

STATE STREET COMMISSION

State Street Commission Meeting

Tuesday, June 16, 2020

2:00 PM

Via Zoom

MINUTES

ATTENDANCE

Commission Members Present

Commissioner Kristin Duncan
Commissioner Eric Finnegan
Commissioner John Idler
Commissioner Mark Kelly
Commissioner LaVerne Morris
Commissioner Ryan Segal
Commissioner Dean Lane
Commissioner Mark Anderson
Commissioner Andrea Schwartz

AFFILIATION

Renaissance Hotel
CIM Group
ABC7
DCASE
20 North State Street Condos
Acadia
Palmer House
Hines
Macy's

Commission Members Absent

Commissioner Greg Cameron
Commissioner John Tully
Commissioner Gia Biagi
Commissioner Maurice Cox

Joffrey Ballet
Department of Streets & Sanitation
CDOT
Department of Planning & Development (DPD)

Others Present

Kiana DiStasi
Michael Edwards
Robert Kearney
Kalindi Parikh
Mark Roschen
Abel Rodriguez
David Seglin
James Turner

Chicago Loop Alliance
Chicago Loop Alliance
42nd Ward
Chicago Loop Alliance
Department of Planning & Development
Chicago Loop Alliance (CLA)
Chicago Department of Transportation (CDOT)
CIBC/CLA Board Chair

I. Call to Order

Chairman John Idler welcomed everyone and called the Zoom meeting to order at 2:05 PM. John acknowledged the continued impact of COVID-19 and the May 30th protest and vandalism that impacted State Street. It is time for everyone to hear what the protest is about and incorporate the issues raised into the future marketing of State Street and the Loop. Later in the meeting we will hear about some initial marketing ideas around COVID-19 and racial justice.

II. Public Comment

No comments were made by the public.

III. Approval of Minutes

A motion to accept the Tuesday, April 21, 2020, meeting minutes as presented was made by Commissioner Duncan and seconded by Commissioner Lane. The motion passed unanimously.

IV. Financial Statements as of May 31, 2020

Abel Rodriguez reviewed the financial statements. The report included the 2020 budget compared to the actual revenues and expenses through May 31st. The SSA did receive the first half of 2020 levy for revenue of \$1.3 million and revenue has not changed, less a \$1,000 yet to be recorded. There was little to report on the expense side, but we anticipate marketing expenses to

occur as we launch our marketing program later this month. We are expecting a delay in the receipt of the second half tax payments and, as we will discuss, anticipate not completing some of the infrastructure work later in the year and carrying forward about \$350,000 into 2021. Michael Edwards state that we are 41% through the year as of May 31, 2020 and most of our ongoing expenses are tracking the same. Hearing no questions, John Idler thanked Abel for the financial report.

V. Status Reports/Outstanding Issues

1. Security:

There was no one in attendance to report.

2. DCASE

Commissioner Kelly reported the City of Chicago and DCASE cancellation of all their major events through the summer. That said, he expects Millennium Park to reopen as a passive park with one exit and entrance to implement crowd control. You will be required to wear a mask. Other spaces such as the Riverwalk and Maggie Daley Park may open soon. There will be no Farmers Market at the Daley Center. This is very disappointing, but Commissioner Kelly indicated DCASE is still programming what it can within the boundaries set by public health agencies. Arts & Culture in the Loop has been devastated with most theaters not reopening until 2021 and/or when a vaccine is discovered. Theaters can't operate financially with a 50-person gathering capacity. 40% of DCASE workforce has been reassigned to assist other departments in the city. DCASE is doing online activities including blues concerts and Summer Dance. Commissioner Kelly said a recent house music concert attracted 15,000 viewers.

3. Streets & Sanitation

There was no one in attendance to report.

4. CDOT

David Seglin reported things are beginning to re-open. The Bridge Houses sustained damage as did the bus shelters. CDOT is working with JC Decaux to repair the bus shelters as soon as possible. Good news was the Make Way for Dining on Broadway last weekend to assist Chicago restaurants. David said the initial pilot on Broadway went well. Other shared street strategies are happening across the city to give walkers, runners and bikers more social distancing. Michael Edwards indicated CLA has requested two blocks on Wabash be closed for restaurant use, along with a portion of Quincy Alley off LaSalle Street.

David was pleased with the first working group meeting with CDOT and State Street representatives around the State/Lake L Station. The one-hour Zoom meeting was held on June 8th and was the first in a set of monthly meetings. The project is now going through a moderate environmental review and design work will begin as the NEPA (National Environmental Policy Act) review is being completed. Kristen Duncan thought the meeting was good start and a way to begin an important dialogue with David's Team including the project manager Rajiv Pinto. Andrea Schwartz concurred and looks forward to further participation. Scott Greenberg, owner of the Wit Hotel is looking forward to working with CDOT to assure the project considers the impact of the final design on the adjacent hotels in the long term and the short-term impact of the station reconstruction on their business operations. Kristin Duncan, Andrea Schwartz, Greg Cameron, Scott Greenberg, James Turner, John Idler, La Verne Morris (Michael to check that) and Robert Kearny from Alderman Reilly's office agreed to participate. Michael Edwards and Kalindi Parikh are assigned CLA staff.

