

Clark Street SSA #23
Meeting Minutes
November 16, 2016 | 4:00 p.m.
Basil Leaf Café | 2465 N. Clark Street

Commissioners Present: Jim Kroeger, Holly Lodarek, Cathy Gallanis, Peigi Jean-Blanc, Elizabeth Rossdeutscher, Rae Lisenby

Commissioners Absent: Patrick Wrona, Bruce Longanecker

LPCC Staff: Kim Schilf, Frank Kryzak, Bryan Biello

43rd Ward Alderman's Office: Joana Zaidan

Public Forum: Tony Kovinkov, Barb Guttman

Call to Order

- I. Call to order by Jean-Blanc at 4:07 p.m.

Approval of Minutes

- II. Jean-Blanc asked for and received approval of the minutes from the September 21, 2016 Commission meeting.

Motion to approve September 21, 2016 minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Joana Zaidan from the 43rd ward office:
 1. Development Update
 - i. After Thanksgiving there will be a community meeting about the Acadia development project at the southeast corner of Diversey and Clark. The meeting is scheduled for Monday, November 28.
 1. The building will be torn down and rebuilt. It will contain two stories of retail and will need up-zoning.

Reports

- IV. Financial (Rossdeutscher)
 1. To date the SSA has received 98.6 % of the tax levy.
 2. There are some outstanding invoices from recent events that are in the process of being paid and once that occurs we will be on track for our budget.

New Business

- V. Art on Clark Sculpture Selection (Kryzak)
 1. Kryzak gave an overview of Art on Clark 3D program and mentioned that the city has named 2017 "the Year of Public Art." To celebrate the 50th anniversary of the Picasso sculpture outside the Daley Center. He also commented that we hope to have more programming around the sculptures and work in tandem with the city's programming.
 - i. One type of program that could help promote Art on Clark 3D would be Otocast. It is free phone application that helps to promote sculptures with a

self-guided audio tour. This would also provide data to the SSA about people who tour Clark Street and can be used as a cost-benefit analysis to get an idea of how effective the Art on Clark 3D program is at increasing foot traffic.

- ii. Biello mentioned a few event and promotional ideas for Art on Clark 3D, including a kickoff celebration once the new sculptures are installed in June/July. Other ideas include once-a-month art nights in the summer; an artist spotlight on the website; including a full page ad in the Discover Lincoln Park Guide about the sculptures; and incorporating the sculptures into the Cravings on Clark event.
 - iii. Guttman commented that as part of “the year of public art”, she has been working with the City to reduce the permitting process and fees around installing public art.
2. Guttman reviewed the current locations of each sculpture. She then provided information about all the new eligible selections and asked the SSA Commissioners to vote.
 - i. The votes will be tallied in the next couple of weeks and the top 8 pieces will be determined for the 2017-18 Art on Clark 3D program.

VI. Program Manager’s Report (Kryzak)

1. Landscaping – Brightview
 - i. Winter displays have been installed.
 - ii. Cleanslate de-weeded Clark Street on Tuesday for \$700 (Brightview and Cleanstreet were more than double the price). They removed weeds in 68 areas along Clark Street.
 1. Rossdeutscher suggests paying for de-weeding earlier in the fall before the weather turns too cold.
 - iii. Brightview has not stayed on top of de-weeding tree grates and it is in their contract to do so.
2. Street Cleaning – Cleanstreet
 - i. Kryzak mentioned that they have been doing a good job and the commission agreed.
3. Snow removal – Christy Webber
 - i. The SSA’s snow removal contract for this year is now live and goes through April. The contract has a 1” tolerance, which means that crews will be deployed for any snow that is over 1”. Crews will NOT be deployed for any snow event less than 1”.
 - ii. In addition to sidewalks, crews will clear and salt around all corners to the alley (or property line), fire hydrants, bus stops, corners, and crosswalks.
 - iii. Kryzak sat down with our account representative, the snow liaison, and the crew leader to go over the map of the SSA and all of the details of our contract previously.
 - iv. Commissioners were asked to notify Kryzak if they spot any issues with snow removal along the SSA.
4. Holiday décor – Liberty Flag & Banner

