

**Lincoln Avenue SSA #35-2015**  
**Commission Meeting Minutes**  
**May 16, 2023**  
**Lincoln Common, 2345 N. Lincoln Ave.**

**Commissioners present:** Kenneth Dotson, Mark Davis, Benn Hamm, Tiffany Jozwiak

**Commissioners Absent:** Edda Coscioni, Kevin Greco, Mike Hochhauser

**Staff:** Kim Schilf, Jessica Wobbekind

**Call to Order**

Meeting called to order by Dotson at 9:01 a.m.

**Approval of Minutes**

Dotson asked for and received approval of the minutes from the April 18, 2023 meeting.

Motion to approve the meeting minutes from April 18, 2023. Motion seconded. Motion unanimously approved.

**Public Forum** - none

**Reports**

**1. Financial Report (Davis)**

- a. We have about \$373k in the bank. Everything is looking good.
- b. We have received a little over \$233k of the 2022 levy, this is about 53% of the 2022 levy, so we are not expecting to receive much more until the second tax bills come out in the fall.
- c. Our big expenses in the 1<sup>st</sup> Q were the second 2 of snow removal payments for the 2022-23 season contract, 3 months of our litter abatement contract and the 2023 landscaping contract which we paid in full.

**2. 2023 Budget Update (Wobbekind)**

- a. We will submit a budget amendment for the 2023 budget to include \$60,000 of 2021 levy that we received this year. It will be added as late collections in the Streetscape Elements line to be spent on the arches and installation.
- b. Other programs we are planning for 2023 include customer and tourist attraction as well as events.

**3. Draft 2024 Budget Presentation (Wobbekind)**

- a. Wobbekind explained how the draft budget was planned to fund the projects discussed by the Commissioners in earlier meetings. Ideas for 2024 include:
  - i. continuing successful events on Lincoln Ave
  - ii. adding in more events when possible
  - iii. continuing the upgrades to the Lincoln- Fullerton alley
  - iv. exploring crosswalk upgrades
  - v. exploring a street furniture installation at Lincoln and Belden
  - vi. exploring additional branded bike racks.

#### 4. Program Manager Report (Wobbekind)

##### a. Contracts:

- i. Litter Abatement- Cleanslate is on their Summer schedule beginning April 1, they are out 5 days a week- Monday, Wednesday, Friday, Saturday and Sunday. They were out a week or so ago giving extra attention to cleaning under the garbage cans, they look good and hopefully moving forward they will be able to maintain them better.
- ii. Landscaping- the summer plantings are installed
- iii. Snow removal contracts are complete.

##### b. Streetscape:

- i. Under L Improvements- we are making progress, still working through the electrical connection process.
- ii. Lincoln Alley Make Way For People is on hold until next year.
- iii. Wayfinding Signage- we have 16 signs that will be installed soon.
- iv. Bike Racks have been installed. We are considering installing additional racks in 2024.

##### c. Marketing:

- i. We are working on a three-part program to increase neighborhood visibility through understanding visitors to the neighborhood, strategic social media and public relations. We are looking at a subscription for a foot traffic data analysis source, a social media consultant and a public relations firm. These costs would be split equally with the Chamber and the Clark Street SSA.

Motion to approve a consumer foot-traffic data analysis subscription through a joint agreement with the LPCC and Clark Street SSA #23, with the Lincoln Avenue SSA #35 paying a total of \$7,000. Motion seconded. Motion unanimously approved.

Motion to approve hiring a public relations consultant through a joint agreement with the LPCC and Clark Street SSA #23, with the Lincoln Avenue SSA #35 paying a total of \$7,000. Motion seconded. Motion unanimously approved.

Motion to approve hiring a social media consultant through a joint agreement with the LPCC and Clark Street SSA #23, with the Lincoln Avenue SSA #35 paying a total of \$3,500. Motion seconded. Motion unanimously approved.

- ii. We need to adjust some budget lines to accommodate funding these motions.

Motion to approve moving \$2,500 from line item 1.02 (Special Events) to line item 1.04 (Social Media) and \$2,000 from line item 1.02 (Special Events) to line item 1.08 (Public Relations). Motion seconded. Motion unanimously approved.

- d. Public Safety- As a reminder, we started a GroupMe chat to help businesses on Lincoln Ave communicate quickly and easily with each other about issues related to public safety. It has not launched yet but we are getting people signed up.
- 5. Commissioners – Since the COVID emergency order has expired, all Commission meetings are required to be in person.
- 6. Economic Development Report
  - a. Umi, the proposed dispensary in the old Salt & Pepper space was approved for a zoning change and are working on the special use permit. The LPCC wrote a letter in support of the project. There is a public meeting June 1 at Apollo Theater.
- 7. **Marketing and Events (Wobbekind)**
  - a. The staff has set the calendar for our Annual Events, including the events on Lincoln Ave., including:
    - i. Health and wellness, June 3 & 4 and August 26 & 27
    - ii. Wine stroll, September 21
    - iii. Spooktacular, October 29We would like the SSA to help fund these through sponsorships of the wine stroll and health and wellness weekend as well as assisting with some of the costs of Spooktacular.

Motion to approve funding 2023 special events in the amount of \$3,000 for Spooktacular, \$1,000 sponsorship for the Lincoln Avenue Uncorked Wine Stroll and the \$1,000 for sponsorship of the Health and Wellness Weekend held at Lincoln Common. Motion seconded. Motion unanimously approved.

- b. Chamber events summary-
  - i. Toast & Tacos: The Future of Restaurants was very well attended.
  - ii. Uncorked Wine Stroll on May 10<sup>th</sup> on Armitage and Halsted was a big success, we sold out and had the highest ticket sales ever.
- c. Upcoming events
  - i. Business After Hours, Thursday, May 25, 5:30-7:30, Pour Decisions, 2624 N Lincoln

**Next Meeting:** Tuesday, July 11 at 9 a.m. IN PERSON, LINCOLN COMMON, 2345 N LINCOLN, CONFERENCE ROOM, NORTH TOWER, All meetings are required to be in person moving forward

Motion to adjourn meeting. Motion seconded. Unanimously approved.

Meeting adjourned at 9:54 a.m.

*Minutes respectfully submitted by Jessica Wobbekind*