

Clark Street SSA #23
Meeting Minutes
September 21, 2016 | 4:00 p.m.
Basil Leaf Café | 2465 N. Clark Street

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

Commissioners Absent: Rae Lisenby

LPCC Staff: Kim Schilf, Frank Kryzak, Bryan Biello

43rd Ward Alderman's Office: Alderman Michele Smith

Public Forum: none

Call to Order

- I. Call to order by Jean-Blanc at 4:08 p.m.

Approval of Minutes

- II. Jean-Blanc asked for and received approval of the minutes from the July 13, 2016 Commission meeting.

Motion to approve July 13, 2016 minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Alderman Michele Smith from the 43rd ward office:
 1. Development Update
 - i. Acadia Realty is going to tear down the Vitamin Shoppe and former Starbucks on the southeast corner of Clark and Diversey to build a new two-story, strictly retail building. Because there is a billboard on top of the building they may need up-zoning since the billboard doesn't fit with the city's sign ordinance.
 - ii. The Alderman introduced an ordinance to make it simpler for non-profits to plant trees in the public way.
 - iii. Molly's Cupcakes is working on their expansion.
 - iv. The Marketplace, which is owned by Lexington Development, is going to be redeveloped and Lexington Development is planning to build two buildings. However, they are still in the preliminary stages of the process and Alderman Smith has not yet seen the plans.
 - v. The Inn at Lincoln Park will begin to be demolished after the Cubs season is over, and a Hampton Inn will be built on the site.
 - vi. Clark Street from St. James to Armitage will have new water mains installed. It is likely that the project will start in the spring, but there's a chance it could start this October.

Reports

- IV. Financial (Rossdeutscher)

1. We have currently received 94.3% of our tax levy.
2. Overall we are on track with our budget, with nothing outstanding to report.

Action Items

- V. Dad's Park Landscaping Project (Kryzak)
1. The SSA has received a proposal from Brightview to replace the dying plants, shrubs, and trees in Dad's Park, right across from the Francis Parker School.
 2. Brightview has submitted the proposal at a cost of \$3,795.
 3. Gallanis questioned the cost of the project, but Kryzak mentioned Brightview, formerly Brickman, has landscaped this area in the past and recently toured the location prior to submitting their proposal.

Motion to approve Dad's Park landscaping project. Motion seconded. Unanimously approved.

- VI. Tree Replacement on Clark and Diversey (Kryzak)
1. There are 9 dead trees north of Fullerton on Clark Street and 2 on Diversey Parkway.
 2. In the past we've always replaced trees through our landscape service provider, which is typically more expensive since they must pay for permits for each tree.
 3. CDOT is able to replace the trees for \$5,000, which is less expensive than our landscaper.

Motion to approve \$12,000 funds from PR and media relations (line item 1.09) to landscaping (line item 2.02) for tree replacement on Clark and Diversey. Motion seconded. Unanimously approved.

- VII. Holiday Décor Vendor Selection (Kryzak)
1. The total budget for Holiday Decor is \$20,000.
 2. The SSA received two bids from 3 vendors. One bid asked for pricing to install wreaths on every pole. The other bid asked for pricing to install wreaths on every other pole.
 3. Based on pricing and peer recommendations, Kryzak suggests using Liberty Flag and Banner, our 2015 vendor, and having wreaths on every pole. The commission agreed.

Motion to approve Liberty Flag and Banner as the 2016 Holiday Décor Vendor. Motion seconded. Unanimously approved.

- VIII. Sidewalk Cleaning Vendor Selection (Kryzak)
1. The SSA received bids from Cleanstreet and Cleanslate
 2. The total budget for litter abatement in 2017 is \$38,000.
 - i. Cleanstreet came in at \$37,790.

- ii. Cleanslate came in at \$32,903, leaving room in the budget for any unexpected projects and/or additional cleaning after major public events.
3. Schilf also mentioned that we have used Cleanslate in the past, but then Cleanstreet offered a much less expensive price, so the commission switched to them. According to Schilf, Cleanslate was our vendor for about 5-10 years.

Motion to approve Cleanslate as the 2017 Sidewalk Cleaning Vendor. Motion seconded. Unanimously approved.

