

Howard Street Special Service Area #19 Minutes

Minutes

Attending: Barry Hoven, Commissioner; Gale Howard, Commissioner; Carrie Sullivan, Commissioner; Cally Raduenzel, Commissioner; Simone Freeman, Commissioner; Sandi Price, RPBA; Cynthia Ryan, BPBA; John Harris A5 Branding, Guest; Fletcher Martin A5 Branding, Guest

Absent: Charlotte Walters, Commissioner

1. Welcome

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

2. Community and Public Input – none

3. A5 Branding and Digital

There are 2 options detailed in the a5 Branding presentation.

Telling of the story

Good momentum, good assets

Need to get the work out – on an ongoing consistent basis

See page 5 of the presentation.

Option A – New Brand (page 6)

10 to 15 one on one interviews plus an optional email campaign

Talk to developers

Connection to the lake

Want to be a little uncomfortable in who they talk to

Intercept in front of the CTA

Don't just ask questions – lead people to be involved

Take a survey one year later to see if 'meter' moved

Up to 20 taglines

Develop clear brand platform

Graphic identity visual platform

Can work with our budget

Private sector investment – investor, co-op advertising

Howard St + engage the businesses

Connectivity to Evanston and greater Rogers Park

Lincolnwood – large amount of Cally's clients are from there

Also, Skokie

Option B – Start with "Hello Howard" (page 8)

Processes are similar but don't need to create a new campaign.

Carrie – How do you measure success?

A5 – Each group determines this – need to get hard metrics

A5 discussed Woodstock:

3 person board

Advisory council

Matrix and criteria

Include big fans and skeptics / critics

Annual meeting

Intern programs – putting up posters, helping with social media

Workshops – social media

Need to engage younger clientele

How to keep them here in Rogers Park

Liquor store on Howard – next meeting discussion

4. Approval of September 20, 2017 minutes

Motion was made by Carrie and seconded by Barry to approve the minutes from September 20, 2017 SSA 19 meeting. Approved unanimously.

5. Approval of August 16, 2017 minutes (outstanding)

Motion was made by Barry and seconded by Carrie to approve the minutes from August 16, 2017 SSA 19 meeting. Approved unanimously.

6. Holiday Decorations – Garden Fence & Sculpture

7. Business Attraction – Rogers Park Open for Business & Vacancy Hubs

8. Upcoming Events

a. **Small Business Saturday – Sat., Nov. 25, 2017**

b. **Live, Love, Shop Rogers Park (rebate program) – Fri., Nov. 24 – Sun., Dec. 31, 2017**

9. New Businesses Coming

a. **Howard Café Closed – New restaurant TBD**

10. Next Meeting, Wednesday, Nov. 15 needs to be changed – Cynthia at conference

11. Adjournment

Meeting adjourned at 10:00 a.m.