

**Clark Street SSA #23
Meeting Minutes
September 16, 2020 | 10:00 a.m.
Zoom Video Conference**

Commissioners Present: Steve Quick, Priyanka Patel, Holly Lodarek

Commissioners Absent: Jim Kroger

LPCC Staff: Frank Kryzak, Kim Schilf, Bryan Biello

43rd Ward Alderman's Office: None

Public Forum: Jonathan Gordon

Call to Order

- I. Called to order by Quick at 10:04 a.m.

Approval of Minutes

- II. Quick asked for and received approval of the minutes from the July 7, 2020 meeting.

Motion to approve the July 7, 2020 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Jonathan Gordon, from the Neighborhood, is interested in becoming a commissioner, so he is sitting in on the meeting today.

Reports

- IV. Financial Report (Kryzak)
 1. We've received about 93% of the tax levy for the year so far and because of that we are in good shape.
 2. Since the tax deadline was extended earlier this year, we expect to receive a little more of the levy into October.

Action Items

- V. 2020 Holiday Décor Vendor
 1. An RFP was sent out to local companies. Liberty Flag and Banner was the only vendor to submit a proposal for holiday decorations on light poles along Clark Street.
 2. Liberty Flag & Banner came in under budget for holiday decorations this year and they've done a good job in the past so we recommend using them this year.
 3. Commissioners also asked if we could string Halloween lights on the streetlight poles again this year for the month of October. Kryzak noted the budget and commissioners agreed to move forward if the quote came in at budget.

Motion to approve Liberty Flag and Banner as the 2020 holiday décor vendor for Clark Street SSA #23. Motion seconded. Unanimously approve.

Motion to approve using Liberty Flag and Banner to hang Halloween lights on the poles with up to a \$3,000 budget. Motion seconded. Unanimously approve.

- VI. 2020-21 Snow Removal Vendor
 1. An RFP was sent out to local companies, but Christy Webber was the only vendor to submit a proposal for snow removal along Clark Street.
 2. Christy Webber has provided great service in the past and has great communication with our team, so they are recommended to us again this year.

Motion to approve Christy Webber Landscapes as the 2020-2021 snow removal vendor on an annual basis with a 1" tolerance for Clark Street SSA #23. Motion seconded. Unanimously approve.

VII. 2021 Litter Abatement Vendor

1. We received a proposal from Cleanslate, which recently absorbed Cleanstreet, for sidewalk litter abatement services.
2. We recommend continuing to use Cleanslate as the vendor for 2021.

Motion to approve Cleanslate as the 2021 Litter Abatement vendor for Clark Street SSA #23. Motion seconded. Unanimously approved.

VIII. 2021 Weed Removal Vendor

1. We received one bid from Cleanslate for bi-weekly weed removal including weed spray. They have provided this service to the SSA for the past couple of years.
2. Lodarek asked if this could be included with the landscaping contract, but it was discussed that it had been done this way in the past and the service wasn't good, so the contracts were separated to ensure better service and that has been the case.

Motion to approve Cleanslate as the 2021 Weed Removal vendor for Clark Street SSA #23. Motion seconded. Unanimously approved.

IX. 2021 Landscaping Vendor

1. We received two bids for landscaping. One from Christy Webber Landscapes and one from Moore Landscapes.
2. Moore Landscapes has been handling landscaping for the past two years under the City contract, but the City is renegotiating their contract with Moore Landscapes for next year, so we received our own bid from Moore.
3. Moore Landscapes has a proven positive track record for downtown landscaping and we have been very satisfied with their service and plantings.
4. Patel asked about Christy Webber's service since their quote was less than Moore's. Schilf noted that Christy Webber has underwhelmed us in the past.
5. Quick mentioned that Moore Landscapes has planters that are fuller and last longer than he's seen for other SSA's.

Motion to approve Moore Landscapes as the 2021 Landscaping vendor for Clark Street SSA #23. Motion seconded. Unanimously approved.

New Business

X. Program Manager's Report (Kryzak)

1. Kryzak provided a review of Clark Street SSA programs and projects for the past several years.
 - i. Consumer Attraction
 - a. Special Events
 1. Partnered with Zoo Lights on a holiday passport program in 2019.
 2. Hosted a holiday event, which included Santa, carolers, and hot chocolate at Mid North Park.
 3. Hosted the Clark Street Spooktacular for 12 years.
 4. Hosted Cravings on Clark for 5 years.
 5. Hosted the Art on Clark Opening Night event in 2017 and 2018.
 6. We've delayed our 2020 events with the Heron Agency until 2021 and will be building out our events program next year.
 - b. Decorative Banners