IX. Snow Removal Vendor Selection (Kryzak)

1. The SSA received bids from Cleanstreet, Christy Webber, and TSI. Christy Webber was the 2015-16 vendor and received many compliments.
2. Bids for a 1-inch tolerance and 2-inch tolerance were received from each vendor.
3. Based on past performance, pricing, and recommendations, Kryzak suggests using Christy Webber again at a 1-inch tolerance.
4. Gallanis was curious about the process after we hit our maximum 50" allotment of snow removal. Kryzak explained we pay per occurrence at that point.

Motion to approve Christy Webber at a 1-inch tolerance for the 2016-17 Snow Removal Vendor. Motion seconded. Unanimously approved.

New Business

X. Program Manager's Report (Kryzak)

1. Public Way Aesthetics
 - i. Landscaping – Brightview
 1. The hanging baskets look satisfactory. They looked better when they were first planted, we would like for them to be more vibrant and have more of a "wow" factor next year.
 2. There are some planters with dead flowers or no flowers in them that Brightview said they would address. We have been disappointed with the planters and have expressed we want them to look better next year. Kryzak will sit down with Brightview to express the SSA's disappointment and lay out our expectations moving forward.
 3. Brightview has weeded the tree grates and mulched some beds without grates.
 4. Gallanis commented that the flowers weren't very great this year and didn't last very long.
 - ii. Street Cleaning – Cleanstreet
 1. Cleanstreet has been doing a good job.
 2. Cleanstreet informed Kryzak that people are putting household garbage bags into our garbage cans.
 3. Garbage underneath the cans is still being monitored.

4. Cleanstreet performed two extra cleanings the week of the Air and Water show. They are scheduled for an extra cleaning on the morning after the Chicago marathon and the morning after Spooktacular.
 - iii. Façade Rebate
 1. Galway Arms received a façade rebate of \$9,650 for extensive restoration to the front of their building.
 2. Jasmin Reese was conditionally approved for a rebate for a new awning on May 24, 2016.
 3. Kryzak will be doing an assessment of target properties for façade rebates.
 - iv. Sidewalk infrastructure
 1. The LPCC's summer intern catalogued sidewalk infrastructure repairs needed and the SSA 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, but she is not planning to spend any menu money on these items.
2. Sculpture Program
 - i. The SSA has signed the 2017 contract for Art on Clark. The Commission will decide on sculptures at the November meeting.
 - ii. Prior to the November meeting commissioners should think about if they would like to purchase any sculptures. The SSA will continue to develop a creative marketing plan.
 - iii. Jean-Blanc was curious about the selection process and Schilf explained how the Chicago Sculpture exhibits helps to find and rank the sculptures and sorts through the commission's rankings.
3. Wayfinding
 - i. The Lakota Group has been contracted for a wayfinding program on Clark Street with the intention that it will serve as a blueprint for all of Lincoln Park. The SSA would also like to put together a steering committee and have a meeting with Lakota to begin the process in October.
 - ii. Schilf noted that we would like to include the cultural institutions on the steering committee.
 - iii. Alderman Smith gave a round of applause to the SSA for getting this program started.
4. Commissioners
 - i. We are still looking for one new commissioner, and will be looking for two if/when Longanecker steps down.
5. Safety
 - i. The Chamber is in the process of exploring different options to increase safety on Clark Street. They are continuing to develop a safety assessment program and educational outreach.
 - ii. The Lakeview Chamber directed Kryzak to a security camera rebate program that Washington DC is implementing. The program applies to places owned

or leased by a resident, business, nonprofit, or religious institution. Individuals can receive up to \$200 of the purchase price per camera, with a maximum rebate of up to \$500 per residential address, and up to \$750 per address for those installed on the exterior of a business, commercial, nonprofit, or religious institution.

- iii. Kryzak spoke with the Old Town Merchants & Residents Association. They use a company called AGB which consists of off-duty police officers to provide security on Friday and Saturday nights in their commercial areas. Each security officer gets paid \$32/hour. The annual payment for the security program is approximately \$38 thousand to \$45 thousand.
- iv. Longanecker mentioned that we should be able to control the aesthetics of installing a camera.
- v. Gallanis commented that the price of security was less than she expected and might be a decent option.
- vi. Lodarek suggested that education is very important, as well as continued outreach to businesses and residents about current events.
- vii. Alderman Smith recommends always calling 911 when there is a suspicious person in your business.

6. GIS/CoStar Capabilities

- i. CoStar, which is the property inventory the SSA uses, and geographic information systems (GIS), which is great for making maps/graphical representations of data, can be utilized for Clark Street. The commissioners can let Kryzak know of ideas for how the SSA can utilize these programs.

