

**Clark Street SSA #23
Meeting Minutes
January 27, 2021 | 3:30 p.m.
Zoom Video Conference**

Commissioners Present: Steve Quick, Holly Lodarek, Jim Kroeger, Jonathan Gordon

Commissioners Absent: Priyanka Patel

LPCC Staff: Jessica Wobbekind, Kim Schilf, Bryan Biello

43rd Ward Alderman's Office: McKay Murphy, Joanna, Zaidan

Public Forum:

Call to Order

- I. Called to order by Quick at 3:35 p.m.

Approval of Minutes

- II. Quick asked for and received approval of the minutes from the November 18, 2020 meeting.

Motion to approve the November 18, 2020 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. Zaidan mentioned Frances Deli & Brunchery is feeling frustrated about circumstances and feels like businesses are really struggling, so she suggested possibly hosting a forum to brainstorm ideas and raise concerns. The alderman's office will likely be hosting this, but mentioned having SSA businesses involved would be helpful.
- IV. Kroeger discussed the difficulties of the Business Interruption Grant (BIG). Schilf mentioned that we have conveyed some of the challenges to IL state reps and we will continue to advocate.

Reports

- V. Financial Report (Wobbekind)
 1. We finished out the year well. We spent about 73% of our budget, so a little under what the City likes to see, but it was a unique year.
 2. We haven't received our tax levy yet for the year, but we are on track to receive it in a few months.

New Business

- VI. Officer Elections (Wobbekind)
 1. Proposed slate of nominees:
 - i. Steve Quick, Steve Quick Jeweler, for Chair and Treasurer
 - ii. Holly Lodarek, Big Apple Finer Foods, for Vice Chair and Secretary

Motion to approve Steve Quick as Chair and Treasurer and Holly Lodarek as Vice Chair and Secretary. Motion seconded. Unanimously approved.

VII. Reconstitution

1. An Advisory Committee has been created and every Commissioner has a seat on the committee.
2. We expect there to be three advisory meetings, two public meetings, and a public hearing in October.
3. Next steps:

- i. Wobbekind explained what's expected in the three advisory committee meetings over the next few months. For the first advisory committee meeting, the City comes to this meeting, explains the process and explains the purpose of an SSA. Then the consultant will walk us through the budget, we can't collect signatures until the tax rate is set.
- ii. The biggest need will be to collect signature. Wobbekind reminded Commissioners to think of supporters and friends (property owners) that will sign in support of the SSA.
 - a. Need 20% of pins for signatures for the petition. For Clark Street, there are about 1500 pins, which would mean we need about 300 signatures.
- iii. Select a consultant.
 - a. Wobbekind reviewed the bids we received for a consultant to help reconstitute the SSA.
 - i. Received three bids. One was out of our price range, so we've narrowed down the options to Teska and The Lord Companies.
 - b. The Lord Companies:
 - i. Very numbers based, analytical, and practical
 - ii. Their lead consultant, Gina, used to work for the city with SSAs, so she's very familiar with the process.
 - iii. They also are SSA property owners.
 - c. Teska
 - i. Very strong with community outreach and storytelling.
 - ii. Slightly more expensive, but could bring a fresh approach.
 - d. Quick asked if Teska would make it easier for us to complete the job, because if so, it would probably be good to use them with a more user-friendly approach.
 - i. Wobbekind acknowledged that they do have a more user-friendly approach.
 - e. Kroeger commented that what's lacking is that we need vision for the SSA and he thinks Teska is the better candidate for that, but we need to follow through with their plan.
 - f. Lodarek asked if we feel like Teska will have a struggle getting signatures.
 - i. Wobbekind said that while Lord Companies is a property owner on the street and may have a relationships, Teska has worked on other SSA reconstitutions and received great reviews.

Motion to approve Teska as the consultant for the 2021 reconstitution of SSA #23. Motion seconded. Unanimously approved.

