

Clark Street SSA #23 Meeting Minutes
April 20, 2016, 4:00 p.m.
Gaslight Bar, 2450 North Clark Street

Commissioners Present: Rae Lisenby, Peigi Jean-Blanc, James Kroeger, Holly Lodarek, Elizabeth Rossdeutscher, Cathy Gallanis, Bruce Longanecker, Patrick Wrona

Commissioners Absent:

LPCC Staff: Kim Schilf, Martin Sorge, Bryan Biello

43rd Ward Alderman's Office: Matthew Allee

Public Forum: Darwin Mintu

Call to Order

- I. Call to order by Longanecker at 4:04 p.m.

Approval of Minutes

- II. Longanecker asked for and received approval of the minutes from the January 27, 2016 Commission meeting.

Motion to approve January 27, 2016 minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Matthew Allee from Alderman Smith's office:
 1. Development Update
 - i. Alt School will be constructed at 2720 N. Clark Street.
 1. Demolition started a week ago and they will be transitioning into the construction phase quickly, which should last about 5-6 months. The developer is hoping to have tenant build out by end of year.
 2. Banana Republic has signed as a tenant.
 3. School enrollment is scheduled to begin in the fall of 2017.
 - ii. HopCat Brewpub in the old Vapiano's space (2577 N. Clark)
 1. The new restaurant will need to re-zone from B1 to B3 zoning and go about getting an incidental liquor license.
 2. Allee noted that the community meeting went well a couple of weeks ago and the zoning change is moving ahead.
 3. Upon approval, the restaurant will be able to move ahead with liquor license.
 - iii. Inn at Lincoln Park (601 W. Diversey)
 1. Zoning has been approved and the final design is in process.
 2. The Alderman's office is not sure exactly how quickly the project is moving ahead because of the demand the current hotel has been receiving due to the success of the Cubs.
 - iv. The Market Place (521 W. Diversey)
 1. A demolition permit was issued for the property. There is not much information on what is happening at this location.

Action Items

IV. 2015 Audit

1. Darwin Mintu from ORBA reviewed the audit standards with the commission and walked through the audit document. ORBA does the audit for both SSAs and the LPCC.
2. Mintu noted that no exceptions or unique findings came out of the audit for SSA #23.
3. The two audit letters were submitted and are a standard practice for most audits.

Motion to approve 2015 audit. Motion seconded. Unanimously approved.

V. Bylaws (Sorge)

1. Sorge shared the updated set of bylaws that included the adjusted officer terms as discussed in the January 2016 meeting.

Motion to accept the changes to the Clark Street SSA bylaws. Motion seconded. Unanimously approved.

VI. Officer Elections (Sorge)

1. With the adjusted bylaws in place the commission discussed and voted to fill officer roles.
2. Longanecker noted that after his term he will be stepping down from the commission.
3. After discussing the new slate of officers to be voted on is:
 - i. Chair: Peigi Jean-Blanc
 - ii. Vice-Chair: Cathy Gallanis
 - iii. Secretary: Holly Lodarek
 - iv. Treasurer: Elizabeth Rossdeutscher

Motion to approve the slate of officers. Motion seconded. Unanimously approved.

VII. Select Pressure Washing Vendor (Sorge)

1. Three bids:
 - i. Pressure Washing Systems
 1. Per references, they've done a great job, they use 3 trucks, and take about 2-3 days. They also use a biodegradable degreaser. This helps to get rid of some stains on sidewalk.
 2. Sorge recommends this vendor.
 - ii. Christy Webber
 1. Didn't have any references for power washing service.
 - iii. Cleanslate
 1. Will take about 2-3 weeks to complete, because they have less trucks.

Motion to approve Pressure Washing Systems as the 2016 Pressure Washing Vendor. Motion seconded. Unanimously approved.

Reports

VIII. Financial Report (Rossdeutscher)

1. Overall we are on track with our budget, with nothing outstanding to report.
2. So far we have received a little over half of the 2015 tax levy income.
3. Expenses will increase as programs take place (consumer attraction, economic development, etc.)

