

SSA #19 Commission Meeting Minutes  
July 19, 2017, 8:30 am  
The Factory Theater, 1623 W. Howard

## **Howard Street Special Service Area #19 Minutes**

### **Minutes**

Attending: Cally Radunzel, Commissioner, Charlotte Walters, Commissioner; Simone Freeman, Commissioner; Barry Hoven, Commissioner; Carrie Sullivan, Commissioner; Sandi Price, RPBA; Cynthia Ryan, RPBA

Absent: Gale Howard, Commissioner

#### **1. Welcome**

The meeting was called to order at 8:35 am by Cally Radunzel.

#### **2. Community & Public Input**

There was no community input.

#### **3. Approval of May 17, 2017 Minutes**

Could not approve these minutes as Gale Howard, Commissioner & Secretary has not provided minutes to this meeting.

#### **4. Approval of June 21, 2017 Minutes**

Charlotte Walters moved to approve the minutes. Simone Freeman second it. Motion passed.

#### **5. June 2017 Financials**

June 2017 financials were reviewed with no questions.

#### **6. Line of Credit Changes**

Sandi Price, RPBA explained that per the City of Chicago requirements, RPBA will no longer be using a line of credit for SSA #19 bills. Deposits to the SSA #19 bank account can only be money collected from the tax levy. If there is no money in SSA bank account, RPBA will pay the bills. Once money from the levy comes in, RPBA will be paid back by SSA #19.

#### **7. Approval of Strategic Planning with Facilitator Summur Roberts**

It was proposed to have a strategic planning session on the morning of Tuesday, August 29 for four (4) hours with Summur Roberts, consultant & facilitator. Carrie Sullivan moved to approve Summur Roberts and strategic planning. Simone Freeman second it. Motion passed.

#### **8. Branding Discussion**

There was a discussion whether to continue with Sparkfactor for the Hello Howard campaign or find another marketing company. Sandi Price, RPBA had email out to commissioners 5 marketing companies that were collected from the SSA #43 which had issued a Request for Proposals (RFP) for marketing companies. SSA #43 hired Sparkfactor for their branding/marketing.

Cally Radunzel advocated to keep Sparkfactor as the branding/marketing company since \$30,000 had already spent on them to develop the Hello Howard campaign and the next step was to have them tweak the campaign. If the SSA changes marketing companies then the SSA starts all over again.

Simon Freeman expressed that the Sparkfactor didn't really do much work for \$30,000 and did not analyze the business community and used a mock up design for the final. Barry Hoven expressed his dislike of the Hello Howard campaign and likes the work of A5 Branding & Digital company. The commissioners would like to have A5 Branding & Digital company attend the next SSA #19 meeting on Aug. 16, 2017.

There was a general discussion on banners and how effective they are. It was agreed to discuss & resolve what to do about the marketing /branding companies at the strategic planning session on Aug. 29, 2017.

A survey will be sent to get input from community stakeholders.

## **9. New Business**

### **Murals**

Simone Freeman brought up having more murals in the SSA. Barry Hoven is to check with his property owner to see if he is willing to have a mural on the west side of his building.

### **Commissioners**

Cynthia Ryan, RPBA brought up that there is an empty seat for a commissioner and asked for suggestions possible candidates. The by-law states that if a commissioner is absent for 3 consecutive SSA meetings in a row, they can be considered for immediate resignation. Cally Radunzel spoke to Yasmine of Edible Arrangements who is interested in participating in the SSA.

Meeting adjourned at 10:15 am. Our next meeting is August 16, 2017.