

Howard Street Special Service Area #19 Minutes

Minutes

Attending: Barry Hoven, Commissioner; Charlotte Walters, Commissioner; Gale Howard, Commissioner; Carrie Sullivan, Commissioner; Cally Raduenzel, Commissioner; Cato Heinz, Commissioner; Sandi Price, RPBA; Cynthia Ryan, BPBA; Tim Williams, Guest; George, Guest; Kate, guest; Bob, Auditor

Absent: Simone Freeman

1. Welcome

The meeting was called to order just after 8:30 a.m.

2. Community and Public Input – none

3. Approval of April 19, 2017 minutes

Motion was made and seconded to approve the minutes from April 19, 2017 SSA 19 meeting. Approved unanimously.

4. Approval of Audit for 2016

Bob discussed that to date the audit showed SSA #19 overspent by \$49,000:

- Need to watch this in the current year.
- Money coming in is solely from property taxes and some have not been paid.
- Item 4 – owe other SSA's.
- SSA #19 has a different bank account and the city needs to know.

5. Branding

Discussed the "Hello Howard" branding and what needs to happen for the future:

- The 'faces' don't connect to the businesses.
- Continue with "Hello Howard" branding and revisit it because there is some branding recognition?
- Charlotte – Needs more discussion.
- Barry – Needs a refresh, less emphasis on personalities and more on businesses
- Cally – Reboot it?
- Music in the Park – banner to mention businesses and business alliances.
- What's Happening on Howard - wasn't enough stability as businesses come and go.
- Face Book – have check in @Howard St., businesses such as Factory Theatre @Howard, hashtag Hello Howard
- Logo and font type – keep style
- Need awareness inside and outside of community
- Deeper dive – Howard has style, etc.

- Andersonville has chain stores while Howard has independent stores and is a 'real' Chicago neighborhood.
- Cally is working with Rachel to develop a brochure.
- Barry – pick 4 things that represent your brand – lifestyle, entertainment, easy to get to via Red Line and buses, make vibrant with pops of color, more visual.
- Charlotte – banners need vibrant colors, do it w/art.
- Music scene – part of community.
- Continue west with same style, highlight.
- Need theme to go with the colors.
- Brochure – Howard St. guide – place in hotels outside of the area – Evanston, Loyola.
- Charlotte – her store is a tourist destination because it is unique.
- George – what has been done since launch?
- Cally – up until a year ago, tried to make the storefronts more cohesive.
- Some property owners won't let them in to put up posters.
- Kate – create concept for street banners, tourist destination map.
- Cato – what form, how to work it out, how to put it out monthly.
- What are we branding? What brings Howard forward?
- If start with banners, they are only seen when on Howard St.
- Barry – pull colors from statue.
- Kate – use colors to ID businesses – will send out concepts / plans for review.

6. 2018 budget

- Received revenue \$142,000 of \$352,000 – 55%.
- In August, will receive around \$125,000 so assume \$250,000 - \$260,000 for the year.
- Sandy – approved for landscaping, just starting, snow removal – Nov, Dec 2017, on us to track on monthly basis
- Budget is 'flat'.
- Freeze BIPs?
- No more banners?
- Buy 6 planters? 2 – Charlotte, 2 – Barry, 2 – storage
- Ask other businesses if they want planters prior to purchase.

7. BIP applications

BIP applications were approved:

- Howard and Paulina**
- Howard and Ridge - awnings**

8. Old business

a. InQbate

Charlotte – InQbate program to help business get in tune w/ social media. For the \$99, the intern came in 3 – 4 times and was great. Laid out program for season and was well worth the \$. Charlotte will provide packet w / calendars by business.

Kamikaze, Burning Man

b. Sculpture installation

Installation of sculpture – If the sculpture is inside of planter, the soil will ruin the bottom of the sculpture. Looking at putting wrought iron fence around it instead. Charlotte and Brandon will put it together to see what angle to place it. Will revisit – email on progress from Sandy.

c. Artspace

Had June 6th meeting but in the garden.

9. New Business

a. Signage for Music in the garden

Cynthia – need input for signage, can't put higher than poles because it is against city rules.

Discussed the following:

- Using Vista Print.
- Need 2 banners in different locations: Wille Whyte Park and corner of Ashland.
- Need 1000 color flyers to hand out or postcards like we have for Harvest Fest.

b. Upcoming events

Discussed the following:

- May have comedy troupe.
- Call to artists in Sandi's emails.
- 8/19 late start for Tim.
- 10 out of 16 weeks – have bands booked for Music in the Garden
- Barry mentioned having Zumba, martial arts.
- Need to fill in 'dead' spaces.
- Cally mentioned that the Kale burger guy has a band.
- Being sued by man in wheelchair who was hit by sign. He rejected offer to fix or buy new wheelchair. Deposition is coming up on 6/20 for Sandi and Brandon.
- Need garden cleaned before Music Fest. Cally to contact L Amanda.
- Brandon – street cleaning.
- People are throwing trash in receptacles instead of dumpsters. Prices for 3 day litter abatement is \$21,000 / year. Power washing is \$6,000 / 1 time cleaning. Will revisit this in next meeting. Mentioned Pressure Washing Systems, Inc. Cleaning – Clark to Sheridan, Clark to Greenview? Cynthia to get more details / quotes on power washing. Mentioned Earn Fair Workers to power wash.

c. New businesses

There is a new bar, restaurant opening near Barry.

Sarpino's is looking at Unicoco site.

d. Closed businesses

None reported.

10. Adjournment

Meeting adjourned around 10:00 a.m.

11. Our next meeting will be June 21st at the Factory Theatre.