

**Clark Street SSA #23
Meeting Minutes
April 21, 2021 | 3:30 p.m.
Zoom Video Conference**

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

Commissioners Absent:

LPCC Staff: Jessica Wobbekind, Kim Schilf, Bryan Biello

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

Public Forum: Darwin Mintu

Call to Order

- I. Called to order by Quick at 3:36 p.m.

Approval of Minutes

- II. Quick asked for and received approval of the minutes from the January 27, 2021 meeting.

Motion to approve the January 27, 2021 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. None

Reports

- IV. Financial Report (Quick)
 1. We have started to receive tax income from 2020 and expect more to be coming in soon.
 2. We are on target for our first quarter spending.
 3. There are a few budget items that need to be adjusted:
 - i. Wobbekind made an error at the last meeting and had money moved from a line that wasn't funded so this needs to be updated.

Motion to approve moving \$7,200 from line item 1.02 (Special Events) to line item 2.13 (Health and Sanitation Rebate) to reinstate the health and sanitation rebate. Motion seconded. Motion unanimously approved.

- ii. We received more marketing rebates than anticipated, so we would like to move some additional funds into that line item to cover all rebates.

To approve moving \$1819 from line item 2.12 (Power Washing) to line item 1.10 (Marketing Rebate Program). Motion seconded. Motion unanimously approved.

Action Items

- V. 2020 Audit Presentation (Mintu)
 1. Darwin Mintu from Ripple Tax reviewed the audit standards with the commission and walked through the 2020 SSA audit.
 2. Mintu conducts the audit report for both SSA #23 and #35, as well as for the Lincoln Park Chamber of Commerce.
 3. The auditors issued an unmodified statement, meaning there are no exceptions to the audit and everything is in order.

4. There was a large variance between what was budgeted and what was actually spent and this was primarily due to the pandemic.
5. The summary of audit findings states that there were no findings noted in the 2020 financial audit statement.

Motion to approve the 2020 audit. Motion seconded. Motion unanimously approved.

VI. Power Washing Vendor Selection (Wobbekind)

1. Three bids were submitted: Pressure Washing Systems, Quality Pressure Washing, and Cleanslate
 - i. Pressure Washing Systems did come down some in their original bid, but is still more expensive than Cleanslate. However, we recommend sticking with Pressure Washing Systems as they've gone above and beyond in the past.

Motion to approve Pressure Washing Systems as the 2021 pressure washing vendor. Motion seconded. Motion unanimously approved.

VII. Instagram Reels Proposal Review (Wobbekind)

1. Ali Stone's proposal includes itineraries to film on Clark Street to make our presence on social media more interactive.
2. Lodarek asked if we will be able to track metrics. Gordon responded to say yes and let the commissioners know that his wife has used Ali Stone for her business and he highly recommends her.
3. Commissioners think there is a lot of potential with this project and would like to move forward with it.

Motion to approve the proposal for Instagram Reels. Motion seconded. Motion unanimously approved.

VIII. Liberty Flag Proposal Review (Wobbekind)

1. We would like to install white lights on the poles for the summer (June – September) to help brighten up the neighborhood in the evening and make it inviting.

Motion to approve the proposal from Liberty Flag to install white lights on the street poles from June – September. Motion seconded. Motion unanimously approved.

New Business

IX. 2022 Work Plan & Budget (Wobbekind)

1. The LPCC is beginning to complete the budget for 2022, so if there is anything that commissioners are interested in working on next year, let Wobbekind know.

X. Reconstitution (Wobbekind)

1. An Advisory Committee has been created and every Commissioner has a seat on the committee. Two committee meetings have been held.
2. At the last committee meeting, the committee voted to raise the tax cap to 0.4%.
3. Next steps:
 - i. Two community meetings are scheduled for the public:
 - a. Tuesday, May 4 at 5:00 p.m.
 - b. Friday, May 7 at 9:00 a.m.
 - ii. A postcard will be mailed shortly to SSA businesses, it is required that it is mailed 10 days from the date of the first meeting, we will get it out a little earlier.

- iii. 50% of required number of signatures are due to the City on June 11. The remaining 50% are due by August 2.
- iv. The application for SSA renewal is due on June 11.
- v. There will be a public hearing in October.
- vi. The biggest need will be collecting signatures, again, please think of supporters and friends (property owners, of course) that will sign in support.
- vii. Lodarek asked if they had to be in attendance at the community meetings. Wobbekind and Schilf replied noting that if they can it would be great and they will likely be asked to speak and give testimonials.

XI. Program Manager's Report (Wobbekind)

- 1. Health & Sanitation and Marketing Rebate Programs
 - i. For the latest round of rebates, 14 marketing rebate applications and 16 health and sanitation rebate applications were received. By comparison, in all of 2020, the SSA approved 22 health and sanitation rebates and 12 marketing rebates.
- 2. Consumer Attraction
 - i. Snow Removal
 - a. The snow removal contract with Christy Webber is in effect until May 1.
 - ii. Landscaping
 - a. As a reminder, landscaping is with Moore Landscapes, contracted through the City. Winter plantings are currently being removed to make way for spring plantings.
 - iii. Litter Abatement
 - a. Cleanslate has moved to their summer schedule and is now out on the street Monday, Wednesday, Friday, Saturday, and Sunday.
- 3. My Clark Street Campaign
 - i. Finished all the filming and Cates Collaborative is working on edits. These videos are in the process of being edited and should begin launching later in May.
 - ii. Commissioners commented how great it was to work with John Cates and he made it so easy for them.
- 4. Façade Rebate Program
 - i. Del Seoul's final pictures were sent out to the commission and they have been paid out.
 - ii. We are still waiting for the final paperwork from Jibaritos y Mas, but they have completed their sign.
- 5. There are few commissioner spots to fill.

XII. Economic Development Report (Wobbekind)

- 1. Items of note:
 - i. Opened:
 - a. Fons Empanadas
 - ii. Closed:
 - a. Climate Home

XIII. Marketing and Events (Biello)

- 1. 2020 Events
 - i. We are still offering virtual programming, but exploring outdoor programming for later this summer.
 - ii. The LPCC is looking to host some activation programming on the neighborhood's four different business districts, including Clark Street. The idea would be to offer safe and socially distanced attractions to bring people out on the street and hopefully into businesses. Right now, we are aiming to

host these on the Second Sunday of the month beginning in June and center them around an ice cream giveaway. We are still working on details.

- iii. We are also looking to host some other events around the neighborhood this summer including an Arts Weekend showcasing the entire neighborhood and some sort of Pet Celebration on Clark Street. We should have more details in the coming months.

2. LPCC Updates

- i. Savor Lincoln Park
Virtual Restaurant Week & Silent Auction
April 19 – May 2
- ii. LPCC Meet the Commanders Safety Update
Tuesday, April 27 | 1:00 – 2:00 p.m.
- iii. HR Roundtable for Neighborhood Businesses
Thursday, May 13 | 9:00 – 10:00 a.m.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 4:15 p.m.

Minutes respectfully submitted by Bryan Biello.