

Clark Street SSA #23
Meeting Minutes
July 13, 2016 | 4:00 p.m.
Basil Leaf Café | 2465 N. Clark Street

Commissioners Present: James Kroeger, Holly Lodarek, Elizabeth Rosseuscher, Cathy Gallanis, Patrick Wrona

Commissioners Absent: Peigi Jean-Blanc, Rae Lisenby, Bruce Longanecker

LPCC Staff: Kim Schilf, Martin Sorge, Bryan Biello

43rd Ward Alderman's Office: Matthew Allee

Public Forum: none

Call to Order

- I. Call to order by Gallanis at 4:21 p.m.

Approval of Minutes

- II. Gallanis asked for and received approval of the minutes from the April 20, 2016 Commission meeting.

Motion to approve April 20, 2016 minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Matthew Allee from Alderman Smith's office:

1. Development Update

- i. Colectivo Coffee is moving into the former Einstein's Bagels space and is also renovating the parking lot to transform it into an outdoor café.
- ii. HopCat Brewpub in the old Vapiano's space (2577 N. Clark) just applied for their liquor license and is in the renovation process. They are expected to open late summer or early fall.
- iii. The building at 2050 N. Clark is going to be redeveloped into a 32-unit apartment building. Scheduled to go before the Plan Commission next week.
- iv. The parking garage at 2036 N. Clark has been sold. The new owner plans to close the parking garage and shift it to a residential building. It would require him to apply for zoning relief. The Alderman's office is currently going through the community feedback process and looking into the option of a larger community meeting. Currently, there are lots of concerns around the loss of parking.
 1. The zoning relief that the owner is requesting is to not have businesses on the ground floor and to add additional height to the structure. There would be no businesses on the ground floor to allow for parking on the first floor.
 2. Allee expects this to go before the zoning board sometime in mid-to late fall.

3. Several commissioners expressed how restaurants use the parking structure for their valet parking.

Reports

- IV. Financial (Rossteutscher)
 1. We currently have received a little over half of the 2015 tax levy.
 2. We are a little under budget for customer attraction as no major events were planned for the first quarter.
 3. Overall we are on track with our budget, with nothing outstanding to report.

Action Items

- V. 2017 Budget and Services (Sorge)
 1. Sorge went through each section of the budget and reviewed each line item and answered any questions. He spent some time explaining any major changes from 2016 to 2017.
 - i. Consumer attraction
 1. A slight increase to the website line item was addressed, because the website will need some minor improvements and upkeep over the next year.
 - ii. Public Way Aesthetics
 1. \$40,000 was added into this line item to help implement a new wayfinding and signage plan in 2017.
 2. \$5,000 was included under repairs and improvements to help with minor improvements of any broken infrastructure on the street.
 3. Rossteutscher questioned if it's worth it to have the sculptures on the street. Several commissioners thought we should look into scaling back on the program and do less sculptures. Sorge commented that in 2017 we may have to reduce the sculptures from 10 to 8 spaces simply due to open space on the street.
 2. Safety
 - i. Rossteutscher wanted to talk about safety initiatives over the next year before approving the budget.
 - ii. Sorge explained various initiatives other SSA's around the city have in place.
 1. Security officers that patrol the streets. This is an expensive option.
 2. A security camera rebate program.
 3. Safety classes for businesses who receive a sticker for their window once they complete the class. This will also help to market the program to other merchants.
 - iii. Rossteutscher is concerned about safety and is worried that if people feel unsafe, it will reduce visitors to the corridor.
 1. Rossteutscher noted that security cameras don't really deter vandals.
 2. Rossteutscher suggested motion sensor lights.
 - iv. Gallanis suggested increasing communication between businesses.

- v. Sorge suggested a holistic approach, where we offer safety assessments for businesses and educate business owners.
 - 1. The commissioners like the idea of some sort of safety assessment program and educational outreach. They also thought a window decal for those who complete the assessment was a good idea.
 - 2. The commissioners also wanted to research rebate programs for lighting improvements and security camera installations.
- vi. The Chamber will do research, look into the costs of these options, and report back at the September meeting

Motion to approve 2017 budget and services for the Clark Street SSA #23. Motion seconded. Unanimously approved.

