

Howard Street Special Service Area #19 Minutes

Minutes

Attending: Cally Radunzel, Commissioner; Cato Heinz, Commissioner; Barry Hoven, Commissioner; Simone Freeman, Commissioner; Gale Howard, Commissioner; Paul Reise, RPBA; Sandi Price, RPBA; Sean Connolly with Bianca and Austin from InQBate.

Absent: Charlotte Walters

1. Welcome

The meeting was called to order at 9:05a.m.

2. Community and Public Input - none

Discussed social media / branding with Sean, Bianca and Austin from Loyola who presented what the student run business InQBate can provide:

- Market data
- Have access to databases that others do not
- Spot trends
- Survey the neighborhood

Discussed the goal for Howard St:

- Provide a consistent image / brand for Howard St
- Develop a perception of safety in the neighborhood
- Showcase it as a true Chicago neighborhood
- Determine what is missing on the retail mix
- Improve the visual appearance / provide curb appeal
- Add pop-up attractions
- Leverage student groups.

Big Buzz, who does Harvest Fest, has indicated they would cost \$6,500 for consultation or \$12,000 for whole kit.

Paul – need to get reports on previous Harvest Fests.

There is a fund raiser with the Factory Theater on 12/8/2016.

3. Approval of Minutes

Minutes from previous meeting were approved.

4. New Commissioners – Not Discussed

5. Old Business

The Flavor of Howard St was discussed:

- Thursday eve May 18th 5 - 8 PM
- Walk down Howard St with map of businesses, art work
- Put art in windows with vacancies
- Get local restaurants involved

Annual meeting will be 12/7/2016 with location TBD. It will start at 9AM.

Discussed Howard St banners.

6. New Business

Simone mentioned artists Ellen Rutt and Mac Blackout. She will get their permissions and quotes for their artwork.

Looking for a grant for the pop-up project to put art in the storefronts.

This year want to have the trees lit with bows. Also, need to start in February to get Christmas trees in the lot for sale.

Meeting adjourned at 10:45 a.m.