1. Installed metal Lincoln Park identifiers along the southern portion of the SSA.
- c. Created the Vandalism Rebate Program.
- d. Created the Marketing Rebate Program.
- e. Will be creating a "My Clark Street" video campaign highlighting businesses and what neighbors/residents love about Clark Street.
- ii. Public Way Aesthetics
 - a. Public Art
 1. The mural on the side of Steve Quick Jeweler is completed.
 2. Purchased four more Art on Clark sculptures for a total of six sculptures to remain on the street.
 - b. Wayfinding
 1. Installed 30 wayfinding signs and compass decals to orient visitors to the neighborhood.
 - c. Streetscape Elements
 1. Had outlets fixed on all of the light poles along Clark for festoon lighting.
 - d. Created Health & Sanitation Rebate Program to assist businesses during the COVID-19 crisis.
- iii. Sustainability & Public Places
 - a. Garbage/Recycling Program
 1. Installed new recycling bins along the street.
- iv. Economic/Business Development
 - a. Site Marketing
 1. Continuing to utilize CoStar to market available spaces.
 2. Will update "Doing Business on Clark Street" business attraction materials in 2021.
 - b. SSA Designation
 1. We will be beginning the process of SSA reconstitution.
- v. Safety Programs
 - a. Created the Safety Improvement Rebate Program.
 - b. Implemented security patrols from mid-March to the first week of June 2020.
 - c. Hosted safety seminars for businesses on Clark Street for two years.
2. 2021 will largely focus on reconstitution, which is a top priority for next year.
3. Brainstormed ideas with Commissioners
 - a. Quick thinks these projects are plentiful and that we're providing a great service to the neighborhood by keeping it a pleasant place to shop, dine, and do business.
 - b. Patel recommends bringing in more art and artists to the street to generate more foot traffic and drive business.
 1. Gordon mentioned he has experience working with artists and having public murals installed. He would be happy to help make connections.
 - c. Lodarek mentioned that the wayfinding was a huge accomplishment over the past couple of years.
4. My Clark Street Video Campaign
 - i. The idea is to create a video that highlights Clark Street businesses and why neighbors love the business district. We would build out an extensive campaign so that we can promote the district over many months.
 - ii. Kryzak reviewed the proposal from Kates Collaborative and the cost for production.
 - iii. Commissioners think this is a good idea and will help to promote the district.

Motion to approve moving \$15,000 from line item 1.10 (Marketing Rebate Program) to line item 1.08 (Public Relations) for My Clark Street program. Motion seconded. Unanimously approved.

5. Façade Rebate Program
 - i. Jabritos y Mas was conditionally approved for \$5,000 for new signage.
 - ii. The 2020 façade rebate application is open.
 - iii. As a reminder, SSA commissioners are eligible to apply for a façade rebate.
6. There are five commissioner spots to fill for 2020.
- XI. Economic Development Report (Biello)
 1. Items of note:
 - i. Recently Opened:
 - a. Maison Parisienne, 2562-64 N. Clark
 - b. May & March, 2308 N. Clark
 - ii. Coming Soon:
 - a. Pizza Nostra is coming to the former Hema's Kitchen location
- XII. Marketing and Events (Biello)
 1. 2020 Events
 - i. As a reminder, our contract with the Heron Agency has been suspended for the year due to the pandemic and we've made the decision to cancel all in-person events through the end of the year. We will be picking up the contract for later in 2021.
 - ii. We've modified how the 2020 Clark Street Spooktacular will look:
 1. This year as a way to reduce crowding on the street and increase safety for businesses and customers, trick-or-treating will not take place. We are recommending having candy available for neighborhood children who may visit the street.
 2. We will host an online costume contest, where participants submit photos of their costumes. Judges from local businesses and/or neighborhood associations will review and pick a winner for each category. This year we are adding a category for pets.
 3. We will also be enhancing our storefront decoration contest this year, so we can receive business participation to draw potential customers to the street and create Instagrammable "moments."
 4. From October 16 – 31, we will encourage Clark Street businesses share festive Halloween promotions and activities that we can to compile and promote via a dedicated webpage and on social media.
 5. We are beginning outreach to businesses to sign-up for festivities within the week.
 - iii. Art on Clark Video Series
 1. We are filming videos with the five artists who have the six purchased sculptures on the street. The plan is to edit these videos into one minute clips that we can then use to promote the Art on Clark video via social media and the website.
 - iv. Holidays
 1. The LPCC is evaluating holiday programming for Clark Street and the neighborhood as a whole. We are looking for ways to drive foot traffic to the business district, while still following safety guidelines and local regulations around COVID-19.
 2. LPCC Updates
 - i. The LPCC is hosting a monthly Marketing Success Panel on the second Thursday of every month through December. The next one will take place on Thursday, October 15 at 11:00 a.m. It will be about Cross Promotions.

- ii. We are also working on a slate of additional virtual programming over the next 6-12 months. We just completed a survey to LPCC members about programming initiatives they would like to see and we will be analyzing those results to implement some new events and activities. Stay tuned to the LPCC website for more information.
 1. If the commission has any feedback, please let Biello know.
3. Lodarek asked about concerns or any safety plans for protesting downtown and potentially coming up to Lincoln Park. Schilf mentioned that the 18th district is sending out alerts and the LPCC is encouraging businesses to sign up for those notifications.
 - i. Schilf also noted that the LPCC is working with the Alderman to host a business safety seminar with the local police commanders.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 11:23 a.m.

Minutes respectfully submitted by Bryan Biello.