

**Clark Street SSA #23
Meeting Minutes
May 19, 2021 | 3:30 p.m.
Zoom Video Conference**

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

Commissioners Absent: Jonathan Gordon

LPCC Staff: Jessica Wobbekind, Kim Schilf, Bryan Biello, Irene Henry

43rd Ward Alderman's Office: McKay Murphy

Public Forum:

Call to Order

- I. Called to order by Quick at 3:37 p.m.

Approval of Minutes

- II. Quick asked for and received approval of the minutes from the April 21, 2021 meeting.

Motion to approve the April 21, 2021 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. None

Reports

- IV. Financial Report (Wobbekind)
 1. Income is coming in slowly, but we have started to receive tax income from 2020 and expect more to be coming in soon.
 2. We are on target for our spending.

New Business

- V. Draft 2022 Budget Presentation (Wobbekind)
 1. The SSA does not receive the EAV for the 2021 budget until mid-June, so to draft the budget being presented Wobbekind uses the EAV from last year's budget.
 2. The 2021 budget is 1.02% lower than last year, because we have a pretty significant amount of carry-over from 2021.
 3. Customer Attraction:
 - i. The social media management line item has increased for next year.
 - ii. The website line item was reduced
 - iii. The public relations line item was increased for next year to continue the video projects the SSA has embarked on this year.
 - iv. The marketing rebate program was reduced since we won't be continuing that into 2022.
 4. Public Way Aesthetics:
 - i. The landscaping line item has increased.
 - ii. The public art line item increased.
 - iii. City permits increased to align the budget more correctly.
 - iv. The Health & Sanitation rebate was reduced since we won't continuing the program into 2022.
 5. Sustainability and Public Places:
 - i. The recycling can line item has been reduced by 50%, because the new cans have been installed, so now it's just maintenance.
 - ii. The line item for bike racks has been increased to install some new bike racks along the street.

6. Economic and Business Development:
 - i. The strategic planning line item was increased.
 - ii. The site marketing line item was increased to focus on more business attraction.
 - iii. The economic impact study line item was funded to really plan for new businesses to come to the SSA.
7. Safety Programs:
 - i. Reduced some funding for programs that are no longer being utilized in the same way.
8. Commissioner Questions
 - i. Patel commented about public art and getting more murals on the street.

VI. Reconstitution (Wobbekind)

1. The community meetings occurred during the first week of May and they went really well.
2. We have now moved onto the signature collection phase. Wobbekind asked commissioners to pass information along to neighbors and landlords on the street.
3. 10% of required signatures must be submitted with the application on June 11. That amounts to 150 signatures.
4. The final amount of signatures are due by August 2 and the public hearing will be in October.

VII. Program Manager's Report (Wobbekind)

1. Streetscape Elements
 - i. Plan to replace banners on Clark Street that are fading and ripping, so we can freshen them up and brighten the street up for the summer. We would like to add 20 new banners to the street poles that say "Welcome to Clark St."
 - ii. Quick had questions about this plan and when it came up. Wobbekind noted that it's something that the team recently discussed and brought to the commission.

Motion to approve funding of the installation of 20 street pole banners in the SSA. Motion seconded. Unanimously approved.

2. Expanded Outdoor Dining Program
 - i. Looking at assisting restaurants to expand the outdoor dining areas of their sidewalk cafes and making businesses aware of the program.
 - ii. The SSA can additionally help businesses by offering a rebate program to help with the cost of barricades if restaurants are interested.
 - iii. Quick likes the idea and asked if we needed an entire new program or if can fit into the façade rebate program. Wobbekind explained that since the city has strict guidelines for the façade rebate, it probably wouldn't be allowed.
 - iv. Patel asked about the rebate price. Wobbekind recommends \$1,000 per applicant.
 - v. Lodarek wanted to know about the timeline, because she would like to launch this quickly. Schilf commented that the goal is by the end of June to get this going.

Motion to approve a rebate program for businesses participating in the Expanded Outdoor Dining on Clark Street. Motion seconded. Unanimously approved.

3. Consumer Attraction
 - i. Snow Removal

- a. The snow removal contract ended on May 1.
 - ii. Pressure Washing
 - a. Beginning on Monday, May 24
 - iii. Lights
 - a. White lights will go up on the street poles before Memorial Day
 - iv. Landscaping
 - a. Hanging baskets have been planted with the spring arrangements, the standing planters should be planted by the end of this week.
 - v. Litter Abatement
 - a. Cleanslate has moved to their summer schedule and is now out on the street Monday, Wednesday, Friday, Saturday, and Sunday.
- 4. My Clark Street Campaign
 - i. Just received final videos back today and will start promoting in June.
- 5. Instagram Reels Campaign
 - i. Filming will begin this Saturday, May 22. We will have more updates soon.
- 6. Façade Rebate Program
 - i. We are still waiting for the final paperwork from Jibaritos y Mas, but they have completed their sign.

VIII. Economic Development Report (Wobbekind)

- 1. Items of note:
 - i. Coming Soon:
 - a. Bocadillo, 2342 N. Clark

IX. 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 this summer. We are scheduled to launch the program, Summer Sundaes, on June 13 on Clark Street. We will be encouraging neighbors and visitors to get out on the business corridors with fun giveaways, activities and ice cream.
 - 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 weeks.
- 2. LPCC Updates and Events
 - i. Virtual Coffee & Commerce with SBAC, Lincoln Park, and Lakeview Roscoe Village Chambers
Wednesday, May 19 | 9:00 – 10:00 a.m.
 - ii. Summer Sundaes: Clark Street
Sunday, June 13 | 11:00 a.m. – 2:00 p.m.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 4:16 p.m.

Minutes respectfully submitted by Bryan Biello.