

Clark Street SSA #23 Meeting Minutes – April 1, 2009
Lincoln Park Market, 2502 N. Clark Chicago, IL 60614

Present: Bruce Longanecker, Sean Tehrani, Diane Doyne, Steve Quick, Elizabeth Rossdeutscher, Peigi Jean-Blanc, Jim Kroeger, Eme Cole, Daniel Hanig

Not Present: None

Guests: Flow Chicago (business owner), Tom Alcorn

LPCC Staff: Sarah Gallagher, Kim Schilf

Call to Order

- I. Call to order: The meeting was called to order at 4:10 p.m. by Longanecker

Approval of Minutes

- II. Approval of February 4, 2009 meeting minutes

Motion to approve 2/4/09 meeting minutes. Motion seconded. Unanimously approved.

Public Forum

Flow Chicago stated that they were attending the meeting to find out more about the Façade Rebate Program. Tom Alcorn stated he was attending the meeting to observe as a LPCC board member.

Reports

- III. Financial
 - a. Commission reviewed YTD Balance Sheet and the Profit & Loss Budget vs. Actual.

Motion to approve the financial report. Motion seconded. Unanimously approved.

Special Reports

- IV. Place Consulting – Kimberly Bares and Dan Butt
 - a. Bares provided an overview of the Corridor Study project to date and informed the Commission that the data portion was almost complete. She provided sample materials from a completed Lakeview East (LVE) Corridor Study to show the Commissioners what Place would be working on next for Clark Street. The materials included marketing pieces for the LVE district.
 - b. Butts reviewed parts of the data collection for the Commissioners including the current demographics and leakage data. He further reported that the next steps with the data component would be to perform niche analysis and collect psychographics for the area.
 - c. Several of the Commissioners asked Bares what the SSA can do with the completed Corridor Study. Bares replied that the Corridor Study would include a step by step action plan for implementation but the main purpose of the study is to work with property owners, commercial real estate brokers, new businesses and existing businesses to educate them on what Clark Street has to offer.

Action Items

- V. 2008 Audit
 - a. Gallagher and Rossdeutscher presented the 2008 Audit and reviewed each category with the Commission including carry over.

Motion to approve the 2008 Audit. Motion seconded. Unanimously approved.

- VI. Bylaws

- a. Gallagher presented revised bylaws and explained that the verbiage had been streamlined to mirror best practices with other SSA's. She explained in detail a couple of content changes and provided Commission with notated copies for their review.

Motion to approve the revised bylaws, effective immediately. Motion seconded. Unanimously approved.

- VII. 2009 Façade Rebate Program
 - a. Gallagher presented a draft program application and timeline that included fees, workflow, methodology, and general information about the program.
 - b. Discussion included questions about sitting Commissioner being able to take advantage of the program, how we would best market this program to businesses in the SSA, the user friendly nature of the application process and if there would be particular facades on the street that the program would targeted.
 - c. Several Commissioners encouraged everyone to talk to their neighbors about the program.

Motion to approve the façade rebate program requirements and procedure to begin April 2, 2009. Motion seconded. Unanimously approved.

- VIII. Sidewalk Power Wash Vendor
 - a. Gallagher presented bids from several different power wash vendors and recommended the Commission consider continuing to use Pressure Washing Systems.
 - b. The Commission discussed several different options and debated using a lower cost vendor. Gallagher pointed out that all vendors presented fit within the 2009 budget for power washing.

Motion to approve 2009 sidewalk power washing with Pressure Washing Systems as the vendor. Motion seconded. Unanimously approved.

- IX. 2010 Budget and Work Plan
 - a. Gallagher presented the draft 2010 budget and work plan and explained that the city required a draft by April 1, 2009. She explained that the draft did not include any new programming and was a continuation of programs and services from 2009. She noted that the final version of the budget and work plan would need to be voted on at the June meeting.
 - b. The Commission discussed the programs and services and generally agreed that a continuation of programs and services was appropriate. They discussed ways to provide more technical assistance to businesses as well as special events, ways to promote and help businesses' special events and negotiating on behalf of businesses for group rates.

New Business

- X. Program Manager's Report
 - a. Gallagher provided an update on several current projects.

Meeting adjourned at 6:30 p.m.

Next Meeting

September 9, 2009 at 4:00 p.m.

Minutes respectfully submitted by Sarah Gallagher