- VIII. 2021 Workplan Review (Wobbekind)
 - 1. Reminded commissioners of the plan we created in July 2020. Since we created last year, just keep in mind we may have to shift funds around as things come up.
- IX. Program Manager's Report (Wobbekind)
 - 1. Health & Sanitation Rebate Program

- i. In 2020, the SSA approved 19 health and sanitation rebates and 12 marketing rebates. We recommend reinstating the program this winter with a deadline of March 31. If approved, it would be marketed after this meeting with emails and door to door.

Motion to approve moving \$10,000 from 2.05 (Streetscape Elements) to line 2.13 (Health and Sanitation Rebate) to reinstate the health and sanitation rebate. Motion seconded. Unanimously approved.

Motion to approve moving \$5,000 from line 1.08 (Public Relations) to line 1.10 (Marketing Rebate Program) to the reinstate the marketing rebate program. Motion seconded. Unanimously approved.

1. Consumer Attraction
 - i. Snow Removal
 - a. The snow removal contract with Christy Webber is in effect as of November 1.
 - b. We have had 3 snow events so far. Wobbekind went out and checked on the service and overall it looked pretty good.
 - ii. Landscaping
 - a. As a reminder, landscaping will be with Moore Landscapes, contracted through the City. We are finishing out the winter contract, paid last year. Then we will start the 2021 spring/summer sometime in April.
 - iii. Litter Abatement
 - a. The Cleanslate contract for 2021 is in effect. We are now on a winter schedule, so crews are out three days a week: Wednesday, Saturday, and Sunday.
2. My Clark Street 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. Proposed concept is to develop a social media video campaign using a circular referral system, having businesses refer to other businesses, as well as get consumers involved in referrals, to create a unique sense of community on the street.
 - iii. We would like to proceed with this project and begin lining up businesses to use in the video production for the campaign. Commissioners agree.

Motion to approve hiring Cates Collaborative for a Clark Street promotional campaign. Motion seconded. Unanimously approved.

3. Façade Rebate Program
 - i. After receiving the Del Seoul application, some questions came up about the required number of bids needed for a façade rebate application. Wobbekind did some research into the policies of other SSAs, they vary considerably, but usually they require either 2 or 3 bids.
 - ii. We recommend to either keep the Clark SSA Façade Rebate Application as is or update the policy to require 3 bids for all projects of \$5,000 or more.
 - iii. Gordon recommended that we leave it at 2 bids, because it's so hard to get 3 bids for work. Other commissioners agree, but they were still concerned with Del Seoul's quotes.
4. Public Art
 - i. We are working on developing a policy for funding public art and supporting more art on the street. We will likely present this at the April meeting.
5. There are five commissioner spots to fill.

- X. Economic Development Report (Wobbekind)
 - 1. Items of note:
 - i. Coming Soon:
 - a. Esme, 2220 N. Clark
 - b. Lito Empanadas, 2460 N. Clark (moved to new location on the street)

- XI. Marketing and Events (Biello)
 - 1. 2020 Events
 - i. All of our programming will continue to be virtual or promotional through at least the first quarter of 2021, likely the first half of 2021.
 - ii. We are exploring options for some outdoor programming in the second half of the year, particularly in the alley.
 - iii. Art on Clark Video Series
 - a. As a reminder, we filmed videos with the 5 artists who have sculptures on the street. We just released the third video last week on our Facebook page. We strongly encourage each of you to like the video and share it with your followers.
 - iv. Spooktacular 2021
 - a. Since so many events and programming are up in the air for 2021, we have decided not to sign a contract with Big Buzz this year for Spooktacular.
 - b. We will gauge restrictions and guidelines this summer and plan to host a smaller Halloween activity with the goal to revamp and bring back Spooktacular in 2022.
 - 2. LPCC Updates
 - i. Lincoln Park 2021
Thursday, January 28 | 8:30 – 10:00 a.m.
 - ii. Business After Hours featuring Geja's Cafe
Thursday, February 4 | 5:00 – 6:30 p.m.
 - iii. Wellness Wednesday Lunch Break: Healthy @ Home
Wednesday, February 10 | 11:30 a.m. – 12:30 p.m.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 4:29 p.m.

Minutes respectfully submitted by Bryan Biello.