

STATE STREET COMMISSION

State Street Commission Meeting

Tuesday, October 18, 2022

2:00 PM

Via Zoom

Minutes

ATTENDANCE

AFFILIATION

Commission Members

Mark Anderson
Greg Cameron
Jameelah Curry
Kristin Duncan
Sonsere Hatch
Dean Lane
La Verne Morris
Cynthia Roubik
Ryan Segal
Luis Zepeda

Hines
Joffrey Ballet
CDOT
Renaissance Hotel
CTA
Palmer House
State Street Resident
Department of Planning & Development
Acadia
Street and Sanitation

Guests:

Commander David Harris
Mark Roschen
Chris Rowe

Chicago Police Department
Department of Planning & Development
CTA

CLA Staff

Kiana DiStasi
Michael Edwards
Abel Rodriguez

Chicago Loop Alliance
Chicago Loop Alliance
Chicago Loop Alliance

I. Call to Order

The October 18th meeting of the State Street Commission was called to order at 2:05 PM by Commission Chair Greg Cameron. Greg thanked everyone for their continued commitment to the work of the SSA Commission.

II. Public Comment

No one gave a public comment

III. Approval of Minutes

A motion to accept the Tuesday, July 19, 2022, minutes as presented was made by Dean Lane and seconded by Kristin Duncan. The motion passed unanimously. Greg Cameron thanked La Verne for her work on the minutes.

IV. Security Update

Greg introduced Commander David Harris to give an update on the state of security on State Street. Greg thanked the Commander for joining him and a few members of the Commission for breakfast yesterday. Greg thought the informal discussion was helpful to begin building an effective partnership between the Commission and CPD for the entire Loop.

The Commander stated that crime in the first district is down 35% since mid-June 2022. Crime is down in all categories except murders. In the last 28 days, robberies were down 10% and burglaries were down 8%. Unfortunately, theft was up 48% and vehicle theft was up 33%. The Commander felt the over all trend is positive and going in the right direction. The downward trend is due to new leadership, overtime initiative and giving the officers more time to answer calls and increased proactive police work.

Greg asked the Commander to restate some of yesterday's discussion. Commander Harris said there is currently 400 recruits in the system and a total of 1,000 recruits will be in the CPD system by the end of the year. This will include six months of instruction followed by one year on the street before they become police officers. The CPD Superintendent has promised some of these new officers to the First District to get our foot team back up in the spring of next year. CPD will also begin the Window Patrol beginning November 1st in the 1st and 18th districts to patrol the storefronts in the business district. Cindy asked if the comparison of the crime stats was to pre-pandemic levels or last year. The Commander stated the numbers are a comparison of last month and 2020, but not 2019. So, crime stats are still higher than 2019, but getting better. Cindy asked if there was any impact of the Corridor Ambassador on this decreased crime. Edwards indicated we have data demonstrating what is happening but it is difficult to measure what did not happen. Greg felt there was increase visitor awareness of the presence of the Ambassador and the police in general.

V. Financial Statements as of September 30, 2022

Abel Rodriguez screen shared the 2022 SSA financial statements through September 30, 2022. Abel directed the Commission to the overall revenue and expenses at \$2.2 million dollars. Abel said unless we begin to receive the second half of our SSA revenue next month, we will be tapping into the CLA line of credit to cover expenses. The interest on the line of credit is an eligible SSA expense per DPD guidelines. Mark Roschen reported DPD is hearing (not confirmed) that the levy will be billed December 1, 2022 and due December 31, 2022. Abel said we will likely be drawing from the \$400,000 Wintrust line of credit. Michael Edwards stated the next place to go would be CLA reserves if the SSA funds are delayed much further.

Abel remarked that we on track with our budget. Abel said we continue to be as conservative in our spending even though this is the time of year, we typically spend a lot of money on infrastructure repairs etc. Abel explained the sidewalk maintenance and infrastructure maintenance line item per aggregate replacement delayed and more funds spent on the repair of the outlets in the lamp post for the holiday lighting strategy.

