



## Howard Street Special Service Area #19

### Minutes

**Attending:** Linda Szarkowski, Chair; Charlotte Walters, Commissioner; Simone Freeman, Commissioner; Cally Raduenzel, Commissioner; Dave Skora, Community Member; Valerie Lyons, Director of Willye White Park; Paul Reise, SSA 19 Manager; Carolina Juarez, RPBA Staff  
**Absent:** Richard Rozhko, Commissioner, Amona Buechler, Commissioner

#### 1. Welcome

The meeting was called to order at 8:12 a.m.

#### 2. Community and public input

Valerie Lyons, Director of Willye B. White park introduced herself to the commission and talked about the programs at the park district. There was significant discussion on how to build synergy between the park and the SSA including cross-posting events and producing a monthly calendar of events.

#### 3. Review and Approval of July 2014 Minutes

The commission reviewed the July 2014 minutes. Motion to approve the July 2014 minutes as presented. (Walters/ Freeman) Unanimously approved.

#### 4. Review June Financials

The commission reviewed the June financials. Motion to approve the June financials as presented. (Walters / Freeman) Unanimously approved.

#### 5. Discuss 2015 SSA 19 Final budget and Workplan

Commission discussed 2015 Final budget and Workplan. Motion to approve 2015 Final budget and Workplan as presented and to authorize the Rogers Park Business Alliance as sole service provider for SSA 19. (Walters/ Freeman). Unanimously approved.

#### 6. Programs and Projects

##### a. Peterson Garden Project

Weekly programming is continuing. Shipping container was painted with mural. Commission discussed what could be done to make the plots closest to Howard Street look better, and what could be done about the weeds along the fence. Paul will contact PGP about weeding and process for next spring to ensure there are no empty/under-utilized plots. Valerie Lyons offered to partner with kids from the park district to help maintain the streetside plots.

##### b. Public Art

- i. Sculpture: Commission asked for the text/pic from the brochure to use in other promotions, Paul will follow up with Barb from Chicago Sculpture Exhibit. It was asked if possible to re-align to be more visible from Howard Street; Paul indicated that it's attached to concrete base and not feasible to move.



- ii. Mural: Commission asked for an update on the design from the artists by the 27<sup>th</sup> of August circulated via email for their comments. Commission was asked to be pro-active in looking for additional sites to help shorten the turn-around time if additional mural opportunities arise in the future. Valerie mentioned former water-feature wall could be used. Charlotte W. asked if BIP funds could be used for murals.
- c. HarvestFest  
Date is September 27<sup>th</sup> at Willye White park. BigBuzz is our marketing and promotional firm, Paul has a meeting with Melissa from BigBuzz next week.
- d. Concerts at Willye B. White  
Paul reported Tim Williams and Urban Rhythm will continue with music series, next time is prior to the Movie in the Park (8/27). The park district is also hosting a world music concert on Sept. 14<sup>th</sup> at noon
- e. Planters  
Sidewalk cut-offs cannot be planted or touched for a year because they have a one year warranty with the City of Chicago. The commission would like to have more business owners adopt a planter. Paul will ask business owners around the SSA if anyone is interested.
- f. Hello Howard Posters  
Paul indicated that Hello Howard posters were now up in several business along Howard Street
- g. Advertising
  - i. Sol Café cup holders- Simone mentioned that she was ordering coffee cup sleeves and the commission agreed to split the cost and include Howard Street branding on one side. Paul will send Simone the design to forward to the printer.
  - ii. 2015 Directory- Commissioners agreed to again place a full page ad in the Business Directory. Discussion centered on what should be in the ad. It was agreed to try and fit four of the HelloHoward photo along with text about the SSA and its website. Paul will email for approval before submitting to Harbor House for printing.

## 7. Old Business

Paul relayed Richard Rozhko has decided to resign from the commission.

## 8. New Business

none

Meeting adjourned at 9:56 a.m.