

**Clark Street SSA #23
Meeting Minutes
November 13, 2019 | 4:00 p.m.
Basil Leaf Cafe | 2465 N Clark**

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

Commissioners Absent:

LPCC Staff: Frank Kryzak, Bryan Biello, Kim Schilf

43rd Ward Alderman's Office: None

Public Forum: None

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 September 4, 2019 meeting.

Motion to approve September 4, 2019 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. None

Reports

- IV. Financial Report (Gallanis)
 1. Expenses and income are on track for the year.
 2. Several expenses will be coming in soon now that the end of the year is approaching and we are currently receiving invoices for fall events.

Action Items

- V. 2020 Landscaping Vendor (Kryzak)
 1. The RFP was sent to many vendors and only two bids were received.
 2. Brightview and Moore Landscapes (as part of the City of Chicago contract), who is our current vendor, submitted bids.
 3. Moore Landscapes (as part of the City of Chicago contract) has been great to work with and we have been very satisfied with the quality of the plantings.
 4. Ramsey recommends having Moore Landscapes (as part of the City of Chicago contract) incorporate more color into the plantings for Summer 2020.

Motion to approve Moore Landscapes (as part of the City of Chicago contract) as the 2020 landscaping vendor for Clark Street SSA #23. Motion seconded. Unanimously approved.

- VI. 2020 Weed Removal Vendor (Kryzak)
 1. Received bids from Brightview and Cleanslate.
 2. Cleanslate is our current vendor and service has been good.
 3. Weeding occurs on the curb line, in tree grates, and on any cracks along the sidewalk.

Motion to approve Cleanslate as the 2020 weed removal vendor for Clark Street SSA #23. Motion seconded. Unanimously approved.

- VII. Recycling Bin Replacement (Kryzak)

1. Earlier this year, the LPCC contacted Forms + Surfaces about developing designs for new recycle bins and we hope to order recycling bins for the SSA by the end of this year.
2. Commissioners reviewed the new bin designs and options. Many felt like the recycling design needs to be adjusted so it's more obvious that they are recycling bins. They were worried people might use it as a trash can.
3. Commissioners agreed with moving funds and purchasing the bins, but would like to see an updated design.

Motion to approve moving \$8,000 from line item 2.03 (façade enhancement rebate program) to line item 3.01 (garbage/recycling material program) for design, fabrication, shipment, and installation of new recycling bins. Motion seconded. Unanimously approved.

VIII. Wayfinding Sign Replacement (Kryzak)

1. One of the wayfinding signs broke off at the base at Clark and Dickens.
 - i. Kryzak went out and talked to the adjacent businesses to try and find out how the sign was broken but no one had public way-facing cameras.
2. Landmark Signs will fix the sign, replace the base, and install it for \$1,782.01, however funds will need to be moved to the wayfinding line item.
3. Gallanis questioned about submitting an insurance claim. Kryzak noted that our insurance agent explained it would be more cost effective to pay to replace the sign rather than submit a claim.

Motion to approve moving \$2,000 from line item 4.07 (economic study, market study, branding study, etc.) to line item 2.04 (wayfinding/signage) for replacement of wayfinding sign base. Motion seconded. Unanimously approved.

IX. 2020 Art on Clark Update (Kryzak)

1. The SSA is interested in buying four sculptures, in addition to the two that we already own, so that we may install all six at permanent locations along the street.
2. Moving forward, the SSA can explore and implement fresh new art program.
3. Commissioners were excited about the idea.
4. Kroeger would like to divert the money we save into driving new businesses to the street.
5. This will be voted on at the first meeting in 2020.

New Business

X. Program Manager's Report (Kryzak)

1. Holiday Programming
 - i. The LPCC is working to put together a ZooLights holiday guide this season, which will include specials for dining and shopping for businesses on and near Clark Street in Lincoln Park.
 - ii. Kryzak has connected with local parking garages to see if they would offer parking deals that we could advertise.
 - iii. The LPCC is coordinating with the Lincoln Park Zoo to incorporate elements of the Zoo's design so that we can include the guide on the Zoo's website.
 - iv. Commissioners asked if we could request analytics from the Zoo for downloads of the ZooLights Guide.
2. CoStar Updates
 - i. Last year we stopped using CoStar because the price was very high, but they have significantly reduced the rate for chambers of commerce.
 - ii. We will be using CoStar demographic software again like we did in the past for business attraction, tracking vacancies, getting landlord contact

information, etc. They have expanded their capabilities, so we will be able to utilize the software more for meaningful data and trends in the neighborhood. Additionally, the database can provide contact information for building owners and information about commercial space in the neighborhood.

