

**Clark Street SSA #23
Meeting Minutes
September 17, 2021 | 9:30 a.m.
Zoom Video Conference**

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

Commissioners Absent: Jim Kroeger

LPCC Staff: Jessica Wobbekind, Kim Schilf, Bryan Biello

43rd Ward Alderman's Office: McKay Murphy

Public Forum: Jenny Ames, Emmanuel Bara-Hart

Call to Order

- I. Called to order by Quick at 9:32 a.m.

Approval of Minutes

- II. Quick asked for and received approval of the minutes from the July 13, 2021 meeting.

Motion to approve the July 13, 2021 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. There are two prospective commissioners who joined the meeting and introduced themselves to the commissioners.

Reports

- IV. Financial Report (Wobbekind)
 1. We haven't received the second half of our tax levy and we expect to get the most of that in October.
 2. Since last year was a tough year, we have a lot of carryover and we'd like to use most of that up this year, so we don't start accumulating too much funding.
 3. 2022 Budget Approval, the EAV was finally released and it went up a little bit.

Action Items

- I. 2021 Holiday Décor Vendor
 1. Received two bids, Liberty Flag & Banner and B&B Holiday Decorating. Liberty Flag came in much less expensive and they are currently providing our lights on the street poles.
 2. Quick thinks the decorations looked great last year.

Motion to approve Liberty Flag & Banner as the 2021 holiday décor vendor. Motion seconded. Motion unanimously approved.

- II. 2021-22 Snow Removal Vendor
 1. Only received a bid from Christy Webber this year. They held their pricing from last year.
 2. Wobbekind noted that they did a great job and recommends using them again.
 3. They quoted us for 1" tolerance and that's what we've done for the past several years.

Motion to approve Christy Webber Landscapes as the 2021-22 snow removal vendor. Motion seconded. Motion unanimously approved.

- III. 2022 Litter Abatement Vendor
 1. Received only one bid from Cleanslate. The rate went up slightly since last year, but they've done a pretty good job.

2. Ames brought up some issues with homeless people who live on the street and leave the area unsanitary and asked if there is anything that can be done to clean it up. Wobbekind noted she would get pricing from Cleanslate to do some spot cleaning along the street.

Motion to approve Cleanslate as the 2022 litter abatement vendor. Motion seconded. Motion unanimously approved.

IV. 2022 Weed Removal Vendor

1. Received two bids, one from Cleanslate and one from Brightview. Cleanslate is our current vendor and they are doing a decent job. They are also significantly less expensive Brightview.

Motion to approve Cleanslate as the 2022 weed removal vendor. Motion seconded. Motion unanimously approved.

V. 2021 (Winter) Landscaping Vendor

1. Last year we contracted with the city's vendor, Moore Landscapes, but they were unable to provide winter landscaping. This means we need to approve a winter landscape vendor.
2. Received two bids for winter landscaping, from Moore Landscapes and Brightview.
3. Moore is doing a great job, however Brightview came in significantly lower.
4. Patel asked when the fall/winter planting would start and what Brightview's bid includes.
5. Quick mentioned that it's a significant saving to go with Brightview.
6. Wobbekind explained that Brightview is eager to work with us and since the winter plantings are not as intensive as the summer plantings, it would be a good time to test them out.

Motion to approve Brightview as the winter season landscaping vendor. Motion seconded. Motion unanimously approved.

New Business

V. Program Manager's Report (Wobbekind)

1. Halloween Lights
 - i. Proposing to hang orange string lights again on the street poles for the Halloween season. This has been done in the past and the pricing hasn't changed.

Motion to approve Liberty Flag to install orange string lights on Clark Street for Halloween in the amount of \$3,200 from line 1.06 (Holiday Decorations). Motion seconded. Motion unanimously approved.

2. Holiday Lighting Projection Project

- i. The idea is to have light projections on buildings and in vacant storefronts for the winter and around the holidays. The goal of this project is to brighten the street during the dark months of winter.
- ii. At Clark and Wrightwood, the Kent has a large blank white wall, so the idea is to project onto the south wall of the building with a nice artistic display. Similarly, we would project artistic holiday themed visuals on vacant storefront windows.
- iii. Gordon asked if the projections would be static or moving. Wobbekind noted she would like the slides to change and have some animations, but this is still to be determined.

- iv. Ames suggested getting good PR surrounding this project.

Motion to approve the funding of a holiday lighting projection installation in an amount not to exceed \$30,000 from line item 1.06 (Holiday Decorations). Motion seconded. Motion unanimously approved.

