

WPB SSA #33
Guide Development Committee Meeting
June 19, 2009

Present: Jack Eskin, Larry Griffin (Chair), Kirsten Hull, Suzanne Keers, John Paige.

1. Façade improvement program.
 - A. Discussed need to promote program to ensure its success. In addition to using email and Web site, other steps could including attending various neighborhood meetings, distributing postcards or other information to local business owners, visiting select local businesses to drop off info and speak with owners, and providing information/answering questions from business owners about program during WPB or other neighborhood organizations' meetings.
 - B. ACTION ITEM: Identify evaluation committee members as soon as possible.
 - C. ACTION ITEM: Need to take initial steps to promote program, including but not limited to (1) posting more information on the WPB Web site and making that information more easily accessible from the home page; (2) requesting that other neighborhood organizations and aldermen include information about program in email blasts.
2. Discussed status of projects and goals identified in Master Plan Implementation Matrix for WPB. (See attached memo/discussions below.)
3. Discussed Master Plan Recommendations 5.3/5.4/5.8 (develop strategic sites/recruiting retail/marketing small spaces).
 - A. Key first step is developing a practical and cost-effective way to identify key commercial vacancies and make the info accessible to small business owners and other prospective commercial tenants.
 - B. Discussed the potential expense of a commercial solution like CoStar. Working with other local groups to make CoStar financially feasible might be possible.
 - C. Guide Dev discussed other options besides a commercial real estate database; for example, hiring an intern or freelance consultant to survey/research key local vacancies and write up information for Web site.
 - D. ACTION ITEM: Brainstorm and discuss other alternatives at next Guide Dev committee meeting. *Input from other WPB commissioners/committees is welcome.*
4. Discussed Master Plan Recommendations 5.1 and 5.2 (SSA stance on zoning; promote low impact development.)

MOVE TO APPROVE JOHN PAIGE & KIRSTEN HULL

- A. Discussed the nature of programs used to guide/encourage low impact development in other urban neighborhoods. Identified an action item (soliciting information from other organizations).
 - B. Subsequent step could be organizing a public meeting (potentially in conjunction with other neighborhood organizations such as Wicker Park Committees and other partners/stakeholders) to discuss possible programs/policies that could be adopted regarding low impact development in WPB.
 - C. ACTION ITEM: Solicit examples of density stances/policies/programs from other neighborhood organizations such as SOAR, Fulton River neighborhood association, and others.
 - D. ACTION ITEM: Solicit examples of low impact development programs from other organizations; e.g. Eco-Andersonville. Discuss whether WPB would want to adopt a type of recognition program for low impact development projects.
5. Discussed Master Plan Recommendation 5.7 (enhance local businesses). Ms. Keers (co-founder of Local First Chicago) provided information to the committee regarding the types of programs and activities initiated by Local First, Local First's membership network within Chicago, and the national network of similar locally-owned business organizations.
6. Guide Dev has discussed two potential programs under its Master Plan Recommendations that may overlap with other WPB committees' efforts; Guide Dev recommends that the committee chairs discuss these programs and decide how to proceed.
- A. Under Master Plan Recommendation 5.7 (enhance local businesses), Guide Dev has discussed developing temporary or permanent wayfinding improvements to steer customers to businesses (e.g. more shopping/dining ahead on X Avenue, or kiosks or signage near the El stations). Guide Dev believes this type of program might overlap with the Peds & Passengers committee.
 - B. Under Master Plan Recommendations 5.5-5.7, Guide Dev has discussed implementing various programs to improve the aesthetics of vacant storefronts and/or dilapidated or vacant commercial areas within the district in order to encourage commercial development. Guide Dev believes that there is overlap with Promote: The Arts and potentially other committees, and suggests that committees discuss how to move forward on these types of projects.
7. Agenda items for next committee meeting – Friday July 17, 2009 at 8:00 a.m.
- A. Discuss status of parking-related projects currently in progress.
 - B. Discuss status of action items from June 2009.
 - C. Committee membership/ application status.