VI. 2017 Sole Service Provider

- 1. The Lincoln Park Chamber of Commerce is currently the sole service provider for SSA #23. The committee had no further questions prior to the motion.

Motion to approve the Lincoln Park Chamber of Commerce as the Sole Service Provider for the Clark Street SSA #23 for 2017. Motion seconded. Unanimously approved.

VII. Wayfinding / Identify Vendor (Sorge)

- 1. For several years the commission has been talking about doing wayfinding signage. Sorge recently sent out an RFP for the project and received several bids back.
- 2. The top 3 bids returned were the Lakota Group, Moss, and Media Objectives.
 - i. Media Objectives is a sound company, but is out of our budget and didn't offer anything unique over the top two candidates.
 - ii. Moss is a great firm and has solid recommendations, but hasn't worked directly on wayfinding signage.
 - iii. Sorge highly recommends Lakota Group, because they know the area extremely well, have very good recommendations, and have worked on similar projects for other neighborhoods.

Motion to approve Lakota Group as the vendor for the wayfinding signage project. Motion seconded. Unanimously approved.

Old Business

VIII. Program Manager's Report (Sorge)

- 1. Public Way Aesthetics
 - i. Landscaping – Brightview
 - 1. Brickman landscapes has changed their brand and name to Brightview.

2. Summer displays were installed in June. They are looking good overall, but Brightview is going out to address some baskets that need some attention.
3. Brightview has weeded the tree grates and mulched some beds without grates.
- ii. Street Cleaning – Cleanstreet
 1. They are back to working 5 days per week.
 2. A couple commissioners mentioned that a few garbage cans fill up more quickly than others, so Sorge will reach out to inform Cleanstreet to keep an eye on this issue.
 3. Cleanstreet will go out twice on the day of the Air & Water show and twice on the day of the Chicago Marathon.
- iii. Façade Rebate
 1. Galway Arms was conditionally approved for a façade rebate for extensive restoration to the front of their building.
 2. Jasmin Reese was conditionally approved for a rebate for a new awning.
 3. Tell your neighbors about the façade rebate program—especially if there is a business in need of a new awning, sign, windows, etc.
 4. We will be doing an assessment of target properties for façade rebates.
- iv. Sidewalk infrastructure
 1. The LPCC summer intern catalogued sidewalk infrastructure repairs needed. We sent a letter in June, co-signed with the Park West Community Association, to Alderman Smith’s office who put in requests to the City. At this point the Alderman isn’t planning to spend any menu money on these items.
 2. CDOT will be installing new tree grates on a few trees. CDOT was able to use salvaged grates, reducing the cost to \$1,195. The original quote was for \$4,100.
2. Bike Corral
 - i. This summer we will be looking to identify a location to install a bike corral in the area. A few businesses have expressed interest, but finding a location that works is a challenge because of parking meters.
3. Sculpture Program
 - i. New sculptures have been installed. Five of the pieces are returning from last year and five pieces are new.
4. Commissioners
 - i. We are still looking for one new commissioner, and will be looking for two if/when Bruce steps off.
- IX. Marketing and Events (Biello)
 5. Events
 - i. Cravings on Clark

1. The restaurant crawl was held on Thursday, June 16 from 6:00-9:00pm. It was a fun and successful night.
 2. We had 20 restaurants participate and 12 businesses who had specials.
 3. 191 attendees pre-registered and we had 11 register onsite. Of the total 202 registrations we had 27 guests not show up and of those 27, five were paid guests, the remaining were comps. Overall we had 175 people on the street during the event.
 4. The following is a list of media where Cravings was covered:
 - a. DNAinfo (online) – 5/11/16
 - b. Inside Booster (print) – 6/1/16
 - c. RedEye: What to Eat. Drink. Do., June/July (online) – 6/9/16
 - d. ABC7 Online – 6/12/16
 - e. Red Eye (print edition) – 6/13/16
 - f. Late Night with Patti Vasquez (WGN Radio) – 6/14/16
 - g. Red Eye: Thursday Eat. Drink. Do. (online) – 6/14/16
 - h. Fox Chicago – 6/15/16
 5. We've received great reviews from attendees, applauding the team for how much fun the event was and for the great time they had.
 6. Two suggested improvements came up several times in the evaluations:
 - a. Add some new/different restaurants, especially non-chain restaurants
 - b. Maybe make the event longer, because the route is so long.
 7. Participating merchants seemed very pleased with the event and were glad they participated as it helped to increase their business that night.
 8. Thank you cards went out to all participating businesses and a wrap-up meeting with Big Buzz will be scheduled soon.
- ii. Spooktacular & Scarecrows on Parade
1. Spooktacular & Scarecrows on Parade is set for Sunday, October 30 from 1:00-4:00pm. Scarecrows voting will begin on October 8th and run until the day of the event.
 2. The event will be very similar to last year and be scaled back again like last year.
 3. The Park West Community Association will be providing volunteers and have a bigger helping hand in the costume contest.
 4. In an effort to get visitors to stay on the street longer, we'll be reaching out to bars and restaurants to offer afternoon specials so folks can grab a bite during and after the event and stay a little longer on the corridor.
 5. Our team is currently working with Big Buzz and is in the preliminary stages of planning the event for the fall.
- iii. Holiday Campaign

