseutscher and Bruce Longanecker for their many years of service on the Clark Street SSA #23 commission.

### **Meeting Adjournment**

Motion to adjourn meeting. Motion seconded. Unanimously approved.

- XII. Meeting adjourned at 5:34 p.m.

*Minutes respectfully submitted by Bryan Biello.*