

**Clark Street SSA #23
Meeting Minutes
May 6, 2020 | 11:00 a.m.
Zoom Virtual Meeting**

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

Commissioners Absent: Matt Johnson, Priyanka Patel

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 Quick at 11:03 a.m.

New Business

- II. SSA Rebate Programs Discussion (Kryzak)
 1. Health and Sanitation Rebate Program & Digital Marketing and E-Commerce Rebate Program
 - i. Kryzak reviewed the Health and Sanitation Rebate program and discussed that he spoke with DPD and other SSA's around the city to develop program guidelines
 - ii. After reviewing the budget, it was determined that the SSA could offer up to a \$500 rebate for each program.
 - iii. Kroeger thinks since these are targeted towards all businesses within the SSA, the rebates seem like a really good idea.
 - iv. Ramsey asked how this information would be shared with businesses. Kryzak noted we would send out an email blast to SSA businesses, as well as a physically mailed document to businesses that don't have emails on file.
 - v. Quick suggested including information for where to purchase personal protective equipment and supplies when we communicate with businesses.

Motion to create line item 2.13 (Health and Sanitation Rebate Program). Motion seconded. Unanimously approved.

Motion to create line item 1.10 (Marketing Rebate Program). Motion seconded. Unanimously approved.

Motion to move \$20,000 from line item 2.04 (Wayfinding/Signage), \$2,000 from line item 1.04 (Social Media Management), \$3,000 from line item 1.05 (Decorative Banners), \$2,000 from line item 1.06 (Holiday Decorations), \$10,000 from line item 2.06 (Public Art), \$9,000 from line item 2.02 (Landscaping), and \$4,000 from line item 2.03 (Façade Enhancement Rebate Program) to line item 2.13 (Health and Sanitation Rebate Program) for the Health and Sanitation Rebate Program. Motion seconded. Unanimously approved.

Motion to move \$8,000 from line item 2.08 (Sidewalk Maintenance), \$8,000 from line item 2.10 (City Permits), \$25,000 from line item 3.01 (Garbage/ Recycling Program), \$4,000 from line item 1.02 (Special Events), and \$5,000 from line item 4.07 (Economic Impact Study) to line item 1.10 (Digital Marketing and E-Commerce Rebate Program) for the Marketing Rebate Program. Motion seconded. Unanimously approved.

III. Security Patrol Discussion (Kryzak)

1. Schilf and Kryzak reviewed information from the security patrols and discussed minor incidents that have occurred on the street.
2. There is already funding in the budget to extend the security patrols through the end of May.
3. Kroeger advocates for the security patrols to be discontinued since he feels they are not adding value.
4. Lodarek thinks security is something we've always wanted and worries that as it warms up throughout May that it will encourage folks to be out on the street more and maybe cause problems, so we should continue through the rest of the month. Quick and Ramsey agree.

Motion to extend SSA security patrols through the end of May. Motion seconded. Three commissioners approve. Kroeger disapproves.

IV. Mural Discussion (Kryzak)

1. Kryzak mentioned to the commissioners that it's part of our public art plan to install murals along Clark Street this year and we have an opportunity to install a mural on the side of the Steve Quick Jeweler building. He also shared the mural design with commissioners.
2. To install the mural, there would be an agreement between the property owner and the LPCC, as well as the artist and the LPCC. The mural would cost about \$4,500, which would leave about \$5,000 in the public art line item.
3. Commissioners think the mural will brighten up the street and since it's something we have planned to do it's a good idea.

Motion to approve the SSA purchase of the mural to be installed on the side of the Steve Quick Jeweler building. Motion seconded. Unanimously approved.

V. Commissioners

1. We currently have three available slots, but Chris Ramsey is moving on from the commission and this will be her last meeting. This means there will be four available commissioner openings.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 11:41 a.m.

Minutes respectfully submitted by Bryan Biello.