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  

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.