

Clark Street SSA #23 Meeting Minutes – October 21, 2009
Basil Leaf Café, 2465 N. Clark Chicago, IL 60614

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

Not Present: Steve Quick, Daniel Hanig

Guests: Hillary Thieling-Mid North Association; Kimberly Bares-Place Consulting; Dan Butt-Place Consulting

LPCC Staff: Kim Schilf, Loren Dinneen, Julie Umnus

Call to Order

- I. Call to order: The meeting was called to order at 5:10 p.m. by Longanecker

Approval of Minutes

- II. Approval of September 9, 2009 meeting minutes

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

Public Forum

Hillary Thieling stated that she was in attendance to represent the Mid-North Association as well as being a Clark Street business owner. Her main issues of interest in the SSA are fostering a greater sense of community on Clark Street and supporting local businesses.

Reports

- III. Bike Rack Subcommittee
 - A. Dinneen explained to the commission that the Bike Rack Subcommittee met with the Alderman and a representative from the CDOT to scout feasible bike rack locations. There were 26 locations that were decided upon, three of which were high profile locations that could possibly support larger, more artistic racks. Dinneen recommended the shopping bag bike rack as a possible product for installation.
 - B. Cole asked if local merchants could subsidize the cost and in return the racks could be personalized for the store. Dinneen will investigate.
 - C. Rossdeutscher, Doyne, and Tehrani both expressed their support for installing larger, more artistic racks in the high profile locations and that we should prioritize the installation, starting with the high profile racks.
 - D. There was agreement about installing larger, artistic racks in these high profile locations and the products that were agreed upon were: "The Bull" to be installed at the Five Guys location, "The Fish" to be installed at the Bank of America location and "The Bike-A-Saurus Rax" to be installed at the Ranalli's location.
 - E. The other two styles of rack that were chosen were the "Mad Biker" and the "customized hoop" with Clark Street branding.
 - F. Dinneen will evaluate the feasibility of each product for each location and present his recommendation at the next meeting.
 - G. Rossdeutscher, again, expressed her interest in seeing website branding on the customized hoop rack.

Action Items

- IV. December Meeting Date
 - A. Dinneen explained to the commission that the next scheduled meeting date of November 11 would need to be pushed back to accommodate the solicitation of marketing consultants. The commission agreed to move the meeting date to December 9 at 4:00pm.

Special Presentations

- V. Place Consulting
 - A. Bares and Butt were introduced and gave additional background on when and why the corridor study was commissioned. In addition, they talked about the methodology of the study as well as gave a brief overview.
 - B. They explained in depth the research that was conducted and the demographic data that was collected about those who shop on Clark as well as the demographics of the community.
 - C. They then delivered their recommendations and a phased plan for implementation in a power point presentation. In addition, they gave recommendations on how to frame goals for developing a marketing campaign. The primary goal, based on the corridor study, should be to capture more “spend” from area residents and workers. The corridor study showed how larger amounts of dollars are currently being spent outside Clark Street by local residents and workers. Bares recommended that the SSA’s goal should be to help Clark Street merchants capture more of these lost dollars. The secondary goal is to capture more spend from the local regional trade area that was outlined in the report.
 - D. Bares went on to explain that the SSA cannot be “all things to everyone” and that we must pick an objective that is our number one priority and focus on that.
 - E. The commission agreed with the data and findings of Place Consulting and that our primary objective will be to capture more spend from local residents and workers and our secondary objective will be to capture more spend from the regional trade area, outlined by Place. In that, they agreed that our marketing campaign should work to drive the development of our goals.
 - F. The conversation then moved to a discussion of the future marketing initiative and elements that we should be focusing on now that we have established goals.
 - G. Doyne asked if we can get a link to the Clark Street website on Alderman Daley’s newsletter. Dinneen will investigate.
 - H. It was stated by Rossdeutschler that it is important to remember how great the number of residents and workers in the local trade area there are and that we should be focusing on them.
 - I. Doyne expressed that we should promote accessibility to Clark Street for DePaul students.
 - J. Kroeger asked if there was any way to greater leverage the beach and local cultural institutions. Dinneen expressed his agreement that this needs to be done better and will be a part of the marketing initiative.
 - K. Doyne stated that we should create a Clark Street Facebook page. Dinneen agreed and expressed that social media will be included in the marketing initiative. Tehrani agreed.
 - L. Doyne asked Bares and Butt if they are aware of any SSA that does events well. Bares explained that the whole nature of special events is changing and that people are doing less of the traditional events that most people are familiar with. The trend in events currently is centered around more “progressive events” like pub and restaurant crawls.
 - M. Doyne stated that, in the future, we have to craft events that will draw the type of people we want to attract.
 - N. Jean-Blanc stated that the Place Consulting report was very comprehensive and agreed with everything it was communicating.
 - O. Bares restated her marketing recommendations as: 1. Focus on local residents first, 2. Brand Clark Street as one cohesive place with different sub-

districts, 3. Determine the SSA's priorities. The commission unanimously agreed.

- P. Doyne stated that we need to be cognizant of brand identity and brand position.
- Q. Bares then went on to briefly highlight the business attraction piece that was created. It will be a very useful tool for the district and local merchants. Butt explained that many prospective merchants can use this data to help in the creation of their business plans.
- R. Jean-Blanc stated that when we solicit a marketing consultant that the selected consultant must be able to read and interpret the results of the corridor study into their marketing plans.
- S. Cole asked when the annual meeting is. Dinneen will investigate.
- T. Dinneen introduced Julie Umnus, who was brought in temporarily to assist with website development and SSA communications.

Motion to Adjourn. Motion seconded. Unanimously approved.

Meeting adjourned at 7:10 p.m.

Next Meeting

December 9 at 4:00 p.m.

Minutes respectfully submitted by Loren Dinneen