Motion to approve moving \$5,700 from line item 1.05 (Decorative Banners) and \$27,500 from line item 1.02 (Special Events) for a total of \$33,200 to line item 1.06 (Holiday Decorations). Motion seconded. Motion unanimously approved.

1. Metal Identifiers
 - i. Looking to add more on the street up by Diversey and by Fullerton. Wobbekind has spoken to the city to test the integrity of the street poles in those areas. She is waiting to hear back, but if the commissioners have any thoughts, please share them with Wobbekind.
2. Consumer Attraction
 - i. Landscaping
 - a. Looks really good right now
3. Façade Rebate Program
 - i. Sushi Hall, which was approved last month, is still in process of getting rebated for their work, so we need to fund the line item.

Motion to approve moving \$5,000 from line item 2.04 (Wayfinding) and \$5,000 from line item 2.06 (public art) to line item 2.03 (Façade Enhancements Program- Rebates). Motion seconded. Motion unanimously approved.

4. Bike Racks
 - i. Looking to replace the Visit Clark Street bike racks and add more racks along the street.
 - ii. Proposing to add 40 bike racks to the street and we are waiting for the city to confirm that the locations we identified.
 - iii. Ames had a question about how they are maintained after they are installed. Wobbekind explained the process by which they are made and the longevity of each one.
 - iv. Lodarek asked if there is any type of warranty for the bike racks. Wobbekind is going to look into.

Motion to approve the design and production of 40 branded bicycle racks in an amount not to exceed \$22,000 from line item 3.04 (bicycle transit enhancements). Motion seconded. Motion unanimously approved.

Motion to move \$1,000 from line item 5.04 (Safety Education), \$1,000 from line item 5.02 (Safety Improvement Program- Rebates), \$1,000 from line item 5.03 (Security Patrol Services), \$2,000 from line item 1.07 (Print Material), \$3,000 from line item 1.08 (PR/Media Relations), \$1,000 from line item 2.10 (City Permits) and \$3,000 from 3.01 (Garbage/Recycling Material Program) for a total of \$12,000 to 3.04 (bicycle transit enhancements). Motion seconded. Motion unanimously approved.

5. Reconstitution
 - i. The required number of signatures and application were submitted.
 - ii. It's going through the process it needs to and the city says everything looks to be in order.
 - iii. We are waiting for a date for the city council meeting to approve the reconstitution. It will likely be in November.

- 6. Safety
 - i. Lodarek is concerned about the amount of crime that has increased in the neighborhood and asked if we could consider doing something for the neighborhood. She asked if we could look into costs for hiring private security again.
 - ii. Ames suggested education for retailers.
 - iii. McKay Murphy from the Alderman's office shared updates about the 18th and 19th district safety protocols.
- 7. My Clark Street Campaign
 - i. The "Tell 'em I Sentcha" had pretty good engagement, but it's a little difficult to track all the metrics.
- 8. Instagram Reels Campaign
 - i. The Reels are still going up on Instagram and we're figuring out when to post them to get the most engagement.
- VI. Economic Development Report (Wobbekind)
 - 1. Items of note:
 - i. Now Open:
 - a. Esme (Clark & Webster)
 - b. Bocadillo Market
 - c. Ludlow Charlington Coffee Shop
 - d. Angry Octopus (Clark & Dickens)
- VII. Marketing and Events (Biello)
 - 1. 2021 Events
 - i. We are beginning to transition into in-person events and exploring outdoor programming for later this year.
 - ii. Spooktacular will return this year, but it will be scaled back from previous years, and mainly focus on Trick-or-Treating. We won't have the costume contest.
 - a. We will be covering the first 2 bags of candy for every business that participates.
 - b. We will be encouraging all attendees to wear masks, but it will be up to individual businesses to enforce.
 - c. Graphic design is underway
 - d. Business outreach will begin next week.
 - iii. The team is determining holiday activities. We are taking a cautious approach due to the Delta variant and the need to be indoors for programming in the winter. We'll share more details soon.
 - 2. LPCC Updates and Events
 - i. Lincoln Park Health & Wellness Weekend
Saturday September 25 & Sunday, September 26
 - ii. Lincoln Park Uncorked: An Armitage-Halsted Wine Stroll
Armitage from Kenmore to Halsted and Halsted from Armitage to Dickens
Thursday, October 7 | 6:00 – 9:00 p.m.
 - iii. Additional networking events coming later in October and November.

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 11:00 a.m.

Minutes respectfully submitted by Bryan Biello.