

Clark Street SSA #23 Meeting Minutes – May 12, 2010
Location: Basil Leaf Café, 2465 N. Clark Street

Present: Jim Kroeger, Eme Cole, Bruce Longanecker, Elizabeth Rossdeutscher, Steve Quick

Commissioners Not Present: Diane Doyne, Peigi Jean-Blanc

LPCC Staff: Kim Schilf, Loren Dinneen, Julie Umnus

Call to Order

- I. Call to order by Bruce Longanecker at 5:15 p.m.

Approval of Minutes

- I. Bruce Longanecker asked for and received approval of the minutes from the 4/07/10.

Motion to approve 4/07/10 minutes. Motion seconded. Unanimously approved.

Reports

- I. Marketing Communications Strategy – 2010-2011
 - a. Dinneen began by recapping all the previous work and steps taken to get the SSA to the current milestone. He explained how the 2008 Corridor Study helped the SSA develop strategic goals and how the 2010 Strategic Marketing and Communications plan will shape how we move forward with the rest of the year.
 - b. Dinneen explained that Findzall Community Marketing delivered a robust marketing and communications plan with numerous recommendations. The SSA staff has spent a great deal of time thinking about and prioritizing the elements that need to be executed. Those main elements include four main strategies
 - i. Solidify Clark Street/Lincoln Park brand
 1. Recommendation: While Findzall provided recommendations of Clark Street brands, it is the recommendation of the SSA that we retain the current 'Clark Street in Lincoln Park' name but investigate new graphic/text treatment.
 - ii. Build informative, interactive consumer-focused website
 1. Recommendation: Dinneen explained that the current trend in community marketing is electronic communication and the communities that market themselves the best have dynamic, interactive, consumer focused websites.
 2. The SSA recommends investing in the development of a new consumer focused website.
 - iii. Email marketing campaign
 1. Recommendation: Findzall recommended developing an email marketing campaign designed to target three specific audiences. 1.) One email communication designed to target the consumer/public. 2.) One email communication designed to target the Clark Street merchants. 3.) One email communication designed to target the real estate/broker community.
 2. The SSA recommends developing the aforementioned email marketing campaign.
 - iv. 12-month event/promotions calendar

1. Recommendation: Findzall recommended developing a 12-month event and promotions calendar, prior to the upcoming year. This lead time will generate greater participation from Clark Street merchants as they will have more time to plan for their involvement. The promotions should create unique, niche offerings on Clark that target one or more of our primary audiences.
 2. The SSA recommends developing the 12-month event/promotions calendar.
 3. The calendar will be developed with the following model in mind: 1 unique promotion each month; 1 standing promotion each month; 3+ events each year
- c. Cole asked Dinneen if it was possible to brand the Clark Street SSA as simply “Lincoln Park” as opposed to “Clark Street in Lincoln Park”. Cole felt this was a real strength of the Old Town, Wells St. commercial district.
 - d. Dinneen expressed that he did not think it was feasible since there are several other prominent commercial districts in Lincoln Park.
 - e. Cole asked if there was money in the budget to brand and install signage that would signify the beginning of the Clark Street corridor. Dinneen explained that that type of installation is very expensive and is not in this year’s budget. However, we will explore identity markers for the future.
 - f. Dinneen went on to explain to the commission that to execute the above recommendations in a timely manner the commission would either have to schedule additional meetings and have quorum present or agree to grant the LPCC greater authority to execute the tactics.
 - g. Quick recommended giving the LPCC more authority to execute the above recommendations. Agreement from the commission was unanimous.
 - h. Dinneen also asked for a vote to not execute Merchant Mentorship program. It is his recommendation that the SSA focus its efforts on the above marketing initiatives.
 - i. The commission unanimously agreed.
 - j. Dinneen then recommended that the funds allocated towards the Energy Efficiency Rebate program be used on other business retention activities that are more in line with the marketing initiatives that the commission agreed to execute. Dinneen felt that while the Energy Efficiency Rebate program was a good idea and should be pursued in the future, it is not an appropriate time to create the program and that they funds would be better spent on other business retention/attraction activities.
 - k. The commission unanimously approved using the Energy Efficiency Rebate funds on other initiatives and authorized the LPCC to make the decisions related to the expenditures of those funds.

II. Façade rebate

- a. Dinneen explained that the LPCC continued its discussions with the City’s Board of Ethics about the legality of allowing sitting commissioners to apply for and receive funds from the SSA’s Façade Rebate Program.
- b. Dinneen continued to explain that, after many discussions and a lot of thought, the LPCC will not administer a Façade Rebate Program that allows sitting commissioners to apply

for and receive funds. Therefore, the language of the program will be adapted to reflect those changes.

- c. Cole stated that she understood the LPCC's decision and due to her need to apply for and receive funds from the Façade Rebate Program, she would have to resign from the SSA #23 Commission.
- d. Dinneen expressed his gratitude to Cole for several years of service and accepted her resignation.

III. Meeting Adjourned at 6:33 p.m.

Minutes respectfully submitted by Loren Dinneen