

**Clark Street SSA #23
Meeting Minutes
May 23, 2018 | 4:00 p.m.
Basil Leaf Café | 2465 N Clark**

Commissioners Present: Holly Lodarek, Peigi Jean-Blanc, Steve Quick, Chris Ramsey, Jim Kroeger, Cathy Gallanis

Commissioners Absent: None

LPCC Staff: Frank Kryzak, Bryan Biello

43rd Ward Alderman's Office: Joanna Zaidan

Public Forum: None

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 April 18, 2018 meeting.

Motion to approve April 18, 2018 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. None

Reports

- IV. Financial Report (Gallanis)
 1. Everything is on target and not much has been spent yet this year as events have not yet occurred.
- V. Draft 2018 Budget Presentation (Kryzak)
 1. The SSA does not receive the EAV until mid-June, so to draft the budget we work with the EAV from last year. However, we assume the EAV will go up slightly.
 2. The 2019 budget will increase 4.97% from the 2018 budget.
 3. Customer Attraction:
 - i. Reduced the amount for the website as we will move the Clark Street standalone website under the LPCC website.
 - ii. Reduced the Special Events line item by \$11,000, as we continue to become more efficient and scale back on unnecessary costs for events.
 - iii. Increased the decorative banners line item to begin installing some metal identifiers which are recommended by the Lincoln Park wayfinding plan.
 - iv. The line item for holiday decorations was increased as well so we can have more lights strung around the light poles on Clark Street.
 4. Public Way Aesthetics
 - i. Reduced the landscaping budget, because the contract came in a bit under budget this year.
 - ii. Reduced the façade rebate budget, because there has been slow participation for the past couple of years.
 - iii. Increased the wayfinding budget because we plan to begin installing elements from the Lincoln Park Wayfinding Plan.
 - iv. The city permits line item has increased as well, because more items will likely be installed on the street that require permits.
 5. Sustainability and Public Places
 - i. Funded the garbage and recycling program because we tend to see damage a few times a year to existing bins.

- ii. Included funding for a bicycle corral, because we may install some new racks or a corral.
 - 6. Economic / Business Development
 - i. This line item was reduced, because we plan to switch from CoStar, which is a paid database service to using free resources such as LoopNet to see available commercial spaces for business attraction.
 - ii. The LPCC will hire a consultant to re-PIN the street to make sure all of the PINs are accounted for in regards to the SSA.
 - 7. Safety Programs
 - i. We've reduced funding for some of the safety rebate programs since no businesses have taken advantage of that initiative yet.
 - ii. Jean-Blanc suggested creating a video where we post safety tips for businesses.
 - 8. SSA Management
 - i. 15% of budget goes towards SSA fees and covers office space, office supplies and equipment, and various other management fees.
- VI. Wayfinding Plan Update (Kryzak)
 - 1. We have asked Kevin from Lakota Group to get pricing for all of the different signage and gateway concepts.
 - 2. The LPCC will conduct a survey of the street to figure out exactly where to put different types of signs and kiosks.
 - 3. Lodarek asked what happens after the Wayfinding Plan is done and how they implement some of the ideas. Kryzak noted that Lakota will make recommendations of vendors to work with but we will be the ones bidding out the work.
- VII. Program Manager's Report (Kryzak)
 - 1. Water Main Replacement Update
 - i. The water main project on Diversey from Halsted to Clark is still under construction. There have been no updates from the construction crews.
 - ii. The water main project on Clark from Dickens to St. James is still underway and there haven't been any updates for this project.
 - iii. CDOT will be making improvements to the street from Armitage to Diversey when the re-surfacing takes place after the water mains are installed.
 - 2. Sidewalk Cleaning
 - i. Crews are out 5 times per week picking up litter and emptying trash bins.
 - 3. Landscaping
 - i. Summer flowers should be installed by the end of next week.
 - 4. Façade Rebate Program
 - i. Number 7 Café is in the process of filling out an application.
 - ii. We continue to communicate with new business owners and with commercial brokers and landlords about this program.
 - 5. Snow Removal
 - i. We received 38.5 inches of snow for the season which is about average (36.7 inches).
 - ii. We would have saved a significant amount of money last year if we would have had a per occurrence contract instead of an annual contract.
 - iii. Kroeger mentioned that he strongly thinks we should use this information when choosing a snow vendor and contract next year.
- VIII. Marketing and Events (Biello)
 - 1. Events
 - i. Cravings on Clark
 - 1. The event is scheduled for Wednesday, June 13 from 6:00 – 9:00 p.m. and will run from Fullerton to Diversey.

2. We are already at 45 tickets, last year we were at 17 at this time. We usually see a big boost in the last two weeks.
 3. The check-in will once again be located at HopCat – Chicago, 2577 N. Clark.
 4. We currently have 13 restaurants participating and Big Buzz is doing one final push this week to get a couple more.
 5. Biello is chatting with Off Color Brewing to possibly provide a sample of beer at check-in.
- ii. Art on Clark Opening Night Party
 1. Event is scheduled for Tuesday, July 17.
 2. We are working with Gaslight and have started the planning process to host the check-in at their restaurant once again.
 3. Over the next few weeks, we will be updating graphics and preparing to promote the walking tour and kick-off party.
 - iii. Spooktacular
 1. The 10th annual Spooktacular will be held on Sunday, October 28, 2018 from 1:00 – 4:00 p.m.
 2. We hope to host the costume contest again at HopCat – Chicago.
 - iv. LPCC Events
 1. Business After Hours
 - a. Thursday, June 21, 5:30 – 7:30 p.m.
 - b. Yard House, 1500 N. Clybourn
 2. Joint Chamber Networking
 - a. Thursday, July 26, 5:30 – 7:30 p.m.
 - b. Lakeshore Sport & Fitness, 1320 W. Fullerton
- IX. Economic Development Report (Kryzak)
2. Items of note:
 - i. Recently Closed:
 1. Hugo's Pelmeni (2468 N. Clark)
 2. Potbelly (565 W. Diversey), closes tomorrow.
 3. Byline Bank (2335 N. Clark) will close in June due to lack of customers
 4. KC Chocolatier (545 W. Diversey)
 5. Ramsey mentioned that the building on Diversey where TeaGschwendner is located is only 50% occupied.
 - ii. Coming Soon
 1. An Italian restaurant is coming to 444 W. Fullerton, which was formerly Standard Market Grill.
 - a. Believed to be opening in late summer.
 3. Developments:
 - i. 2036 N. Clark (former parking garage) had significant delays with demolition because of keeping the four walls of the structure and the weather, but they hope to be completed by mid to late summer.
 - ii. 2050 N. Clark is on track to finish in June.
 - iii. The Acadia development is on track to finish interior construction in early September.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 5:14 p.m.

Minutes respectfully submitted by Bryan Biello.