

**Clark Street SSA #23
Meeting Minutes
May 27, 2020 | 4:00 p.m.
Zoom Video Conference**

Commissioners Present: Jim Kroeger, Steve Quick, Priyanka Patel, Matt Johnson, Holly Lodarek

Commissioners Absent:

LPCC Staff: Frank Kryzak, Kim Schilf, Bryan Biello

43rd Ward Alderman's Office: None

Public Forum: None

Call to Order

- I. Called to order by Quick at 4:04 p.m.

Approval of Minutes

- II. Quick asked for and received approval of the minutes from the April 22, 2020 meeting and the May 6, 2020 meeting.

Motion to approve the April 22, 2020 meeting minutes and the May 6, 2020 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. None

Reports

- IV. Financial Report (Johnson)
 1. Johnson will be leaving Team Rehab at the end of June and therefore the commission. This will be his last meeting.
 2. The largest items of note are the transfer of funds for the new COVID-19 related rebate programs, as well as the security patrols. Otherwise, the budget is on track.
- V. Draft Budget Presentation (Kryzak)
 1. The SSA does not receive the EAV for the 2021 budget until mid-June, so to draft the budget being presented Kryzak uses the EAV from last year's budget.
 2. The 2021 budget is 0.07% higher than last year.
 3. Customer Attraction:
 - i. The Website line item is funded just in case website maintenance is needed.
 - ii. The Special Events line item is higher because we plan on having more events on Clark Street in 2021.
 - iii. The Decorative Banners line item has increased so we can continue to install Lincoln Park metal identifiers at key nodes along the SSA and perhaps new vinyl banners on light poles.
 - iv. The Public Relations line item is higher because of our contract with the Heron Agency, which is in an effort to bring more attention and press to the street.
 - v. The Marketing Rebate program is not funded in 2021 because it was specifically for the current COVID-19 pandemic.
 - vi. Kroeger commented on the SSA needing to develop a broader plan and decide on a primary area of focus, like we did with the Wayfinding plan. He suggested possibly building a plan to drive foot traffic from the lakefront to Clark Street. Lodarek suggested outlining a plan at the next meeting.
 4. Public Way Aesthetics:
 - i. Acid Etching was not funded for 2021.

- ii. The Façade Enhancement Rebates line item is higher for potentially more applications in 2021.
- iii. We initially didn't have Streetscape Elements funded, but the commission decided to place \$500 in the line item in case we have any maintenance needs on the street throughout the year.
- iv. The line item for Public Art has decreased because we won't purchase any additional sculptures. However, we still plan to fund new public art projects along the street.
- v. The Health and Sanitation Rebate program is not funded in 2021 because it was is specifically for the current COVID-19 pandemic.
- 5. Sustainability and Public Places:
 - i. The Garbage/Recycling Program line item has decreased.
- 6. Economic and Business Development:
 - i. The Site Marketing line item has increased somewhat to account for the CoStar subscription and new business attraction materials.
 - ii. The Strategic Planning and Economic Impact Study line items are funded.
 - iii. SSA Designation has the most significant increase because we will be reconstituting the SSA in 2021, so this line will help to cover costs associated with reconstitution.
- 7. Safety Programs:
 - i. The Security Patrols line item has decreased because they will likely not be needed, as they were hired during the Stay at Home Order. However, the line item remains funded just in case future security is needed.
- 8. SSA Fees:
 - i. 15% of the budget goes towards SSA fees and covers office space, office supplies and equipment, and other management fees.

New Business

- VI. Program Manager's Report (Kryzak)
 - 1. Art on Clark Sculpture Program
 - i. The newly purchased sculptures, as well as the sculptures we already own, have all been moved to their permanent locations on the street.
 - 2. Security Patrols
 - i. Patrols are currently in place from 10:00 p.m. to 5:00 a.m. daily through May 31.
 - 3. Recycling
 - i. New recycling bins have been installed along the street.
 - 4. Health & Sanitation and Marketing Rebate Programs
 - i. Program details were emailed and mailed to every business within the SSA. The application deadline for the initial round is May 31.
 - ii. We've received nine Health & Sanitation applications so far.
 - iii. We've received seven Marketing applications so far.
 - iv. Checks for the first round of applications will be issued during the first week of June.
 - v. Lodarek asked about extending the program into June as businesses reopen and Schilf commented that once the City announces more detailed reopening guidelines, we will have enough funds to launch a second round.
 - 5. Sidewalk Cleaning (Cleanslate)
 - i. Crews are now out 1 time per week picking up litter and emptying trash bins on Wednesdays.
 - ii. Kroeger noted that after the holiday weekend there was a significant amount of trash in bins.
 - 6. Landscaping (Moore Landscapes)

- i. Summer plantings have begun to be installed and should be completed this week.
 - 7. Power Washing (Quality Pressure Washing)
 - i. Power washing was completed in mid-May.
 - ii. Quick commented on how nice the sidewalks came out in front of his storefront.
 - 8. Façade Rebate Program
 - i. The 2020 façade rebate application is open.
 - ii. As a reminder, SSA commissioners are eligible to apply for a façade rebate.
 - 9. Security Rebate Program
 - i. The 2020 application is open.
 - 10. There are five commissioner spots to fill for 2020.
 - i. Kroger suggested inviting potential candidates to our next meeting and see if they might be a good fit for the commission

- VII. Economic Development Report (Kryzak)
 - 1. Items of note:
 - i. Coming Soon
 - a. Maison Parisienne (2564 N. Clark)
 - b. Stray Hen Café (2423 N. Clark – replacing Drawl
 - c. Jibaritos y Mas (2616 N. Clark) – opening this weekend

- VIII. Marketing and Events (Biello)
 - i. New Events for 2020
 - 1. Our contract with the Heron Agency has been suspended for the year.
 - 2. We've made the decision to cancel all in-person events through the summer, this includes the several new events that were scheduled for Clark Street this year.
 - 3. At this time, we are still planning to host Spooktacular on Sunday, October 25. However, we are reviewing our contract with Big Buzz as well as exploring options to modify the event as we recognize the COVID-19 crisis will continue through 2020.
 - ii. Upcoming LPCC Events
 - 1. Health & Sanitation Practices in the Age of COVID-19: An Employee Tests Positive, Now What?
 - a. Thursday, May 28, 11:00 – 11:45 a.m.
 - Zoom Video Call
 - 2. Health & Sanitation Practices in the Age of COVID-19: PP-What? The Protection Needed in Your Business to Reopen
 - a. Thursday, June 4, 11:00 – 11:45 a.m.
 - Zoom Video Call
 - 3. Check back to lincolnparkchamber.com/events as we are trying to provide more webinars to members and SSA businesses.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 5:07 p.m.

Minutes respectfully submitted by Bryan Biello.