XI. Marketing and Events (Biello)

1. Events

i. Scarecrows on Parade

- 1. Big Buzz is out and about signing businesses up for Scarecrows and Spooktacular.
- 2. Scarecrows must be up by Saturday, October 8. Voting will take place from October 8 through October 30 (Spooktacular).
- 3. There will be four merchant voting categories: Spookiest, Funniest, Most Creative, and Critic's Choice.
 - a. The commission will receive an email in mid-October to vote for the critic's choice category.
- 4. Francis Parker is going to have students participate by creating scarecrows in class and have them installed in a couple of vacant store fronts along Clark. This will be a fifth category to vote on.

ii. Spooktacular

- 1. Spooktacular will be held Sunday, October 30 from 1:00-4:00pm. It will once again be a significantly reduced event this year: No Halloween Headquarters, giveaways, or theatre performance.
- 2. The costume contest location will be at 2558 N. Clark again.
- 3. Big Buzz is also visiting merchants to have them sign-up as a Spooktacular participant.

4. Big Buzz is working to secure talent and performers for the event.
- iii. Chamber Events:
 1. Lincoln Park Uncorked
 - a. Thursday, September 22 from 6-9pm on Lincoln Avenue. Tickets are \$40 for wine, food, and fun!
 - b. Vanille is participating.
 2. Lincoln Park Top 10 Awards
 - a. The LPCC's inaugural community awards program is on October 24 from 5-8pm at Steppenwolf Theatre.
 - b. Nominations are now open and will be through September 30. Any business is eligible, Chamber membership is not required. Have customers nominate you.
 - c. The top 4 nominees will be voted on for the grand prize winner of each category.
 3. Networking Extravaganza
 - a. Thursday, November 17 at Whirly Ball

2. Marketing

- i. Small Business Saturday Campaign
 1. Planning a push to get area businesses to participate in Small Business Saturday as the kick off to the holiday season
- ii. In 2015 the commissioners didn't find it worthwhile to hold an event in conjunction with the Chicago Marathon, so we did not enroll this year. However, we will be doing a call out to businesses to promote if they will be hosting an event or special promotion for/during the marathon.
- iii. Spooky Zoo is the Saturday before Spooktacular and we will use that as one final push for Spooktacular, by having special postcards printed as well as using the a-frames at the zoo!
- iv. The LPCC has one final Green City Market tent on Saturday, September 24. We've been hosting a tent to help promote LPCC and Clark Street in Lincoln Park initiatives.

XII. Economic Development Report

1. Items of note:
 - i. Recent closings:
 1. Sarks in the Park (444 W. Fullerton)
 2. Liberty Travel (2443 N. Clark)
 - ii. Newly opened:
 1. Target (2650 N. Clark)
 2. HopCat (2577 N. Clark)
 3. Suuri Design (2042 N Clark)
 4. New Elephant Resale Shop (2325 N. Clark)
 - iii. Coming soon:
 1. Molly's Cupcakes expansion (2540 N Clark)
 2. Colectivo Coffee (2530 N Clark)
 3. Banana Republic (2720 N Clark), expected in 2017

4. Alt School (2720 N Clark), expected in 2017
5. A Matter of Sight (2210 N Clark)
6. Team Rehabilitation (2727 N Clark)
7. Chopo Chicken has leased (2460 N. Clark)

2. Developments:

- i. The former home of The Edge (2720 N. Clark) has been demolished and construction is well underway. Centrum Partners is redeveloping that property into ground level retail with a small private school on the second floor. They plan to open in fall 2017.
- 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 demolished the building. Kryzak is working to get in touch with Lexington Homes.
- iii. The southeast corner of Clark and Diversey, owned by Acadia Realty, said it is in “redevelopment” according to their website. In addition to Alderman Smith’s update, Kryzak reached out for more information.
- iv. The single-story property at 2050 N. Clark has a redevelopment proposal before the Planning Commission. It is currently zoned B1-3. The developer is proposing a 5-story residential building with 32 residential units and 31 parking spaces. Alderman Smith’s office has not provided us with any details of the project.
- v. 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.
 1. Alderman Smith noted that there is a backlog at the Planning Commission and it still has not made it on the zoning board of appeals agenda.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

XIII. Meeting adjourned at 5: 42p.m.

Minutes respectfully submitted by Bryan Biello.