

Clark Street SSA #23 Meeting Minutes – November 1, 2007
Lincoln Park Chamber of Commerce (LPCC), 1925 N. Clybourn, Suite 301

Present: Commissioners: Bruce Longanecker, Julia Bienias, Steve Quick, Eme Cole, Sean Tehrani, Diane Doyne

Not Present: Bob Berliner, Simpson Gold

LPCC Staff: Sarah Gallagher, Kim Schilf

Call to Order

- I. Call to order: The meeting was called to order at 4:05 p.m. by Longanecker

Special Announcements

- II. Schuberth Resignation
 - a. Gallagher reported that Doug Schuberth had submitted his resignation from the commission due to family commitments.
 - b. Gallagher noted that according to the commission by laws Longanecker would serve as both Chair and Vice Chair/Treasurer until the 2008 annual meeting where a new slate of officers would be voted on.
 - c. Doyne suggested that the commission provide some sort of service recognition for Schuberth. The commission asked Gallagher to research this for the next meeting.

Approval of Minutes

- III. Approval of September 18, 2007 meeting minutes

Motion to approve 9/18/07 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

None

Reports

- IV. Financial – *Longanecker*
 - a. Commission reviewed YTD Balance Sheet and the Profit & Loss Budget vs. Actual.

Old Business

- V. Banner Update
 - a. Gallagher reported that she had been in contact with Ken Thomas at CDOT regarding incorrectly installed and broken banner hardware on Clark Street. CDOT had assured her that the hardware would be fixed by mid-November in time to hang the holiday banners.
- VI. Repainting Brick Crosswalks
 - a. Gallagher reported that she and Schilf had met with Alderman Daley regarding the brick crosswalks that need to be repainted on Clark Street and that Alderman Daley has agreed to pay for any repainting necessary. Gallagher will submit a formal letter with specific locations to the Alderman's office before the end of the year.
- VII. Yearly Meeting Schedule
 - a. Gallagher handed out a tentative yearly meeting schedule for 2008 that included five meetings approximately every other month. Bienias requested that the meeting time be changed from 4:00 p.m. to 5:00 or 5:30 p.m. as the

early meeting time has conflicted with her schedule in the past. Longanecker asked each commissioner what their availability was to determine the best time of day to meet. It was agreed upon by the commission that meetings would alternate between 4:00 p.m. and 5:00 p.m. to try to accommodate everyone's schedule.

- b. Bienas requested that the first sub-committee meeting be moved up due to the amount of work the sub-committee would be doing. Gallagher responded that the meeting could be moved up but the early part of December would be difficult due to the Holiday Shop & Stroll. Bienas questioned why Gallagher needed to be in attendance for the sub-committee meeting. Gallagher responded that since the sub-committee requirements were the same as regular commission meetings in regards to the Open Meetings Act it was her job to be in attendance and take accurate and recorded minutes. Bienas proposed the last week in November. A date was chosen and it was agreed upon that the remainder of the sub-committee meetings for 2008 would be decided at their first meeting.

Motion to approve the proposed 2008 yearly schedule with the time and date adjustments made during the meeting and the first meeting date of the marketing sub-committee. Motion Seconded. Approved. Bienas Abstained.

VIII. Marketing and Events

- a. Gallagher provided a website update including that two domain names, www.clarkbythepark.com and www.clarkbythepark.org were purchased and would be linked to the SSA website soon. She also noted that she was working to get an online events calendar up onto the website by the end of the year.
- b. Gallagher reported that due to time constraints the SSA could not have a Halloween/Fall event but she did work with the Park West Neighborhood Association to provide a small donation for their Pumpkin Patch party that was held in October. Bienas questioned whether this donation came out of the \$15,000 event budget that had been agreed upon at the previous meeting. Gallagher confirmed that it had come out of this budget and there would be slightly less than \$15,000 for the Holiday Shop & Stroll event in December.
- c. Gallagher provided an update on plans for the Holiday Shop & Stroll which will be held on Friday, December 7th. She confirmed that Big Buzz was again handling the event logistics and that the idea this year was to pair restaurants with retailers as well as to encourage merchants to hold special events that evening. As more information becomes available Gallagher will send out an update via email to the commission. The commission asked if it was possible to incorporate some kind of raffle drawing or special prize in the event to draw shoppers. It was also suggested that the SSA try to solicit sponsorships for the entire event to keep costs down as well as explore a possible partnership with radio stations in the area to help get the word out. Gallagher said she would discuss all of these options with Big Buzz to see if they could be incorporated this year, if not she would make note of them for discussion in the marketing sub-committee.
- d. Gallagher proposed a draft mission statement and goals for the marketing sub-committee. Bienas questioned whether the goals included everything that the sub-committee would need to do. Gallagher responded that they were just suggestions and she did not intend them to be binding. It was agreed that the

commission would vote on the mission only and form the final goals and objectives at the first sub-committee meeting.

Motion to approve the mission statement as written for the 2008 Marketing Sub-Committee.
Motion Seconded. Unanimously Approved.

