

**Lincoln Avenue SSA #35
Meeting Minutes
February 17th,2009**

Present: Patel, Quartana, Sanchez

Absent: Keegan

LPCC Staff: Gallagher, Schilf, Pacholski

Call to Order

- I. The meeting was called to order at 8:45 a.m. by Patel

Approval of Minutes

- II. Approval of 11/19/08 meeting minutes.

Motion to approve the meeting minutes from 11/19/08. Motion Seconded. Unanimously Approved.

Public Forum

None

Reports

- III. Financial
 - a. The Commission reviewed the Profit & Loss, Profit & Loss vs. Actual and Balance sheet.

New Business

- IV. Election of Officers
 - a. The Commission reviewed the slate of officers as presented and determined that the position of Secretary should be left open at this time.

Motion to approve a revised 2009 Slate of Officers. Motion Seconded. Unanimously Approved.

- V. 2009 Budget and Workplan Review
 - a. The Commission reviewed the approved budget and workplan.
- VI. Commission Application
 - a. The Commission reviewed Jeannine Simkus' application and Gallagher described her enthusiasm for joining the Commission, based on a recent meeting.
- VII. Marketing
 - a. The Commission discussed several options for the money that has been set aside in the budget and workplan for marketing in 2009. Several options were discussed, including marketing Lincoln Avenue as an entertainment district, or as a family oriented destination, or also the unique history of the street itself.
 - b. The Commission decided that whatever the direction further marketing initiatives take, the website will be a key component and staff should look into options for increasing information on, and functionality of, the site.
 - c. Artistic banners, public art and markers designating the history of the street were also considered.

- d. The Commission asked Gallagher to put together more ideas and options for them to discuss at the next meeting.

Old Business

VIII. Big Belly

- a. Gallagher presented new information regarding the two Big Belly trash units awaiting permitting and installation along Lincoln Avenue. The first unit, located at 2200 N. Lincoln was approved in City Counsel, and will be scheduled for installation, with some kind of press release and event. The second unit, for 2402 N. Lincoln was denied by the Department of Transportation and an alternative location at the corner 2500/2600 N. Lincoln was discussed and agreed upon.
- b. Commissioners Quartana and Sanchez asked staff to look into the possibility of hiring an expediter to secure the second permit in a quicker timeframe, and to move forward with securing the additional public way permit at the new location.

IX. Clean Slate – Sidewalk Cleaning

- a. Commissioner Sanchez expressed concern that the Cleanslate vendors were not branded SSA #35 and thus made it harder for the SSA to be visible in the community as the service provider for sidewalk cleaning.
- b. Commissioner Quartana expressed concern that a Cleanslate employee he spoke to did not know about the SSA. He also expressed concern with the look of the sidewalk on the west side of Lincoln Ave near his business after the snow had melted.
- c. Gallagher indicated that this was the kind of feedback we needed to bring to Cleanslate, and that staff would be meeting with both Cleanslate and representatives from Streets and Sanitation next week to discuss these issues. She also indicated that she would talk to Cleanslate about better branding, and perhaps an informational handout for the workers as they clean the street.
- d. Commissioner Sanchez asked about the lightpole baskets looking askew. Gallagher indicated that this was an issue for a different vendor and that repair and maintenance would be looked into.

Meeting was adjourned at 10a.m. by Patel

Next Meeting:

Thursday, April 16th at the offices of Koenig & Strey at 2626 N. Lincoln, 8:30am

Minutes respectfully submitted by Sarah Gallagher & Billy Pacholski.