

STATE STREET COMMISSION

State Street Commission Meeting

Tuesday, January 17, 2017

2:00 PM

ABC-7

190 North State Street

10th Floor Boardroom

MINUTES

ATTENDANCE

Commission Members Present

Commissioner Mark Davids
Commissioner Paul Fitzpatrick
Commissioner Mark Kelly
Commissioner Dean Lane
Commissioner Anne Voshel
Commissioner Charles Williams
Commissioner Jennifer Williams

Commission Members Absent

Commissioner Greg Cameron
Commissioner Scott David Greenberg
Commissioner John Idler
Commissioner David Reifman
Commissioner Rebekah Scheinfeld

Others Present

Iqbal Ali
Keiana Barrett
Dave Broz
Michael Edwards
Sgt. Joel Holler
Laura Jones
Elizabeth Neukirch
Rajiv Pinto
Abel Rodriguez
Mark Roschen
Julian Silva
Cole Stallard
Vicki Williams

AFFILIATION

Hines
11 East Partners LLC
DCASE
Palmer House
AVA Consultants
Department of Streets & Sanitation
Macy's

Joffrey Ballet
theWit/ECD
ABC
Department of Planning Development (DPD)
Chicago Department of Transportation (CDOT)

Subway/Fazal Development
4th Ward
Gensler
Chicago Loop Alliance
First District Chicago Police
Chicago Loop Alliance
The Silverman Group
CDOT
Chicago Loop Alliance
Department of Planning Development (DPD)
CDOT/Engineering
Department of Streets & Sanitation
GSA

I. Call to Order

SSA#1-2015 Chair Anne Voshel

SSA#1-2015 Chair Anne Voshel called the meeting to order at 2:00 PM. Introductions were made around the room. The agenda was taken out of order while waiting for a quorum to arrive.

II. Public Comment

No comments were made by the public.

III. Status Reports

Security: Business Liaison Sgt. Joel Holler reported that protests are scheduled in the area for this Friday all day. From 3:00 – 5:00 PM there's a Trump protest at Daley Plaza that is anticipated will then move to march all over the Loop. They may meet up with another group protest scheduled at Trump Tower beginning at 5:00 PM. On Saturday the 21st, the Chicago Women's March will assemble at 302 East Jackson. They are permitted and a large group is expected.

Streets & Sanitation: Commissioner Charles Williams said his department was still in snow mode, despite our warm weather stretch. Based on the forecasts, they still anticipate a snowy February with some arctic cold blasts. They are carefully watching a storm that could occur Super Bowl weekend. Usually we are done with snow in late March, but we may get 1-2 events in April.

DCASE: Commissioner Kelly stated that DCASE was gearing up for summer in Millennium Park. They were up 10% in attendance last year, and the department now has accurate counts for the park (soon to be released) which have blown way past the five million figure that was used publically in the past. This is one of the most visited sites in the country and CLA should be thinking about how to leverage that. There are 83 events in Millennium Park, scheduled 3-4 nights a week, and the average number of people attending the outdoor performances of the Grant Park Symphony is 12,500.

Kelly made an overall observation as a new Commissioner. Our downtown is one of the most important cultural districts in the country. We should put a circle around that idea, and CLA should be talking about it. The Riverwalk, Maggie Daley, and Millennium Park are three new parks that have won not just national awards, but world-wide awards. You have 26,000 seats in the performing arts district, there are museums, cultural institutions, universities, architecture – but if you go and look at websites, we don't talk about this as a cultural district. We have not done enough to support theatre and music in the city.

DCASE will be taking over the Riverwalk programming on the most modest of budgets. Still, programming will be alluring, visually alive; and urge people to treat the site for what it is by walking, boating and participating in events. Some other things to know include: the Crown Fountain is being totally overhauled, this is the year of Public Art in every neighborhood in the city (including bringing art to the Riverwalk), the Architectural Biennial is teaming with Expo and will have a longer season beginning in September, there will be exciting changes to the Blues Fest, and a major dedication of the Muddy Waters mural will occur in conjunction with the Muddy Waters Foundation.