- iii. The contract will begin on January 1, so we will have a motion at the first meeting of the year to move money into the site marketing line item in the budget.

3. SSA 2020 Marketing Initiative (Biello)

- i. The LPCC recently met with Heron Agency, a public relations firm, to discuss potential promotional options for 2020.
- ii. We are proposing the following events and campaigns for next year:
 - a. Puppy Portrait & Playtime: a puppy parade and dog treat activity on Clark Street. Targeting for April 2020.
 - b. Bumble BFF & New Resident Mixer: a chance for young 20-30 somethings in the apartment building on and around Clark Street to meet one another over drinks and giveaways from local businesses. Targeting for June 2020.
 - c. Progressive Dinner & Mixology Contest: Guests will experience a dinner from soup/salad through dessert stopping at different restaurants along the way to eat each part of the meal. They will also enjoy a cocktail competition along the way. Targeting August 2020.
 - d. Spooktacular: Halloween trick-or-treating and activities along the street. We are considering removing the costume contest for 2020. Will be held October 25, 2020.
 - e. Holiday Cookie Crawl: Different cookies will be available in different shops along Clark Street. Guests will purchase tickets to stroll to each shop to pick-up their cookies. Targeting December 2020.
 - f. After the ZooLights Holiday guide campaign this year, we will review and determine if/how we need to modify and improve for 2020.

4. Lincoln Park Identifiers Update

- i. The identifiers at the south end of the SSA were installed in September.

5. Sidewalk Cleaning (Cleanstreet)

- i. Crews are now out 3 times per week picking up litter and emptying trash bins.

6. Landscaping (Moore Landscaping)

- i. Winter plantings are in the process of being installed.

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. Please also remind your neighbors and other businesses in the SSA.

8. Security Rebate Program

- i. The 2019 application is open.

9. Clear LED festoon lights were installed on light poles for the summer.

- i. There have been issues with the electricity on the poles. Kryzak has met with ComEd, the Department of Electricity, and is meeting with CDOT to try and remedy the situation.
- ii. We will still have lights up on the poles for the holidays.

10. There are 2 commissioner spots to fill for 2019.

XI. Economic Development Report (Kryzak)

1. Items of note:

- i. Recently Opened
 - a. Villa Verde (2425 N. Clark)
 - b. Blu Stone (2252 N. Clark)

- ii. Coming Soon
 - a. Maison Parisienne (2564 N. Clark)
 - iii. Recently Closed
 - a. No. 7 Cafe (2485 N. Clark)
 - 2. Kryzak also met with the owners of the building at Clark and Wrightwood (where Duke's was previously located). They are interested in installing a mural on the side of the building, as well and they are already doing rotating pop-ups in the former Duke's space. They are turning the property into a boutique hotel and will lease out the commercial spaces accordingly. There have been some successful pop-ups in the space over the past couple months.
 - 3. JAYNE is returning to Clark Street as an outlet store and is expected to re-open in time for the holidays.
 - 4. The Hampden Condos on Diversey are now open. There is no word on the commercial spaces yet.
 - 5. The Walgreens on the north side of Diversey at Clark and Broadway is closing.
- XII. Marketing and Events (Biello)
 - 11. Events
 - v. Spooktacular took place on Sunday, October 27, 2019 from 1:00 – 4:00 p.m.
 - 1. Team Rehabilitation (2727 N. Clark) was the costume contest location this year and everything went super smoothly. We had about 150 participants in the costume contest.
 - 2. We had space at 2316 N. Clark (formerly Duke's Bar) for the Witch's Hangout, which housed 5 sponsor businesses with games, activities, and treats.
 - 3. Over 45 businesses on the street participated
 - 4. It's estimated that over 2,000 people were in attendance due to the beautiful weather.
 - vi. Upcoming LPCC Events
 - 1. Coffee Connection
 - a. Thursday, November 14, 8:30 – 10:00 a.m.
 - b. Citywide SuperSlow Strength & Fitness, 1901 N. Clybourn, Suite 201
 - 2. Save the Date: Savor Lincoln Park 2020
 - a. Wednesday, February 19, 6:00 – 9:00 p.m.
 - b. Theater on the Lake, 2401 N. Lincoln

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 5:52 p.m.

Minutes respectfully submitted by Bryan Biello.