

**Clark Street SSA #23
Meeting Minutes
May 15, 2019 | 4:00 p.m.
Galway Arms | 2442 N Clark**

Commissioners Present: Jim Kroeger, Steve Quick, Holly Lodarek

Commissioners Absent: Cathy Gallanis, Chris Ramsey

LPCC Staff: Kim Schilf, Frank Kryzak, Bryan Biello

43rd Ward Alderman's Office: None

Public Forum: Matt Johnson

Call to Order

- I. Called to order by Quick at 4:07 p.m.

Approval of Minutes

- II. Quick asked for and received approval of the minutes from the April 24, 2019 meeting.

Motion to approve April 24, 2019 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. None

Reports

- IV. Financial Report (Kryzak)
 1. We've received about half of our levy and we're on track so far for the year.
- V. Draft 2020 Budget Presentation
 1. The SSA does not receive the EAV until mid-June, so last year's EAV is used to draft the budget. However, we assume the EAV will go up slightly.
 2. Overall, the 2020 budget will increase 3.88% from the 2019 budget.
 3. As a reminder, as long as a line item is funded, money can be shifted around, if needed.
 4. Customer Attraction:
 - i. Reduced the amount for the website as the Clark Street standalone website is moving under the LPCC website.
 - ii. The Social Media line item is increased so that more resources can go into promoting the street and its businesses.
 1. Steve Quick really wants the SSA to take advantage of this funded line item in 2020.
 - iii. Reduced the Public Relations line item as we don't plan to hire a PR company in 2020.
 - iv. Lodarek asked about the budget for special events and how that would be affected.
 - v. Kroeger wants to take advantage of the institutions already in place, such as the Lincoln Park Zoo for getting more foot traffic in the SSA.
 5. Public Way Aesthetics
 - i. The Wayfinding line item was reduced, but still left it funded in the event more wayfinding signs will potentially be added.
 - ii. Increased the Public Art line item so that a mural installation can be explored somewhere on Clark
 - iii. The landscaping budget has increased slightly.
 - iv. The Façade Rebate Program line item has remained the same.

- v. The Snow Removal and Pressure Washing line items were also slightly increased.
- 6. Sustainability and Public Places
 - i. Increased the Garbage and Recycling line item to add new recycling/garbage cans on the street next year.
 - ii. Increased funding for a bicycle corral in the Bicycle Transit Enhancements line item, because the plan is to install new racks and a corral.
- 7. Economic / Business Development
 - i. The Strategic Planning line item was reduced, because we don't have anything on the docket at this time.
 - ii. Site Marketing is once again funded in case we want to create more site marketing materials.
 - iii. Economic Impact Study, Market Study, Branding Study etc. line item has been increased to plan for a consultant to conduct a branding strategy for the street.
- 8. Safety Programs
 - i. Everything in this category has stayed the same as in 2019.
 - ii. Lodarek asked if we could fund the security patrols line item just in case because crime has ticked up some lately.
- 9. SSA Management
 - i. About 15% of the budget goes towards SSA fees and covers office space, office supplies and equipment, and various other management fees.
 - ii. Only slight increases to the line items in this category.

VI. Program Manager's Report (Kryzak)

- 1. Wayfinding Plan Update (Kryzak)
 - i. Kryzak has surveyed all 30 locations with Shaun from Landmark Signs and has finalized every location for sign placement.
 - ii. The LPCC went through multiple rounds of edits and revisions for the wayfinding maps and Kryzak sent the final designs to Landmark Signs.
 - iii. The signs will likely be installed at the end of May/beginning of June.
- 2. Lincoln Park Identifiers
 - i. CDOT recently let us know that the contract is still with procurement and they are waiting on notice to proceed. They will follow up about the schedule once they have notice to proceed.
- 3. Art on Clark Update
 - i. Current sculptures are scheduled to be uninstalled May 23rd and the new sculptures will be installed on the same day.
- 4. Sidewalk Cleaning (Cleanstreet)
 - ii. Crews are now out 5 times per week picking up litter and emptying trash bins.
 - iii. Kryzak has conducted a survey of recycling bins and has determined it's time to replace them all later this year. Kryzak will put together a recommended plan later this year.
 - a. Kryzak is in the midst of speaking with various design firms and will put together a more comprehensive streetscape plan.
- 5. Landscaping (Moore Landscaping)
 - i. Summer plantings will be installed by the end of this month.
 - ii. This year's de-weeding contract is through Clean Slate and they will be monitoring every two weeks to assess when to do weed removal.
- 6. Façade Rebate Program
 - i. The 2019 façade rebate application is open and as a reminder, SSA commissioners are allowed to apply for a façade rebate.
- 7. Security Rebate Program