1. Biello has been talking to select merchants about holiday campaign ideas, including partnering with a neighborhood restaurant and having a wine tasting and pop-up shop event; having a joint late-night holiday shopping event; and a Small Business Saturday/holiday season kick-off celebration. He will continue meeting with select businesses to get their feedback so we can begin planning a holiday season event.

iv. LPCC Events

1. The Chamber has a joint networking event with the Lakeview and Roscoe Village Chambers tomorrow night at Sono East. Please consider attending and learning more about the Chamber.
2. The Chamber is in the process of planning their revamped awards event and in an effort to be more community focused any business can be nominated within Lincoln Park (not just LPCC members). The nomination process will begin just after Labor Day. The awards presentation will be on October 24 at the Steppenwolf Theatre.

6. Marketing

- i. Businesses are being reminded to email Biello if they have promotions or specials happening so this can go on the Clark Street website and newsletter.
- ii. In an effort to collect more consumer email addresses for both Clark Street in Lincoln Park and the Chamber, the LPCC has entered into a partnership with Green City Market and has a booth at 3 markets a month, two Wednesday's and one Saturday a month.
- iii. From promoting Cravings on Clark on Facebook, we received about 65 new likes to the page in May and June. On Twitter, we received about 70 new followers over the two month span.
- iv. In late July and August, Biello will meet with more merchants to better understand their needs and learn their interests on various marketing efforts and program initiatives.

X. Economic Development Report (Sorge)

7. Items of note:

- i. Recent closings:
 1. Nothing new
- ii. Newly opened:
 1. Starbucks (639 W Diversey)
- iii. Coming soon:
 1. Molly's Cupcakes expansion (2540 N Clark)
 2. Colectivo Coffee (2530 N Clark), expected fall 2016
 3. Target (2650 N Clark) replacing Best Buy, expected July 24
 4. Banana Republic (2720 N Clark), expected in 2017
 5. HopCat (2577 N Clark), expected late summer/early fall 2016
 6. Alt School (2720 N Clark), expected in 2017
 7. A Matter of Sight (2210 N Clark)

8. Suuri (jewelry store) (2048 N Clark)
 9. Team Rehabilitation (2727 N Clark)
- iv. Developments:
1. The former home of The Edge (2720 N. Clark) has been demolished and construction is well under way. 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.
 2. 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 demolished the building. There is no other news about that development at this time.
 3. The SE 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.
 4. The single-story property at 2050 N. Clark has a redevelopment proposal before the planning commission on July 21. It is currently zoned B1-3. The developer is proposing a 5-story residential building with 32 residential units and 31 parking spaces. Sorge is unsure if they plan to have ground-floor commercial space. Alderman Smith’s office has not provided any details of the project.
 5. At 2038-40 N. Clark, currently the Buddy’s Parking garage, a developer has proposed a 65-foot tall, 10-unit luxury condo building with 28 parking spaces. Mid-North Association has approved the project, but Alderman Smith’s office has not given any further details.

New Business

XI. Staffing Announcement

1. Sorge let the commission know that this will be his last commission meeting as his last day at the LPCC is scheduled for July 19. Sorge will be moving onto Uptown United to be their Executive Director. Sorge thanked all of the commissioners for their service.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

- XII. Meeting adjourned at 5:47 p.m.

Minutes respectfully submitted by Bryan Biello.