CDOT: Julian Silva spoke about the Washington/Wabash El station project. Structurally, the project is almost done. Most of the utility conflicts are behind them. They are hoping to give back more (not complete) access to Wabash in March. In the next few months, you'll see a lot of changes. The station design is almost sculptural, and it will be a point of interest for visitors. CDOT is really pushing the contractor to open the station by June of this year. Huge sections of the canopies still need to be brought in by crane, and that has to be coordinated with CTA track work and vehicular traffic. Then the Randolph station has to come down. Demolition, primarily night work, may take 3 months and any closures will be coordinated with businesses in that area. It has been a long but exciting project. The nature of these projects is disruption. The site is difficult and small.

David Broz commented that the jewelers have been vocal about the project, but it has also been devastating to Macy's. He called for a greater level of detail of information focusing on the east and west sides of Wabash.

CTA: No CTA representative attended the meeting.

Loop Development Report: Commissioner Reifman was not in attendance.

IV. Approval of Minutes

With a quorum secured, a motion was made by Commissioner Fitzpatrick to accept the minutes of the Tuesday, November 15, 2017 State Street Commission meeting, which was seconded by Commissioner Lane. The motion passed unanimously.

V. Financial Statements as of December 31, 2016

Abel Rodriguez began by addressing the first page of the 2016 SSA#1-2015 Budget Summary. The first column contained what we budget for every line item. This is current as of 12-31-2016. All of the changes the Commission authorized at the last meeting in November have been made. The second column is what we actually spent (unaudited – it is possible we still could receive an invoice or two).

Looking at the revenue, our total budget for 2016 was \$2,434,811. We budget not to receive \$43,852 of that, so our net would be \$2,390,959. We actually received \$2,399,852 so we received about \$8,900 more than we had budgeted – but we still didn't receive the full amount. When we amend the 2017 budget, that loss collection will be added. (We have never received the full amount of revenue, but we are getting better at forecasting.)

On the last page, you see the Grand Total Budget Expenses line. We budget to break even. Of the \$2,390,959 budget we actually spent \$2,224,605. So we have a remaining carry-over of \$166,354 and if you add that \$8,900 that we didn't expect but did receive, we have \$175,311 in carry over that we will need to discuss how to allocate when we amend the 2017 budget. Rodriguez asked Commissioners to look at the % Complete column on the budget sheet. In most cases, we were at 100% or just slightly under. Only one line item, Holiday Decorations, was over budget at 108%.

Turning to the SSA#1-2015 Balance Sheet, Rodriguez pointed out that we have \$410,825.06 in the bank, however, the SSA still owes sole service provider CLA \$235,513.80 and the \$175,311.26 we have to carry over is part of the total. The next sheet, Profit & Loss Budget vs. Actual, is in DPD format, breaking down line items into the budgeted amount and specific categories along with what has actually been spent.

A motion to approve the 12/31/16 financial statements as presented was made by Commissioner Davids and seconded by Commissioner Lane. The motion passed unanimously.

Rodriguez turned the group's attention to the worksheets listing the SSA's year to date summary of metrics. The first document illustrated the entire 2016 budget, the expenses to date, and what was remaining. The next column detailed how we measure what we've done for that cost. For example, on the website, we measure the number of unique visits. The second document was exclusive to expenses and outcomes for the 4th Quarter. Commissioners asked for clarification on some measurements and said it would be helpful to be able to compare the numbers to 2015. Unfortunately, because DPD changed the format of this report, it was not possible to do that with the 2016 reports. But Commissioners were assured that in 2017 and after the comparisons would be listed.

A motion to approve the 2016 YTD and Q4 Summary Worksheets was made by Commissioner Lane and seconded by Commissioner Fitzpatrick. The motion carried unanimously.

VI. Overview of the Silverman Group

Elizabeth Neukirch from the Silverman Group introduced herself. The Silverman Group has been retained as our PR agency for the past 4 years. Recently, the firm has been asked to increase our social media presence. Neukirch said that she understood Commissioners had questions about media impression

metrics at previous meetings and that she was present today to provide some clarification and answer questions. Neukirch's presentation included these key points:

