

**Clark Street SSA #23
Meeting Minutes
February 2, 2022 | 3:30 p.m.
Zoom Video Conference**

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

Commissioners Absent: Jonathan Gordon

LPCC Staff: Jessica Wobbekind, Kim Schilf, Bryan Biello

43rd Ward Alderman's Office: Taylor Nesse

Public Forum:

Call to Order

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

Approval of Minutes

- II. Lodarek asked for and received approval of the minutes from the November 17, 2021 meeting.

Motion to approve the November 17, 2021 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

- III. None

Reports

- IV. Financial Report (Wobbekind)
 1. The reports are for January through December 2021 and we did a great job spending our budget last year.
 2. There are a few budget lines that need to be adjusted

Motion to move \$1,200 from line item 1.05 (decorative banners) to 1.06 (holiday decorations); \$750 from line item 1.05 (Decorative Banners) to line item 1.02 (Special Events); \$700 from line item 2.03 (Façade Enhancements) to line item 2.08 (Litter Abatement), \$300 from line item 2.03 (Façade Enhancements) to 2.06 (Public Art) and \$1,600 from line item 1.05 (Decorative Banners) to line item 3.01 (Garbage and Recycling Material Program). Motion seconded. Motion unanimously approved.

New Business

- V. Officer Elections (Quick)
 1. The slate of officers is:
 - i. Chair and Treasurer: Steve Quick, Steve Quick Jeweler
 - ii. Vice Chair & Secretary: Holly Lodarek, Big Apple Finer Foods

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

- VI. 4th Quarter Report Approval
 1. Wobbekind reviewed the 4th quarter report with the commission.

Motion to approve the 4th Quarter Report. Motion seconded. Motion unanimously approved.

- VII. 2022 Workplan & Timelines
 1. Wobbekind reviewed the 2022 budget and the proposed project ideas for 2022. Projects include:
 - i. Installing new bike racks

- ii. Installing street pole identifiers
- iii. Adding more public art on the street, including murals
- iv. Developing new business attraction materials
- v. Events:
 - a. Pet focused event
 - b. Arts Weekend
 - c. Spooktacular
- vi. Marketing
 - a. Tourism programming and materials
 - b. Video promotional series

Motion to approve the funding of promotional tourism program in an amount not to exceed \$10,000 from line item 1.08 (public relations). Motion seconded. Motion unanimously approved.

Motion to approve the funding to produce updated business attraction materials in an amount not to exceed \$7,000 from line item 4.01 (Site Marketing). Motion seconded. Motion unanimously approved.

VIII. 2022 Landscape Vendor Approval

1. Received two bids, one from Brightview and the other from Christy Webber Landscapes.
2. Brightview came in at a lower rate, so Brightview is recommended.
3. Quick has been satisfied with Brightview's work in the past.

Motion to approve Brightview as the 2022 landscaping vendor. Motion seconded. Motion unanimously approved.

Reports

IX. Program Manager's Report (Wobbekind)

1. Visual Feed Project
 - i. Currently there are four locations
 - ii. The graphics will be updated in the next week for Valentine's Day
2. Façade Rebate Program
 - i. Sushi Hall is pending.
 - ii. Stray Hen Café is looking to replace their windows so they can have them open similar to the Del Seoul project that was approved in 2020.
 - a. Kroeger says he's heard that Stray Hen has been up for sale.
 - b. Nesse has talked to one of the 3 owners and he's looking to buy out the other two owners.
3. Metal Identifier Discussion
 - i. There are 6 possible locations proposed, however only 4 will be used.
 - ii. The city estimates \$9,000 for each identifier, so we rounded up to \$10,000 to be safe in case of any additional costs.
4. Bike Racks
 - i. The new bike racks are in progress and will be installed in the spring of 2022.
5. Safety Concerns
 - i. Hosting an event on March 2nd with Alderman Smith, as well as the police commanders for the 18th and 19th district.
 - ii. Working with the police departments to do safety walks.
 - iii. Also attending all local beat meetings to stay on top of the latest issues.
6. Vendor Review
 - i. Holiday Decorations
 - a. Decorations went up around Thanksgiving and were removed the second week in January. They looked really good.

- b. Snow Removal
 - c. The contract is in effect for the season.
 - d. Crews were out last week, Sunday and again Monday evening, as well as Friday. It looked good, but let Wobbekind know if there are any issues.
 - ii. Litter Abatement
 - a. Cleanslate is on their winter schedule now, which is Wednesday, Saturday, and Sunday.
 - iii. Winter Season Landscaping
 - a. Had them in by around Thanksgiving and they look really good.
 - 2. Holiday Lighting Projection Project
 - i. Wobbekind secured several storefront locations on Clark to install these projections and they looked great for the holidays.
- X. Economic Development Report (Wobbekind)
 - 1. Opening:
 - i. Willie Lill's, 433 W Diversey, in the spring in the old Compass spot
 - ii. Kala Modern Greek this summer
 - iii. XO Marshmallow, 2730 N. Clark
- XI. Marketing and Events (Biello)
 - 1. We are working on building out our calendar for 2022.
 - i. Spooktacular will be back for the new year on October 23.
 - ii. We are exploring a Dog Days of Summer Event for August.
 - iii. We're aiming for a Lincoln Park Culture and Arts Weekend in September.
 - 2. LPCC Updates & Programs:
 - i. Coffee & Commerce with SBAC and the Lincoln Park and Lakeview Roscoe Village Chambers of Commerce
Wednesday
February 16 | 9:00 – 10:00 a.m.
Virtual
 - ii. Business After Hours
Wednesday, February 23 | 5:30 – 7:30 p.m.
J9 Wine Bar, 1961 N. Halsted
 - iii. Savor Lincoln Park 2022
Tuesday, March 22 | 6:00 – 9:00 p.m.
Theater on the Lake, 2401 N. Lakeshore
Early bird tickets on sale now for \$32

Meeting Adjournment

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 4:12 p.m.

Minutes respectfully submitted by Bryan Biello.