Howard Street Special Service Area #19 Minutes

Attending: Barry Hoven, Commissioner; Gale Howard, Commissioner; Carrie Sullivan, Commissioner; Cally Raduenzel, Commissioner; Charlotte Walters (on phone), Commissioner; Sandi Price, RPBA; Cynthia Ryan, BPBA; Tim Williams, Guest; John, A5 Branding, Guest; Fletcher A5 Branding, Guest;

Absent: Simone Freeman, Commissioner

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

2. Community and Public Input – none

3. A5 Branding and Digital
   Was Dev Corp North and now A5 Branding
   Where do people go before or after theatre?
   Cindi Plant – Evanston counterpart to Cynthia
   Street scaping – Ridge going west, better lights
   Peterson garden – ‘weed stock’, 12 - 5 with music 3 – 5
   10 person branding digital
   Public and private
   Healthy sustainable community
   Environment social justice
   Worked with RPBA 4 – 5 years ago
   Have done projects in this area
   Worked in Woodstock, IL – established brand and their ‘story’
   How do we continue to drive ‘Hello Howard’, our community?
   New Lennox near Joliet and Cayahoga, OH – neighborhoods, SSA, cities, counties, townships
   Need strategic planning
   Carrie – how do you go about having everyone feel heard even if not going in that direction?
   John – need to decide who are you, strategic direction; one on one discussions, listening and capturing; need to get brand story down
   How does the story develop?
   Push the word out
   Downtown Oak Park is also an A5 Branding client
   7 metra lines means > million impressions
   Coordinate with Evanston
Everyone will have own voice but keep reminding them of ‘story’
Listen  1 – 1
Strategic Plan Review  1 – many; digital

John – could work with Hello Howard but it is one of several options; could be one element of campaign
Barry – didn’t feel like it went beyond the ‘hello’

Fletcher – subtle tweak could make a big difference
Cynthia – how did you build Woodstock?
John – with tourism, economic building, strong community
Woodstock – T-shirts to high school
Oak Park – Oaktober Fest, microbrew review, craft beer

Food trucks – have them at event and then have a conversation with them about opening up a restaurant

Barry – 3 disconnected zones in SSA 19, get Gateway involved
John – need to get connected; have photos of happy people

Strategic plan could head to being ‘artsy’

How do we approach the whole and the ‘zones’?

John – can find ways to generate investments

People feel safer in numbers

Garden will be there a couple more years.
Continue to work on making it better and tidier:
   Weeds
   Mud
   No shade
Tim – canopies / $100
People don’t know they can come in
World Music – Tim
Largest crowd – 50 – 75
2018 - $40,000 for events

4. Approval of May 17, 2017 minutes (outstanding)

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

5. Approval of July 19, 2017 minutes
Motion was made by Barry and seconded by Carrie to approve the minutes from April 19, 2017 SSA 19 meeting. Approved unanimously.

6. SSA New Commissioners Process

Yasmeen from Edible Arrangements

7. “Stage 1” by A. K. Marder – Art Sculpture Update

8. Holiday Lights Approval (Oct – Feb)

9. Upcoming Events

   b. Howard Street Improvements (City of Evanston). Community Meeting – Mon. Aug 28 from 7pm – 9 pm at St. Margaret Mary Activity Center, 7341 N. Claremont, 49th ward hosting meeting
   c. SSA #19 Strategic Planning Tues, Aug 29 10:15am – 2:15 pm @ Willye White Community Center. One completed survey received.
   d. Harvest Festival – Sat. Sept 23 from 1pm – 4pm @ Willye White Park; Need 4 volunteers.

10. Adjournment

    Meeting adjourned before 10:00 a.m.

11. Our next meeting will be September 20th at the Factory Theatre.