- The Silverman Group utilizes the industry standard, Cision, for tracking impression numbers.
- All impressions represent coverage of CLA or CLA/SSA initiatives specifically, not broader stories about the Loop (unless CLA/the SSA is mentioned).
- Silverman works to mitigate any potential negative press; in 2016 all impressions represented positive or neutral references to CLA/the SSA.
- Impression numbers include print, broadcast (radio/TV) and traditional online media, not social media campaign impressions.
- There were enhanced social media efforts in 2016:
 - Some campaigns were primarily social media-based, including the new Loop Ambassador uniforms and #UnwrapTheLoop destination marketing campaign.
 - Additional social campaigns were created for the Downtown Futures Series and ACTIVATE.
 - Gifs and Boomerangs were introduced as Twitter and Instagram content. The top three performing ACTIVATE posts utilized these types of live photos.
 - Live event social media garnered high Twitter engagement and encouraged the use of official CLA event hashtags.
 - There were significant follower increases across CLA social media platforms: a 59% increase for Instagram, 28% increase for Facebook, and a 16% increase for Twitter. (Silverman saw a larger jump in Instagram engagement/followers because CLA is increasing its use of this growing platform. For #UnwrapTheLoop specifically, this was the first time content was posted daily, versus weekly.)
 - 4th Quarter media impressions do not capture social media efforts, including #UnwrapTheLoop. However, the reach of this year's holiday campaign on CLA social media platforms was 15 times larger than last year's holiday campaign. More than 162,000 impressions this past year, versus 10,000 in 2015. This does not include individuals' use of the hashtag on their own social media profiles.
 - A lot of what we do on social media drives people back to the website.

VII. SSA#1-2015 Bylaws Revision

Because the chair of the bylaws committee, Commissioner Idler, was ill today this agenda point will be carried over to the next meeting.

VIII. Sole Service Provider Report

A. Summer Planting Proposals

Commissioners were shown three of Brightview's proposals for summer planter landscaping. Last year we tried a grass border, but the grass turned brown. But we liked the idea of a border. One of the options this year incorporates a stone border, but Commissioners agreed that there was a safety issue with stone because it could be thrown. Artificial turf was suggested, but Streets & Sanitation brought up the fact that rats might eat it. As meeting time grew shorter, Michael Edwards suggested that CLA staff could make this decision if Commissioners had no strong preference. Chair Voshel and Commissioners agreed, with the caveat that stone and edibles/digestible artificial turf should not be used.

B. Off Duty Officer

Laura Jones stated that a directive from the last meeting was that CLA try to hire an off-duty officer to assist the Street Team with quality of life issues during the busy holiday season. Unfortunately, demand for off-duty officers was high and time was short. We were not able to start the program in 2016, however it is in the budget and the scope of work for 2017. StreetPlus is currently interviewing more providers.

C. Lightscape Library

Also following up on a conversation from the last meeting, a packet insert contained a list of the music in our Lightscape library, choreographed and non-choreographed. Marty Peck, part of the original Lightscape team, has some ideas about upgrading the system, and CLA has requested that he associate costs with them. At the same time, CLA has hired a replacement for Tristan Hummel, Kate Keleman. As our new Placemaking and Creative Manager, as part of her job description, she will be responsible for Lightscape, banners, ACTIVATE, and other projects going forward. A more comprehensive Lightscape discussion will be put on a future Commission agenda.

IX. Other Business

DPD's Mark Roschen announced that new Commissioner Training for anyone who has been appointed since February of last year would be held on February 22nd at City Hall in two sessions. The Board of Ethics will be on hand to answer any questions Commissioners might have. Also, the city is updating its Financial and Accounting Guide. It should be complete by April. They want to make it user friendly for both service providers and Commissioners, This will be a document that covers more than accounting; it will cover a variety of best practices for SSAs.

Mike Edwards announced that he would be meeting with Commissioner Reifman later this week to talk about the status of the GSA building, Pritzker Park, and CLA's investment map. The map is something DPD used to do and he wants to see if they would be interested in partnering in the project. On a separate subject, Edwards said that he would like to present CLA's new marketing plan at a future Commission meeting. He would like to recommend that some of the \$175,000 carry-over in 2017 be allocation to the marketing line item, and that we also look at marketing as we start to formulate the 2018 budget.

The next SSA#1-2015 State Street Commission meeting will be held on Tuesday, March 21, 2017 at 2:00 PM at ABC7.

X. Adjournment

The meeting was adjourned at 3:08 PM.

Respectfully Submitted,

Greg Cameron
Secretary