IX. Program Manager's Report (Sorge)

1. Public way aesthetics

i. Landscaping – Brickman

1. Winter displays were removed to begin planting summer displays as early as possible in their greenhouses.
2. Summer displays will be installed in May, weather permitting.
3. Street trees:
 - a. In 2014-2015 CDOT cut down 12 diseased or dead trees within the SSA.
 - b. CDOT is replacing all street trees in the greater “downtown” area, which includes the portions of the SSA south of Fullerton. CDOT just replaced all of the missing trees south of Fullerton. Martin has followed up with Brickman to ensure that they are taking care of these trees.
 - c. CDOT received our requests to replace the remaining 7 missing trees north of Fullerton, and they have put those on the list, and they should be replaced this year.

ii. Street cleaning – Cleanstreet

1. They are back to a 5 days per week schedule.
2. Based on feedback, they have been doing a good job

iii. Façade rebate

1. Firecakes Donuts was conditionally approved for a rebate of \$2,500, which will be processed as soon as they submit the required receipts.
2. The program is continually communicated with new business owners and with commercial brokers and landlords.
3. The SSA will be doing an assessment of target properties for façade rebates.

iv. Sidewalk infrastructure

1. Last summer an inventory of sidewalk infrastructure was conducted including curbs, street trees, tree grates, crosswalks and ADA ramps. Alderman Smith's office put all of these requests into 311 and informed CDOT.
2. Crosswalks and ADA ramps
 - a. Several crosswalks were re-painted (not re-stamped) and some ADA ramps were replaced or repaired.
 - b. Some intersections were completely refurbished due to utility work.

- c. Another inventory of infrastructure repairs will occur in the next month and the LPCC will work with Alderman Smith's office and CDOT to ensure that these are taken care of.

3. Tree grates

- a. There are 10 tree grates within the SSA boundaries that are either seriously damaged or missing.
- b. Sorge spoke with CDOT about repairing/replacing some of the tree grates and received a helpful response. CDOT gave a quote for replacing, removing, and/or mulching around the tree grates.
- c. Review of costs:
 - i. The proposed work would cost \$4,620.00. Because our landscaping bid came in under budget, we have \$5,916 remaining budget in landscaping that could cover this work.
 - ii. Sorge recommends creating a motion to approve using CDOT to replace and mulch tree grates within the SSA, as per their cost.
- d. Some commissioners commented that to them the mulch would possibly not last very long and asked if there is a manufacturer who can insert tree grates where CDOT cannot.
 - i. Sorge will look into getting quotes.
- e. Wrona asked about looking into recycled tire mulch.
- f. Sorge would suggest, in the meantime, replacing the tree grates that CDOT is able to replace.
- g. The commission agreed to replace tree grates where CDOT can and Sorge will get quotes for various mulch options as well as tree grates.

2. Wayfinding / Identification:

- v. The SSA has \$30,000 budgeted for wayfinding or public way identifiers.
- vi. Sorge has drafted an RFP to work with a designer to explore options for this project. Given the very limited sidewalk real estate along Clark Street, we would want these to be done properly and well-designed. Most other neighborhoods who have done this have worked with a design company or consultant for design and placement.

3. Bike Corral

- vii. This summer we will be looking to identify a location to install a bike corral in the area.
- viii. A few businesses have expressed interest, but finding a location that works is a challenge because of parking meters.

4. Sculpture Program

- ix. Sculptures have been/will be removed within the next couple of weeks.
- x. New sculptures will be installed in late May or early June.

- 5. Commissioners
 - xi. We are still looking for one new commissioner, and will be looking for two if/when Longanecker steps down.
- X. Marketing and Events (Biello)
 - 6. Events
 - i. Cravings on Clark
 1. The restaurant crawl will be held on Thursday, June 16 from 6-9pm. The event will be very similar to last year.
 2. Commissioners should attend the event if they're able. It would be an even greater show of support for the Clark and Diversey businesses.
 3. We have an updated logo this year. Some of our digital graphics have already been posted. Postcards and posters were sent off to Big Buzz today to be printed.
 4. Tickets went on sale on Monday, April 18th and as of this morning four were already sold.
 5. Biello has been speaking with new restaurants and returning restaurants about getting involved in the event this year. Overall the conversations went well.
 6. Big Buzz also went out last week for a first visit to restaurants. Currently 2 eateries have signed up (Starbucks and KC Chocolatier), as well as Chelsea Jones who is offering a special promotion.
 7. In addition to promoting the food being served, we will be promoting retailers and services that have any specials/deals going on during Cravings on Clark.
 8. Advertising:
 - a. This year we are once again planning to place an ad on the CTA inside brown line train cars.
 - b. An ad will be place in the June edition of Inside Booster as well as their summer guide.
 - c. Receiving quotes for digital ads on DNAInfo online.
 - d. Facebook ads will be placed throughout late May and June and possibly an ad on Instagram.
 9. Once again Ripson Communication will be assisting with PR for Cravings on Clark in an effort to garner just as much (or more) publicity as in 2015.
 - ii. Spooktacular & Scarecrows on Parade
 10. Spooktacular & Scarecrows on Parade is set for Sunday, October 30. Scarecrows voting will begin on October 8th and run until the day of the event.
 11. Overall feedback from merchants has been good.
 12. Per discussion from the February commission meeting, Spooktacular will run for 3 hours instead of 4 hours and will be held from 1:00-4:00pm.
 13. The event will be very similar to last year and be scaled back again (like last year).