- i. Unfortunately we could not install lights on the street poles this year, because the outlets on the poles need to be replaced. We are hoping to have this complete next year so we can have holiday decorations with lights.
 - ii. Décor, including wreaths and garland, will be installed on Sunday or Monday.
- 5. Façade Rebate
 - i. The program continues to be communicated with new business owners and with commercial brokers and landlords.
 - ii. Kryzak would like to do extended outreach for this program in 2017.
- 6. Recycling
 - i. One of the recycling bins (on the southeast corner of Clark and Fullerton) was stolen a few weeks ago. Kryzak has ordered a new recycling bin for \$645. Christy Webber Landscapes will be providing a quote to install the new recycling bin since they installed the original 15.
- 7. Wayfinding
 - i. We have signed a contract with the Lakota Group for a wayfinding program on Clark Street with the intention that it will serve as a blueprint for all of Lincoln Park. The initial phase of this project will focus on Clark Street and will be funded through the Clark Street Special Service Area #23, with the additional phases of the plan to be carried out throughout the Lincoln Park community in the coming years. The wayfinding plan will provide clear and compelling guidance for pedestrians to points of interest, transit, local businesses, and cultural institutions.
 - ii. The first wayfinding committee meeting is on Friday, December 9 from 8:30-10:30am at the Lincoln Park Chamber of Commerce (LPCC) office. The commissioners are invited to attend if they can make it.
 - iii. The Wayfinding Steering Committee will plan to meet 3 – 4 times over the next 6 months with a plan completion date of June 2017.
- 8. Safety
 - i. The LPCC is in the process of developing a safety program for the SSA.
 - 1. A security enhancement rebate program application has been drafted, along with a security informational sheet, and a one-pager that describes our plan for an annual safety program.
 - 2. For the first year, we are recommending budgeting \$5,000 for safety enhancement rebates, and we will monitor how the program is received and how many businesses/property owners apply for the rebate. We will consider allocating more funds for safety rebates and safety initiatives throughout the year if the program is being utilized for more than the initial \$5,000 budget. Up to \$1,000 per business could be rebated for security enhancements.
 - 3. Kryzak recommends funding cameras and motion sensor lighting. He asked the commission to review the application and informational sheet before the next meeting, so they may provide feedback.

- a. During the next meeting there will be a motion to move money in the budget into safety and to formally kick off this annual safety program.

9. Transit TIF

- i. Kim and Alderman Smith met with Commissioner Reifman about the Transit TIF interfering with SSA #35 and a portion of SSA #23. However, the TIF will not greatly impact the amount of funds the Clark Street SSA receives, so we should still be able to operate with the adjusted budget.

VII. Marketing and Events (Biello)

1. Spooktacular & Scarecrows on Parade Recap

- i. Spooktacular was held on Sunday, October 30 and the street looked busier than last year. We estimate that there were about 2,000 attendees.
- ii. There was good feedback from merchants that the event was moved to Sunday and that there was such a vibrant feel on the street.
 1. Most merchants loved that it didn't impact their biggest day of business and also helped to increase their sales for a Sunday.
 2. There were a couple merchants who commented that they are closed or have shorter hours on Sunday, so they liked it better on Saturday.
 3. A few merchants noted that some visitors came in from the Zoo on Saturday looking to trick-or-treat.
- iii. Scarecrows on Parade received almost 450 unique votes.
- iv. Francis Parker loved being involved in the Scarecrow competition this year and will likely return again.
- v. There was a drop in pre-registrations for trick-or-treating by merchants this year. However more merchants participated during the event than who pre-registered, so the level of involvement was about the same as in 2015.
- vi. Overall people seemed to have a good time, the street was very busy, especially compared to last year, and the weather was perfect.
- vii. There was a great turnout at the costume contest.
- viii. CBS was at the event filming the street and the costume contest. We did get a very small slot on the 10pm news on Sunday.

2. Small Business Saturday / Holidays on Clark

- i. We've decided not to do the holiday rebate program again this year after we saw limited participation in 2015 and 2014, even with a largely increased marketing plan in 2015.
 1. We received some candid feedback from participants last year about how complicated the program was.
 2. We also saw that many of the receipts turned in were from Best Buy, Urban Outfitters, Walgreens, Starbucks, and other large national chains, which defeats our purpose of shopping small.
 3. We are planning to compile and promote a digital holiday guide for Clark Street to focus on the different festivities related to shopping,

food, and events on Clark Street and Diversey Parkway during the holiday season.