Third Quarter SSA Metric Report

Abel screen shared the third quarter SSA metrics report. The worksheet translated the financial report into the format used by the City of Chicago. Abel gave an example of how much we spent on website and compared it to our projected and actual deliverables and list of vendors we paid in the 3rd quarter. This report enables the city to compare and contrast the performance of the different SSA's and/or report

on the city-wide SSA effort. Abel stated the Commission will begin to see larger changes in this report beginning next month.

A motion was made by Kristin Duncan and seconded by Dean Lane to approve the September 2022 financial report and third quarter SSA metric report as presented. Motion carried.

VI. Sole Service Provider Report

Greg Cameron invited Michael Edwards to give the sole service provider report. Greg requested Kiana DiStasi, Chief Marketing and Communication Officer to provide an event summary.

Sundays on State

Kiana asked everyone to review a 2-minute recap video in the chat and directed everyone to mute their microphone. After the video, Kiana thanked the Commissioners for their major sponsorship and felt this year's Sundays on State event had a very strong return on their investment.

Kiana took the Commission through the metrics including 113,362 attended our first Sundays on State, and 92% of our participants were from underrepresented business owners from across the city. The July 24th event was 72% greater pedestrian traffic than last year and 555 more than 2019. The event united the community and created positive experiences. This year we had over 400,000 people attend Sundays on State and millions of positive media impressions. Thankfully, we had no violent crime reporting this year or in 2021. We surveyed people and the event decreased their concerns about safety in the Loop. All four Sundays on State exceeded Sunday pedestrian counts on Sundays from 2019 resulting in strong increases sales in existing State Street vendors.

The marketing exposure was great to both attract people to the event and the Loop, generated one billion total impressions and resulted in extensive marketing reach. That is a value of \$2.5 million in marketing value tied back to State Street. Kiana showed some fun photos from the event and major retailers have all reported positive economic impact and a strong desire for it to come back in 2023.

We are launching holidays in the Loop and the upcoming announcement of the Holiday Market. Kiana explained 70 Sundays on State vendors will participate in the new Holiday market from November 18th to December 18, 2022 on Friday, Saturday and Sunday each week. Edwards explained this project is funded by the city of Chicago storefront activation program as part of their Loop Recovery strategy. Greg requested an opportunity for not for profits and arts & culture groups to be present at the Holiday Market.

CTA State & Lake Station Renovation

Sonserese Hatch reported that CTA is assessing the strategy to upgrade or replace elevator access to CTA underground stations along State Street. Once the strategy is determined and funding identified elevators would be enhanced at Randolph, Washington and two at Jackson.

Michael Edwards gave an update on the status of the renovation of the State & Lake Station. This three-year program began last week with the work to relocate utilities. The utility work will be done this year and into next year. There will be a series of lane closures throughout and the CLA is totally connected to the project and will assist the CDOT in communication traffic impacts as often as possible to Lake and State and major retailers and theatres such as the Goodman. It will be late 2023 when the actual station work begins and that will result in more significant traffic restrictions. Sonserese stated that will be helpful per the bus routes on State Street. Kristin feels the information flow is sufficient currently. Jameelah Curry from CDOT said she would follow up with CDOT representatives.

New Commissioners

Greg asked Michael Edwards to update the Commission on the status of the Commissioner seats. Michael Edwards thanked Greg and state he wanted to bring the Commission up to speed as to where we stand, but no action needs to be taken today.

Edwards stated we currently have two openings including Andrea Schwartz who is no longer Macy's and Sonya Garcia, who has transferred to another Walgreen's store. Edwards stated the Commission has always felt it was important to have major retailers on the State Street Commission, but these are not set aside for retailers. Macy's is interested and if anyone has other nominees let him know.

In addition, there are three Commissioners whose terms expire in 2023 including Mark Anderson, Kristin Duncan and Dean Lane. Edwards thanked these individuals for their past service and asked them to think whether they would like to be considered for another three-year term.

Edwards stated he would like to hear from Commissioners regarding the open positions and get everything in place for a February 2023 installation as part of the CLA Annual Meeting.

