

**Clark Street SSA #23
Meeting Minutes
July 10, 2019 | 4:00 p.m.
Basil Leaf Cafe | 2465 N Clark**

Commissioners Present: Jim Kroeger, Steve Quick, Holly Lodarek, Chris Ramsey, Matt Johnson

Commissioners Absent: Cathy Gallanis

LPCC Staff: Frank Kryzak, Bryan Biello

43rd Ward Alderman's Office: Joanna Zaidan

Public Forum: Daniel Nennig

Call to Order

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

Approval of Minutes

- II. Ramsey asked for and received approval of the minutes from the May 15, 2019 meeting.

Motion to approve May 15, 2019 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Joanna Zaidan from the Alderman's office
 1. The former Walgreens space on the 2300 block of Clark
 - i. Owner sold it to a new developer and the Alderman's office has a meeting scheduled with the new developer to review the proposal.
 - ii. The project will likely need to go through the Zoning Committee and will probably take over 6 months.
 2. The owner of the 2618 N. Clark building is meeting with the Alderman's office in the coming weeks to discuss potentially turning the use of the building into a boutique hotel.

Reports

- IV. Financial Report (Kryzak)
 1. We've received about half of our levy for the year and we're on track with our budget.
 2. Most of the wayfinding budget has been utilized now that all of the signage has been installed.

Action Items

- V. 2020 Budget and Work Plan Approval (Kryzak)
 1. Kryzak reviewed the final budget and discussed changes from the draft budget presented in the previous meeting.
 - i. The EAV increased so the tax rate required to fund the 2020 budget is now lower than it was.
 2. As a reminder, as long as a line item is funded, money can be shifted around if needed.
 3. Per the request of the commission at the last meeting, the security services line item was funded.
 4. Due to recent graffiti on some of the new wayfinding signage, commissioners recommend moving some money into the line item.

Motion to move \$500 from the Façade Enhancement Rebate line item to the Acid Etching removal and/or prevention line item. Motion seconded. Unanimously approved.

Motion to approve the 2020 budget and work plan for Clark Street SSA #23. Motion seconded. Unanimously approved.

VI. 2019 Sole Service Provider Approval (Kryzak)

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 Clark Street SSA #23 for 2020. Motion seconded. Unanimously approved.

New Business

VII. Program Manager's Report (Kryzak)

1. Attraction Initiatives
 - i. Discussion about ways to get people from the lakefront in Lincoln Park to Clark Street.
 - ii. The LPCC is working to put together a program for Zoo Lights this holiday season. The current idea includes:
 1. Create a guide with information about businesses on Clark to share specials and information about parking garages.
 2. We have an internal meeting on this scheduled toward the end of July.
 - iii. Commissioners had the following suggestions:
 1. Commission a study at DePaul's Business School to see what would drive those along the lakeshore to visit Clark Street.
 2. Develop a card to take you to a local business on Clark Street and receive a free rideshare ride subsidized by the SSA.
 3. Create a code for Chicago Sport & Social to provide free rideshare rides to those on recreational leagues playing along the lakeshore, so they come to Clark Street before/after games.
2. Wayfinding Plan Update (Kryzak)
 - i. The wayfinding signs were installed in June.
 - ii. One sign was stolen from Dickens & Stockton. We do have insurance, so Kryzak is exploring submitting a claim and what our deductible may be.
 - iii. Two signs were also tagged with graffiti, Kryzak was able to remove it with rubbing alcohol.
 1. Kryzak noted we should begin exploring a graffiti abatement plan.
 - iv. We have received a lot of positive feedback about the new signs. Commissioners commented how much they stand out on the street.
3. Lincoln Park Identifiers
 - i. CDOT recently let us know that the identifiers will be installed in August.
4. Art on Clark Update
 - i. Current sculptures were installed on May 23rd.
 - ii. There is no party planned for this year, but we will be increasing the marketing efforts around the sculpture program.
 - iii. Kryzak recently spoke to the owner of Clark Pawnners about having a mural on the side of his wall and he's very interested. Kryzak will be exploring this further.
5. Sidewalk Cleaning (Cleanstreet)
 - i. Crews are now out 5 times per week picking up litter and emptying trash bins.
 - ii. Kryzak has conducted a survey of recycling bins and has determined it's time to replace them all later this year.
 - a. Kryzak is in the midst of speaking with various design firms and will put together a more comprehensive streetscape plan.
6. Landscaping (Moore Landscaping)

- i. Summer plantings have been installed and look pretty good.
 - ii. Kryzak was recently informed that while the flowers have been fairly small through the late spring and early summer, they will last well into the fall and look very vibrant all summer long.
 - iii. This year's de-weeding contract is through Cleanslate and they are monitoring weeds every two weeks to assess when to do weed removal.
- 7. 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.
- 8. Security Rebate Program
 - i. The 2019 application is open.
- 9. Power washing is scheduled for this week.
- 10. Clear LED festoon lights were installed on the light poles for the summer (June 1 through September 30).
- 11. There are 2 commissioner spots to fill for 2019.

VIII. Economic Development Report (Kryzak)

- 1. Items of note:
 - i. Recently Opened
 - a. D Cuisine, 2723 N. Clark (formerly Captain's Catch)
 - b. Urban Nomads, 2439 N. Clark (formerly Cupbop Ramen)
 - c. There is a new salon next door (to the west) of TeaGschwender at 559 W. Diversey
 - d. Engel & Volkers (2401 N. Clark)
 - e. Body Gears Physical Therapy (moving from 2252 N. Clark to 2316 N. Clark).
 - ii. The Hampdens development is moving along very quickly and near completion.
- 2. Kryzak met with the new owners of the former HopCat building in early June to chat about their plans for the building. They may end up dividing the space into two if they can't find a tenant that would be able to fill the entire space.
- 3. Kryzak also met with the owners of the building at Clark and Wrightwood (where Duke's was previously located), they are looking to turn the building into a boutique hotel.
- 4. Kroeger suggested the commission use resources to understand why businesses like HopCat and JAYNE come in and find it beneficial to leave with many years left on their lease, rather than stick it out.

IX. Marketing and Events (Biello)

- 1. Events
 - i. Art on Clark
 - a. Working on marketing initiatives that include a mailer, postcards in businesses on the street, and social media campaigns.
 - b. Website updated to include photos of all sculptures, information about each artist, and details about the Otocast walking tour app.
 - ii. We are brainstorming quick and easy placemaking events for the street. Some ideas include an ice cream social out on the street and a scavenger hunt in stores on the street.
 - iii. As a reminder, Spooktacular will return, on Sunday, October 27, 2019.
 - 1. Recently met with Matt Johnson at Team Rehab to check out his space for the costume contest.
 - 2. Beginning to look for space for the "witch's hangout," which would be our sponsor space for businesses off of Clark Street.
 - iv. Upcoming LPCC Events

1. Joint Chamber Networking with Lincoln Park, Lakeview, Lakeview East, Roscoe Village, and Old Town
 - a. Thursday, July 25 5:30 – 7:30 p.m.
 - b. Lakeshore Sport & Fitness, 1320 N. Clark

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 5:08 p.m.

Minutes respectfully submitted by Bryan Biello.