

Howard Street Special Service Area #19 Minutes

**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 – Tshirts 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**

- a. **Transit-Oriented Development Meeting – Wed., Aug 23 at 7pm, Chicago Math & Science Academy, 7212 N. Clark St.**
- 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, 49<sup>th</sup> 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.**