- ii. Biello has begun reaching out to individual merchants to inquire about their holiday promotions, featured items, or other holiday specials.
- iii. In addition to holiday promotions, we will also be promoting Small Business Saturday. American Express and the City have partnered up this year, which has changed some of the rules slightly, so while the LPCC has not signed up as a neighborhood champion, we will still be promoting any merchant sales or events going on that day.
 - 1. The LPCC has decided not to officially sign up with AMEX this year partly due to the fact that in order to receive certain marketing benefits businesses must accept American Express.

3. 2017 Events

i. Cravings on Clark

- 1. We plan to hold this event again.
- 2. We saw similar attendance in 2016 as we did in 2015 and we received great feedback from both businesses and participants.
- 3. Next year we hope to involve more of our independent/smaller restaurants such as Del Seoul, Aloha Eats, Lito's Empandas, Cupbop Ramen, etc.
- 4. Gallanis recommends holding the event on a Tuesday or Wednesday next year, instead of a Thursday.

ii. Spooktacular

- 1. We plan to hold the event again, but would like to continue lowering costs, while making a few changes to increase engagement and excitement.
- 2. Trick-or-treating is a must. We also feel that the costume contest is important to the program.
- 3. We'd like to look at ways to engage parents during their time on the street and help with flow on the sidewalks.
- 4. The event worked well on a Sunday and we would like to host again on the Sunday before Halloween.
- 5. We'd like to increase our partnerships with the Park West Association, Francis Parker, and other nearby schools.

iii. New Event ideas

- 1. Looking to host a spring campaign in March or April that would get folks excited to get back out on the Street and be outside. Something small, but interactive and more than just a digital marketing promotion.
- 2. Next year we would like to host a larger holiday campaign with a Small Business Saturday kick-off event and a series of smaller holiday events in different pockets along the corridor. Ideas might include:
 - a. Pop-up shops in vacant storefronts

- b. A holiday selfie weekend campaign
 - c. Santa Claus/Tree Lighting
 - d. Coordinated later shopping hours
 - e. A holiday sip and shop event
 - 3. Biello will set up individual meetings with commissioners in December and January to discuss event ideas.
- VIII. Economic Development Report
 - 1. Recently Opened:
 - i. Aisle Chic at 2324 N. Clark. It's a wedding gown shop.
 - ii. Team Rehabilitation (2727 N Clark)
 - 2. Coming soon:
 - i. Molly's Cupcakes expansion (2540 N Clark)
 - ii. Colectivo Coffee (2530 N Clark)
 - iii. Banana Republic (2720 N Clark), expected in 2017
 - iv. Alt School (2720 N Clark), expected in 2017
 - v. A Matter of Sight (2210 N Clark)
 - vi. Chopo Chicken has leased (2460 N. Clark)
 - vii. A "National Coffee Brand" next to A Matter of Sight.
 - viii. Afternoon at 2464 N. Clark. It's an Asian cuisine restaurant.
 - 3. Recently Closed:
 - i. Chelsea Jones (2425 N Clark)
 - ii. The Peasantry (2723 N Clark)
 - 4. Developments:
 - i. In October, the building at 2653 N. Clark, which houses the Covent Hotel, Saw Elegant Tailor, and Studio Hair Trends Salon was sold to the NHP Foundation, which is an affordable housing preservation organization.
 - ii. 2600 N. Clark is for sale. Kryzak is following up for more information.
 - iii. 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 will continue to try and get in touch with Lexington Homes.
 - iv. On the southeast corner of Clark and Diversey, Acadia Realty is planning to redevelop the building.
 - v. The single-story property at 2050 N. Clark had a redevelopment proposal before the planning commission on July 21. It is currently zoned B1-3. The developer proposed a 5-story residential building with 32 residential units and 31 parking spaces and the proposal was approved.
 - vi. 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. The building needs a zoning change.
- IX. 2017 Meeting Times
 - 1. Kryzak asked the commission best times for SSA meetings in 2017. The commission agreed to keep the meetings on the same day and place, but suggested some different times of the day.
 - i. Kryzak will poll the commissioners and set the dates for 2017.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

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

Minutes respectfully submitted by Bryan Biello.