

Clark Street SSA #23 Meeting Minutes – December 9, 2009
Lincoln Park Chamber of Commerce, 1925 N. Clybourn, Suite 301

Present: Bruce Longanecker, Jim Kroeger, Eme Cole, Peigi Jean-Blanc, Steve Quick

Not Present: Daniel Hanig, Sean Tehrani, Elizabeth Rossdeutscher; Diane Doyne

Guests: Hillary Thieling-Mid North Association; Greg Peterson-Search Development, Jack Macholl-Wisdom Bridge Marketing, Cathy and Mark Maloney-Findzall Community Marketing

LPCC Staff: Kim Schilf, Loren Dinneen, Julie Umnus

Call to Order

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

Public Forum

Greg Peterson from Search Development introduced himself and expressed his gratitude for the opportunity to work with the SSA over the last five years, that he was present to answer questions from the commission and he hopes to continue their relationship in 2010.

Reports

- I. Program Manager's Report
 - A. Dinneen explained that the Clark Street Halloween Spooktacular was a huge success and hundreds of parents and children participated. The event drove people to store fronts, which is our main goal moving forward and is an event that we should look to build upon in 2010.
 - B. Dinneen explained that the Holiday Tree Lighting was also a huge success, with over 200 parents and children participating. While it was a success it did not drive patrons to store fronts, which will be our goal moving forward, and therefore we must evaluate whether or not to continue the event in 2010.
 - C. Jean-Blanc asked if we did anything different this year as compared to previous years that made the event so successful. Schilf said that we had an expanded mailing list this year with addresses that were obtained at the Summer Concert Series as well as the Halloween Spooktacular. Cole also thought that having two consecutive events in the same store front made it easier for participants to find the event.
 - D. Dinneen informed the commission that the planters that will be installed on Diversey are currently in production. The public way use permit has gone through City Council and Committee and will be passed. The planters will be installed in early 2010.
 - E. Dinneen explained that he moved forward per the Commission's request to purchase 18 police bikes for donation to the 18, 19 and 23rd districts. The bikes were purchased using funds from the security budget line item. As was stated by the CPD, the donated bikes will be used for Clark Street and the surrounding areas, but will stay exclusively in the 18, 19 and 23rd districts.
 - F. Dinneen informed the commission that we are still working with the Alderman's office to get a date scheduled for the Economic Development Sub-Committee.
 - G. Dinneen informed the commission that the Façade Rebate Committee has completed its review of the submitted projects for 2009 and is happy to report that four projects totaling \$36,375 in façade rebate grants were approved and will be distributed. This was a good first year and Dinneen will continue to promote this program in the future. Dinneen went on to explain that we have contracted with Place Development to create a Façade Guidelines brochure that will promote responsible and aesthetically pleasing façade, signage, lighting and landscaping work, as per the 2009 work plan.

- II. Financial
 - A. Dinneen explained the year end financials and cash flow. There were no questions pertaining to the financials.

Approval of Minutes

- I. Approval of October 21, 2009 meeting minutes

Motion to approve 10/21/2009 meeting minutes. Motion seconded. Unanimously approved.

Action Items

- I. 2010 Sidewalk Cleaning Contract
 - A. Dinneen explained to the commission that he has not had any issues regarding service or behavior from Search Development. The record keeping and reporting has been satisfactory. Dinneen then presented the two bids for service from Search Development and Cleanslate, who is currently the Lincoln SSA #35 sidewalk cleaning vendor.
 - B. Quick asked if Search has provided the SSA with reporting on the amount of garbage cans they have emptied and graffiti they have reported. Dinneen said that Search had provided that reporting.
 - C. Longanecker expressed that he felt the sidewalks are clean and he is happy with the service.
 - D. Cole expressed that she was also happy with the current level of service.

Motion to approve Search Development as the Clark Street SSA #23 Sidewalk Cleaning Vendor for 2010. Motion Seconded. Unanimously approved.

- II. Meeting Dates
 - A. Dinneen expressed that the first meeting of the year would be the Annual Meeting. He proposed that the first meeting of the year be February 17th at 4:00pm.
 - B. The Commission agreed that the first meeting would be February 17 at 4:00pm. The Commission asked Dinneen to bring five additional future meeting dates and that the meetings be held in the afternoon.

Special Reports

- I. Dinneen shared with the Commission that 8 marketing proposals were submitted in response to the RFP and that two were selected to make presentations.
- II. Umnus gave an overview of her background research on Wisdom Bridge Marketing and Findzall Community Marketing, the two marketing consultants that will be giving presentations at the meeting. She expressed that both groups' references gave them excellent referrals.
- III. Wisdom Bridge Marketing
 - A. Jack Macholl from Wisdom Bridge Marketing gave his presentation to the Commission on his proposal for the strategic marketing and communications plan for the SSA.
 - B. Wisdom Bridge's approach was one that centered around creating a "human connection" with the Clark Street SSA brand, attracting attention and engagement from community members and potential or existing business owners in the area.
 - C. Dinneen asked Macholl to expand on Wisdom Bridge's successes in grass roots marketing.
 - D. Macholl expressed that his experience has proven to him that events possess a great value in terms of dollars spent versus exposure. He also

- stressed that email marketing would be an important component of this campaign.
- E. Jean-Blanc asked Macholl about the social media experience of his staff and contractors. Macholl explained that his staff was very experienced when it came to social media.
- IV. Findzall Community Marketing
- A. Cathy and Mark Maloney from Findzall Community Marketing gave their presentation on their proposal for the Clark Street SSA strategic marketing and communications plan.
 - B. Findzall's approach encompassed three main areas of focus: Marketing, Business Retention and Business Recruitment. It is Findzall's belief that these core focus areas overlap in their activities and are dependent upon each other for success in community marketing.
 - C. Jean-Blanc asked Findzall about how they would approach branding the SSA.
 - D. Mark Maloney expressed that branding shouldn't be forced upon a community but should come from the community. He then talked about his experience facilitating the branding discussion among community stakeholders and how Findzall would take that approach in this particular project.
 - E. Dinneen asked Findzall to expand upon their experience using social media.
 - F. Cathy explained that utilizing social media is a strength of theirs and will be an integral part of their approach to this project.
 - G. Longanecker remarked that he liked their presentation and thanked them for coming in.
- V. Marketing Consultant Wrap-up
- A. Umnus again expressed that all the references for both groups were very good.
 - B. Jean-Blanc expressed that she really liked the project approach from Findzall.
 - C. Dinneen expressed to the Commission that his recommendation was Findzall because of their background in economic development and community marketing.
 - D. Longanecker felt that Findzall better understood the challenges that Clark Street is facing.
 - E. Kroeger agreed with Longanecker.

Motion to secure Findzall to develop the Clark Street SSA #23 Strategic Marketing and Communications Plan. Motion seconded. Unanimously approved.

Motion to Adjourn. Motion seconded. Unanimously approved.

Meeting adjourned at 7:10 p.m.

Next Meeting

February 17, at 4:00 p.m.

Minutes respectfully submitted by Loren Dinneen