Michael Edwards indicated he provided the CLA Executive Committee a summary of CLA actions leading up to and through the May 30th protests and civil unrest on State Street. He said he would follow-up with the report for Commissioners information.

5. DPD

There was no one in attendance to report.

6. CTA

Katherine Branch arrived earlier in the Zoom meeting and reported CTA is operating and has included measures to improve cleanliness and social distancing to enable riders to feel as comfortable as possible on CTA public transit. Michael Edwards requested weekly data from CTA on ridership numbers to help characterize the ongoing Loop/State Street recovery.

VI. 2021 SSA Draft Operating Budget

Michael Edwards reviewed the 2021 SSA budget development process with a goal of submitting a final budget to the City of Chicago on July 21, 2021. This process has included the CLA staff and Finance Committee developing an initial budget that was reviewed by the CLA Executive Committee on June 9, 2020. That recommended draft is what the Commission will review today. Any revisions will go back to the full CLA board for further review and discussion and a final draft budget will be presented to the Commission on July 21, 2020. At that time the SSA Commissioners will make any final adjustments and approve a final budget to go to the City of Chicago Department of Planning & Development as required.

Abel Rodriguez brought the budget up on the shared screen and had some opening comments. Per the CLA input the draft budget anticipates a one time, 27% increase, in revenue for marketing, cleanliness and safety to accelerate State Street's recovery in 2021. Edwards requested Kiana DiStasi to take the Commission through the coming welcome back 'Everyone's Neighborhood' marketing campaign. The campaign will begin in the next few weeks includes utilizing State Streets physical assets such as the banners, kiosks and planter signs, along with a comprehensive digital media strategy and the lighting of the Searchlight on 310 SMA and possible more Loop buildings. There were questions of the timeframe for the marketing plan; targeting of local visitors, assistance with generating hotel demand, whether to include theaters (since they will not likely be open) etc... After further discussion, Edwards stated marketing for 2021 would double, allowing CLA to do even more of this type of marketing to accelerate the recovery.

Commissioner Kelly requested the SSA Commission take over the production of the Arts in the Dark parade in October 2021. Mark indicated this has become an iconic Chicago event and one that CLA can leverage for sponsorship, membership with a recognition Halloween is fast becoming a favorite American holiday. Edwards indicated LUMA8 is not producing the event, but shared that cost of security, permits and other operating expenses of about \$60,000. In addition, the parade requires a half-year (June – October) person to curate and produce the event costing \$30,000. Later in the meeting, Edwards indicated CLAF could consider raising sponsorship funds to reduce the SSA expense.

Edwards requested Abel and Kalindi to share their screen regarding the status of Lightscape. There are 17 Lightscape pods of which only 10 remain working post protest and vandalism late month. 76 reeds were also vandalized impacting the look and function of the system. There was good discussion around the value of repairing, downsizing or removing Lightscape. Commissioners agreed Lightscape had served its purpose and given the Elevate State process, should be replaced by something more impactful. We need to maintain the power source to each planter. All agreed.

All agreed there should be an emphasis on cleanliness and safety in 2021 to directly combat COVID-1. The draft budget includes disinfecting and more cleaning staff. Safety is a big concern and we need to make customers feel comfortable on the street. There was good discussion on the value of having armed guards through HLSA, their original purpose and whether, given Black Lives Matter, have they become a liability associated with more guns on State Street. Ryan Segal said he does not hire armed security guards. Others questioned the value of armed-guards, and given the recent protest, the potential liability associated with armed guards. Edwards indicated there would likely be a cost savings to consider by disarming our HLSA security team. Dean Lane supported the idea of doubling down on security, COVID disinfectant and the Go BIG strategy including the marketing to generate demand. Robert Kearny acknowledge the GO BIG budget with a 27% rate increase is a lot and he would share the GO BIG idea with Alderman Reilly. That said, Robert felt the increases in safety and cleanliness are important initiatives for the Alderman.

With no further discussion, Michael Edwards stated he and Abel would make some adjustments based on today's conversation and share the draft with the CLA Board on July 14, 2020.

VII. Other Business

Michael Edwards reminded the Commission they are all invited to two Zoom sessions hosted by CLA this week to have a frank discussion of the issues brought up by the recent protests. Following the discussion, CLA will identify ways it can address racial injustice in a meaningful, impactful and sustainable way. These discussions may impact the next SSA budget the Commission reviews. All Commission members received a Zoom invite for the two session.

VIII. Adjournment

There being no other business, the meeting was adjourned at 3:00 PM.

Respectfully submitted,

La Verne Morris
Secretary