VII. Status Report/Outstanding Issues

Arts & Culture

Greg indicated that Commissioner Harkey was not at the meeting but reminded the Commission of all the great fall events produced by DCASE as we approach the holiday season.

Public Works

Luis Zepeda from Streets & Sanitation reported about street closures per the upcoming Arts in the Dark Parade on October 29, 2022. Luis is not sure if they will be removing or wrapping trash receptacles, but he has his pre and post clean-up orders. Michael Edwards asked about the projection on snow. Luis said the department was not expecting yesterdays reported snow at Midway and O'Hare Airports, but it is projected to be a lighter snow season in the typical year 37" range. Streets & Sanitation will be getting an updated number when they meet with the National Weather Service in two weeks.

Mobility

Jameelah Curry, CDOT had no further information to share.

Planning & Development

Cindy Roubik from DPD said the department has been very busy with funding for storefront activations and recently announced programs associated with reimagining LaSalle Street last month by Mayor Lightfoot. DPD feels it will be a real catalyst for the financial heart of the Loop. We want it to be a vibrant and equitable a strategy. The program includes 30% affordable housing and the use of TIF funds. There is strong developer interest with applications due December 23, 2022. DPD would hope to move ahead with up to three developers to begin renovating buildings in 2023.

DPD has procured two consulting team to update the 2008 Central Area Plan. The first will review past plans, scan the environment and review the current condition. The second step will be to formulation project, programs and actions that can be implemented to move the Central Area forward. This works will be done under the framework called We Will which is the city of Chicago Comprehensive Plan. That document is informing what we are doing to move the city ahead. CLA programs like Sundays on State and the Holiday Market are good examples of equity-based action that will be found in the We Will plan. Cindy clarified the boundaries of Lasalle Street area including Wacker to Jackson and one block on either side.

President's Report

Michael Edwards thanked Greg and all the Commissioners for their time and expertise. Edwards acknowledged he sent a lot of information out with the meeting notice but encouraged Commissioners to take some time to review the materials around our efforts with clean and safe and homelessness.

Edwards thanked LaVerne Morris and Ryan Segal for their help is interviewing three finalists for the 3-year landscape contract for State Street. The budget was for \$268,000 and the recommendation to the CLA board was to hire Moore Landscape at \$249,000. Edwards indicated the CLA board asked him to review the DEI process he used to find qualified firms. Edwards will document what he did and will bring the recommendation back to the CLA Board at their November 8th meeting.

Edwards pointed out the CLA monthly data report was included in the meeting packet. This report has tracked key data points since April 2020 against COVID-19 to demonstrate the recovery of the Loop and State Street. Pedestrian counts, hotel occupancy, office occupancy and more are tracked. While the recovery is agonizingly slow, it is happening. CLA is hopeful the information is used in your own businesses and our members businesses to make more informed decisions and future plans.

Edwards let the Commission know he is part of a coalition of organization that has written letters and testified in opposition to the spending of a \$52 million earmark from Senator Durbin's office to demolition 202-212 South State Street. If torn down, these buildings will leave a big hole on the southern portion of State Street and decrease property tax revenue for the city and the SSA.

Edward explained that since our last meeting the CLA agreed to host the IDA conference in 2023. 1,400 downtown management professionals will be coming to Chicago October 4-6. The CLA is on the hook for the \$200,000 to bring the event to Chicago and is currently looking for partner sponsors including the Magnificent Mile Association, World Business Chicago, Choose Chicago and others. The conference represents a chance for us to change the narrative by educating thought leaders from around the world about all the positive things happening in Chicago. Edwards asked Mark Roschen to think about how to involve all the city's SSA program. Edwards also asked for assistance in securing former President Barrack Obama as our keynote speaker for the conference.

VIII. Adjournment

Greg thanked everyone for attending and maybe we can have an in-person meeting at the November 15th meeting. Greg offered some free tickets to the Joffrey ballet this weekend and encouraged Commissioners to come and enjoy the arts in the Loop!

La Verne Morris, Secretary