IX. Economic Development

- a. Gallagher reported that she and Schilf had attended a special committee meeting set up by Alderman Daley to address the vacancy issue on Clark Street. The committee currently planned to spend approximately \$8,000 on demographic studies of the corridor. She asked the commission how they would like to interact with this group and pointed out that if they work together the commission could spend less money overall on tenant retraction programs. She also noted that Quick and Tehrani were also on the committee. The commission agreed that they would like to be kept up to date on the Alderman's committee.
- b. Gallagher supplied a handout summarizing the tenant attraction and retention initiatives of several other SSA districts, including Dev Corp North, Wicker Park Bucktown and West Town, for the commission's review and reference.
- c. Gallagher reported that in conjunction with the Holiday Shop & Stroll Big Buzz had conducted a full business inventory of the Clark Street SSA. The cost for this project was \$800.00. The commission asked Gallagher to forward the completed inventory to them when she received it from Big Buzz.

X. SSA Expansion/Re-Constitution

- a. Gallagher noted that if the commission moves forward with a re-constitution and expansion for 2009 the LPCC cannot be the spokesperson for the SSA. The commissioner will have to make a commitment to attend the public meetings and public hearings involved. She also reported that the commission would need to make a formal motion to approve the project and move the necessary budget items to hire a consultant this year.
- b. The commission asked what the approximate cost would be for the re-constitution and expansion. Gallagher referred the commission to a handout she provided listing the steps of the process and an estimated cost of between \$30,000-\$40,000, not including expenses such as printing and postage. She explained that there was money in the 2007 budget to pay for \$10,000 of the project with the remainder to come out of the 2008 budget. Gallagher noted, for reference, that the original cost of start up was about \$35,000.
- c. Gallagher also reported that she had received one proposal so far for the project, from Place Consulting. She has solicited two additional bids but had not received them as of the meeting. She referred the commission to the excel spreadsheet in the Place Consulting bid to show which components were being bid on and confirmed that all three consultants would be bidding on the exact same items. Gallagher asked that the LPCC be given the authority to choose a vendor for the project, otherwise the commission would need to hold a special meeting in December to review the bids as the consultant needed to begin work this year.
- d. Bienes asked what was being done regarding the property that would be included in the expansion. Gallagher reported that Alderman Daley had agreed to set up a meeting between the LPCC and the property owners to ask them to contribute for their services in 2008 as well as explain the re-

constitution process to them. Bienes asked if all three property owners would be involved from Best Buy, Sunrise Assisted Living and the Condominium Association and Gallagher confirmed she would ask the Alderman to include all three properties at the meeting. Bienes asked for a clarification that the townhomes on the property would not be included in the expansion. The commission agreed this was not necessary and Gallagher confirmed that it would not be included in the project.

Motion to approve the reconstitution and expansion project for 15 years. Motion Seconded. Unanimously Approved.

Motion to approve the change to the 2007 Budget, moving \$6,000 from sections 8.02 and 8.03 and moving \$4,000 from section 4.03 into section 8.08 which will be labeled "SSA Reconstitution and Expansion". Motion Seconded. Unanimously Approved.

Motion to approve the LPCC to choose a vendor for the SSA reconstitution and expansion project within the \$30,000-\$40,000 projected budget with an additional \$5,000 for expenses. Motion Seconded. Unanimously Approved.

- XI. Commissioner Recruitment
 - a. Gallagher reported that the commission and LPCC would need to recruit a commissioner to replace Doug, as well as possibly Bob Berliner who's schedule does not allow for much involvement on the commission anymore. She noted that the commission lacked representation from the north and south ends of the street. She also suggested that someone in commercial real estate might be a good fit based on the current commissioner make up. The commission agreed to look for possible candidates and discuss this topic at the next meeting.
- XII. Holiday Decoration Update
 - a. Gallagher reported that Folgers Flag would be putting up the holiday decorations before Thanksgiving.

New Business

- XIII. 2008 Landscaping Proposal
 - a. Gallagher included in the meeting packet the 2008 Landscaping Proposal from Brickman. She noted that the block in front of Best Buy and Sunrise Assisted Living had been removed from the bid but all other components remained the same as 2007. The commission agreed that they were happy with the landscaping Brickman had provided and Gallagher noted that as a vendor they were very easy to work with.

Motion to approve the expenditure for 2008 landscaping services and Brickman as the vendor. Motion Seconded. Unanimously Approved.

- XIV. 2008 Street Cleaning Proposal
 - a. Gallagher included in the meeting packet the 2008 Street Cleaning Proposal from SEARCH Development. The commission found the 2007 work satisfactory and agreed to renew the contract.

Motion to approve the expenditure for 2008 street cleaning services and SEARCH Development as the vendor. Motion Seconded. Unanimously Approved.

XV. Big Belly Trash Compactors

- a. Gallagher provided information on this service which provided trash compactors that run on solar power. She noted that several other SSA districts were considering them in 2008 and the City of Chicago had purchased some to use at beaches and parks. The commission asked Gallagher to look into the details further and tabled the topic for the next meeting.

XVI. 2007 Audit

- a. Gallagher asked that the LPCC have the authority to choose a vendor for the 2007 audit. Schilf noted that with this authority she can negotiate a vendor contract for both the SSA and the LPCC which will result in a lower cost audit for the SSA. This was how the audit was conducted in 2006.

Motion to approve LPCC to choose a vendor and conduct the 2007 audit within the \$2500 budget. Motion Seconded. Unanimously approved.

Motion by Longanecker to adjourn the meeting at 6:00 p.m. Motion seconded. Unanimously approved.

Next Meeting

February 6, 2008 at 5:00 p.m.

Minutes respectfully submitted by Sarah Gallagher