

**Clark Street SSA #23 Meeting Minutes – September 9, 2009**  
**Basil Leaf Café, 2465 N. Clark Chicago, IL 60614**

**Present:** Bruce Longanecker, Sean Tehrani, Steve Quick, Elizabeth Rossdeutscher, Jim Kroeger, Eme Cole, Peigi Jean-Blanc

**Not Present:** Diane Doyne, Daniel Hanig

**Guests:** Tim Toronyi-Brickman

**LPCC Staff:** Kim Schilf, Loren Dinneen

**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 June 3, 2009 meeting minutes

Motion to approve 6/3/2009 meeting minutes. Motion seconded. Unanimously approved.

**Public Forum**

Tim Toronyi from Brickman expressed his thanks for past several years of business from the SSA and the opportunity to bid on the coming year's contract. Tim expressed that if anyone has any concerns or comments on the landscaping to direct them to Loren Dinneen and he would make sure they were addressed.

**Reports**

- III. Financial
  - A. Commission reviewed YTD Balance Sheet and the Profit & Loss Budget vs. Actual.
  - B. Rossdeutscher explained that the SSA will be receiving the second half of its funding in the fall and that explains the short fall in our revenue.

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

**Action Items**

- IV. 2010-2011 Landscaping Vendor Contract
  - A. Dinneen presented three proposals for a (1) year contract and three proposals for a (2) year contract.
  - B. The Commission discussed and agreed that they were very happy with the service that their current contractor, Brickman, was providing and that the two year contract provided the SSA with greater cost savings.

Motion to approve the 2010-2011 landscaping contract with Brickman. Motion Seconded. Unanimously approved.

- V. 2009 Holiday Decorations Vendor Contract
  - A. Dinneen presented three proposals for the 2009 holiday decorations.
  - B. Kroeger asked if the Folgers contract included labor. Dinneen explained that it did include installation and removal.
  - C. Tehrani asked if we could coordinate our decorations with the north side of Diversey. Schilf explained that they would be the south side of Diversey, which is part of the Clark #23 SSA does not have light poles to decorate.
  - D. Tehrani expressed that he would like to see the decorations increased along Clark. The Commission discussed this and agreed that there was room in the budget to do so.
  - E. Quick asked that whatever additional designs that are developed be disseminated to the Commission. Schilf agreed to do so.

Motion to approve 2009 holiday decorations contract with Folgers Flag. Motion seconded. Unanimously approved.

- VI. 2009-2010 Snow Removal Contract
  - A. Dinneen presented three proposals for snow removal vendors.
  - B. Longanecker expressed that he has used Tim's Snowplowing for several years, has had no issues with their service and has recommended them to several others.

Motion to approve a seasonal contract for 2009-2010 snow removal with Tim's Snowplowing.  
Motion Seconded. Unanimously approved.

### **Old Business**

- VII. Corridor Study
  - A. Dinneen updated the Commission on the progress of the corridor study.
  - B. Schilf explained that the Commission will get a presentation from Place consulting on the Corridor Study at the next Commission meeting.
  - C. Dinneen explained that the Alderman's Economic Development Committee is being brought in under the auspices of the SSA as an economic development sub-committee. This group is made consists of local people with a vested interest in the success of the SSA.
  - D. Quick expressed that both he and Tehrani have been to several meetings of the Alderman's economic development committee and likes the discussion that has taken place. He believes this is a good group to receive feedback from.
  - E. Schilf explained that the Commission retains final approval of all recommendations made by the economic development subcommittee.
  - F. Quick asked if the Commission will be able to see the corridor study before the Economic Development subcommittee. Schilf agreed to share the study with the Commission.
  
- VIII. 2010 Budget and Work Plan
  - A. Dinneen informed the Commission that the budget and work plan have been submitted to the City and we are waiting for approval.

### **New Business**

- IX. Program Manager's Report
  - A. Dinneen informed the Commission that we have had our first Façade Rebate application submitted and approved.
  - B. Cole asked if landscaping was an eligible project.
  - C. The Commission then debated whether or not that was an eligible project and whether or not that was in the spirit of the program. It was decided that landscaping does improve the look of the SSA and that in the future, if such projects are submitted, they will be reviewed and prioritized by the Façade Rebate Committee.
  - D. Dinneen informed the Commission that the first meeting of the Events and Marketing Committee took place and in it the current and future events were discussed, including the marketing plans for each one.
  - E. Jean-Blanc informed the Commission that the meeting went well and she was happy the event management company and that she was on board with the plans for the future events.
  - F. Dinneen explained that we are in the stages of trying to select a bike rack product to install on Clark and Diversey and asked for input from the Commission on what type of product they were interested in and where they would like to see them installed.
  - G. Quick asked if a subcommittee on bike racks could be formed. Schilf agreed and asked that the subcommittee also agree to attend a "walk through" with the Alderman to scout possible bike rack locations.
  - H. Dinneen and Schilf asked the Commission for permission to secure a marketing consultant/firm to assist in the development of the SSA's strategic

marketing plan as this was a major line item in the 2009 budget that has yet to be worked on.

- I. Jean-Blanc asked if the corridor study would help us in formulating what our needs are for this marketing plan. Schilf said yes.
- J. Rossdeutscher expressed her approval that these funds be spent.
- K. Quick asked what service the consultant would provide. Schilf said that we still need to work that out and would like input from the Events and Marketing committee. Quick asked that we call a special commission meeting to review presentations from possible marketing consultants. The commission agreed.
- L. Rossdeutscher expressed that she would like to see local consultants with knowledge of the local market.
- M. Jean-Blanc expressed the need for consistency in the messaging of whatever is created.
- N. Tehrani expressed that Lincoln Park be part of whatever branding comes out of the marketing effort. Cole agreed with this.
- O. Rossdeutscher thinks that some of the current marketing funds should be spent to support the current events that we are doing.
- P. Schilf asked the Commission if they supported spending additional funds on marketing for our current events. The Commission supports spending additional funds on marketing for our current events.
- Q. Schilf said that we will meet again in October to discuss marketing consultants.

Motion to Adjourn. Motion seconded. Unanimously approved.

Meeting adjourned at 5:50 p.m.

**Next Meeting**

October 21, 2009 at 5:00 p.m.

*Minutes respectfully submitted by Loren Dinneen*