14. Biello is planning a meeting with the Park West Community Association to discuss their involvement in the costume contest and the event as a whole this year.

7. Marketing

- i. In every newsletter this year we've been reminding merchants to email us promotions and events going on in their business so we can assist in promoting and include it on the online calendar. In late March and April we've seen an uptick in merchants who have been taking advantage of this.
- ii. In the next few weeks we will be highlighting Cinco de Mayo and Mother Day Specials as well as doing some dedicated blasts for Cravings on Clark.
- iii. So far this year we've gained about 50 new Facebook likes (~1600) and 50 new Twitter followers (~3650). Between Cravings on Clark and Spooktacular, Biello will be looking into ways to help promote/enhance Clark Street in Lincoln Park's social media pages.
- iv. If commissioners have a chance, stop by Vanille and congratulate the team on making it to the next round of the Chicagoland Chamber's 2016 James Tyree Award. This is a great achievement for Vanille and a great promotional element for the corridor.

XI. Economic Development Report (Sorge)

1. Items of note:
2. Recent closings: Nothing new.
3. Newly opened:
 - i. Cupbop + Ramen (2439 N. Clark, briefly LaSalle Café Luna)
 - ii. Aha Crepe Café (2435 N. Clark)
 - iii. ReMax "10" (2429 N. Clark)
4. Coming soon:
 - i. Starbucks (639 W. Diversey)
 - ii. Molly's Cupcakes expansion (2540 N. Clark)
 - iii. Target (2650 N. Clark) replacing Best Buy, expected summer 2016
 - iv. Banana Republic (2720 N. Clark), expected in 2017
 - v. HopCat Brewpub (2577 N. Clark)
 - vi. Alt School (2720 N. Clark), expected in 2017
 - vii. A Matter of Sight (2210 N. Clark)
5. Developments:
 - i. The former home of The Edge Bar & Grill at 2720 N. Clark, has been demolished. Centrum Partners is redeveloping that property into ground level retail with a small private school on the second floor. After two community meetings, this property received the required zoning approval in November. They plan to open in fall 2017. Sorge has been in touch with representatives from Centrum Partners, the developer.
 - ii. The Market Place property (521 W. Diversey) was purchased by people associated with Lexington Homes, who proposed the development back in 2014 that never went anywhere. They have closed the parking lot and have been granted a demolition permit. We have no other news about that development.

- iii. The Southeast corner of Clark and Diversey, owned by Acadia Realty, said it is in “redevelopment” according to their website, but they have not responded to comment.
- iv. Jim Kroeger mentioned that someone had purchased the building at Clark and Fullerton that houses Bank of America.

Old Business

- XII. Ethics Forms (Sorge)
 1. Sorge reminded commissioners that city and county forms are required to be completed and are due by May 1st.

New Business

- XIII. Draft 2017 Budget and Work Plan
 1. Sorge reviewed the draft 2017 budget that he developed.
 2. The commission in looking over the budget had a discussion about prioritizing way finding signage, which could include a brochure, app, signs/plaques, and more throughout the corridor.
 3. Sorge will rework the draft budget based on the discussion and the commission will discuss and approve the final budget in July.
- XIV. Clark Street construction/reroute:
 1. Kroeger mentioned to expect delays on Saturday, April 23, outside of Standard Market Grill. There will be interrupted traffic throughout the day because of crane needed to hoist equipment onto building. This will cause delays on the street.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

- XV. Meeting adjourned at 5:21 p.m.

Minutes respectfully submitted by Bryan Biello.