

Clark Street SSA #23
Meeting Minutes
May 24, 2017 | 4:00 p.m.
Basil Leaf Cafe | 2465 N. Clark Street

Commissioners Present: Holly Lodarek, Peigi Jean-Blanc, Cathy Gallanis, Rae Lisenby

Commissioners Absent: Jim Kroeger, Patrick Wrona

LPCC Staff: Kim Schilf, Frank Kryzak, Bryan Biello

43rd Ward Alderman's Office: Joanna Zaidan

Public Forum:

Call to Order

- I. Call to order by Jean-Blanc at 4:09 p.m.

Approval of Minutes

- II. Jean-Blanc asked for and received approval of the minutes from the April 12, 2017 Commission meeting.

Motion to approve April 12, 2017 minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Joanna Zaidan from the 43rd ward office:
 1. Alderman Smith asked if there could be power washing twice a year on Clark Street.
 - i. The Commission then discussed the possibility of power washing twice a year.
 2. The Alderman's office has received some complaints from residents about litter on Clark Street.
 - i. The Commission reminded Zaidan that currently trash is picked up five days a week, plus additional pick-ups on special weekends such as the Air and Water Show and the Chicago Marathon.
 - ii. The commissioners have not noticed excess trash in the cans, or received any other feedback on excess litter, and will continue to monitor them.

Reports

- IV. Financial Report (Schilf)
 1. We've received just over half of the tax levy for the year. We receive half in the spring and the second half in the fall.
 2. We are currently on track with our expenses for the year.
 3. Special event expenditures will increase over the next month after Cravings on Clark. Plus, more special event expenses will accrue with the Art on Clark event and Spooktacular.
- V. Draft 2018 Budget Presentation (Kryzak)
 1. The 2017 EAV for Clark Street will be provided at the end of June after the draft budget is submitted.
 2. As a reminder, the new transit TIF is now in effect, which causes SSA #23 to only receive 20% of any increase in EAV for approximately 25% of the SSA. This will not affect our EAV for 2016 but will for 2017.

3. The draft budget is due to the City on June 16. They will review it and provide comments and questions to the LPCC and the final budget will be voted on at our July 12 Clark Street SSA meeting.
4. Reviewing the proposed budget:
 - i. Customer Attraction
 1. Website maintenance will decrease as we look to move much of the content to its own page on the LPCC website.
 2. The special events line item will decrease based on usage of this line item in 2016 and 2017.
 3. The decorative banners line item will be increased to help fund some potential recommendations from the Lincoln Park Wayfinding Plan.
 - ii. Public Way Aesthetics
 1. Landscaping will be increased to account for inflation and any potential supplemental landscaping, such as in Dad's Park.
 2. The wayfinding line item will fund the recommendations that come from the Wayfinding Plan.
 3. Streetscape elements are funded to help purchase street furniture and other potential items that might be recommended from the Wayfinding Plan.
 4. Lisenby asked about lighting poles during the holidays and Schilf mentioned that we are currently looking for an electrician to inspect the outlets on the light poles.
 - iii. Sustainability & Public Places
 1. Bicycle transit enhancements is funded for a bike corral, which is something the commission has called for the past couple of years and, with the completion of the wayfinding plan, we would like it to install based on the theme/branding recommended in the plan.
 - iv. Economic and Business Development
 1. Economic impact study is a funded line item, so that we may hire a consultant to do a study on the SSA to confirm PIN numbers. This is something that should occur every 2-3 years.
 - v. Safety Programs
 1. The SSA will once again be funding the safety programs that were initiated this year.
 - vi. SSA Management
 1. The administrative/office costs are less this year because in the past SSA #23 required more time and attention than SSA #35, which the LPCC is also the service provider for. Now, however, SSA #35 will be requiring more staff time, so administrative costs will be split evenly between the two SSA's.
 - vii. Lisenby asked about funding the security patrol line item.
 1. Lisenby wonders if we can do patrol services for special events. She also suggests we publicize any security patrol services so it can be a deterrent to potential crime.

2. Schilf recommend we can reach out to other Chambers, such as Lakeview East, to learn more about how they implement their security patrol program.
 3. The Commission would like to fund the security patrol line item to have the option of trying out a security patrol pilot program.
- VI. Program Manager's Report (Kryzak)
1. Public Way Aesthetics
 - i. Landscaping – Brightview
 1. Our summer hanging basket displays will be planted in about a week.
 2. Pressure Washing Systems power washed the sidewalks last week.
 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.
 - 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 have been removed and the new sculptures are set to be installed during the first week in June.
- VII. Marketing and Events (Biello)
1. Events
 - i. Cravings on Clark
 1. The restaurant crawl is Wednesday, June 14, 2017 from 6:00 – 9:00pm.
 2. HopCat - Chicago is the check-in location at 2577 N. Clark.
 3. There are over 20 restaurants participating.
 4. There are about 20 tickets, which is double what we had at this time last year, when we saw 210 attendees total.
 5. Lakeview Pantry is our partner again and they will be assisting us to promote the event as well as at check-in.
 6. We've secured a TV spot on June 12th on Fox Chicago and we are working on WGN and ABC7.
 7. We're partnering with Green City Market and will be promoting the event at the June 3rd market.
 8. We'll be officially announcing the restaurants on May 31st and holding a social media contest to promote.
 9. Six businesses will also be offering a sale/special in their stores.
 - ii. Art on Clark Kick-Off Event
 1. The target date for this event is the week of July 10.
 2. 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.
 3. We plan to use a passport to have guests visit each sculpture.
 4. We hope to incentivize participants to use the Otocast app to take a self-guided tour of the sculptures.

- iii. Spooktacular & Scarecrows on Parade
 - 1. The 9th annual Spooktacular is scheduled for Sunday, October 29, 2017 from 1:00 – 4:00pm.
- iv. LPCC Events
 - 1. Coffee Connection at Barry's Bootcamp
 - a. Wednesday, June 7, 8:30-9:30am
 - 2. Save the date for the LPCC/Lakeview/Roscoe Village Joint Networking Business After Hours
 - a. Wednesday, July 26, 5:30-7:30pm
 - b. Xavier Apartments (Rooftop), 625 W Division
- VIII. Economic Development Report (Kryzak)
 - 1. Items of note:
 - i. Newly opened:
 - 1. Colectivo Coffee (2530 N. Clark)
 - 2. Chopo Chicken (2460 N. Clark)
 - 3. Sweet! Group & Candy (rebrand of Yogurtland) (2468 N. Clark)
 - ii. Closings:
 - 1. Happy Play (2346 N. Clark)
 - 2. Benjyeuda (2485 N. Clark)
- IX. Approve New Treasurer
 - 1. Gallanis was asked to be the treasurer for the commission.

Motion to approve Cathy Gallanis as the new treasurer. Motion seconded. Unanimously approved.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 5:33 p.m.

Minutes respectfully submitted by Bryan Biello.