



Howard Street at the Lake: A destination where its history, art and culture come alive.

SSA #19 Commission Meeting Minutes

Wed., January 11, 2018, 8:30 am

The Factory Theater, 1623 W. Howard St.

Minutes

In Attendance: Cally Radunzel, Commissioner; Barry Hoven, Commissioner; Carrie Sullivan, Commissioner; Gale Howard, Commissioner; Charlotte Walters, Commissioner; Simone Freeman, Commissioner; Cynthia Ryan, RPBA SSA Manager

Guests: John Harris, A5 Branding; Patrick Casey, A5 Branding

1) Welcome

The meeting was called to order at 8:45 am by Cally Radunzel.

2) Community & Public Input

There was no community input.

3) Approval of Dec. 13, 2017 Minutes

Carrie Sullivan moved to approve the minutes, Barry Hoven second it. Motion passed unanimously.

4) Howard Street SSA #19 Research & Recommendation by A5 Branding

John Harris & Patrick Casey of A5 Branding interviewed 13 Rogers Park key stakeholders to receive their thoughts about Howard St.

Stakeholders interviewed:

Alderman Moore; Dorothy Milne of Lifeline Theater; Fred Anzevino of Theo Ubique Theater; Cindy Plante of City of Evanston; Katrina Balog of Edgewater Chamber; Ari Meyer of Mid-America Asset Management; Irma Rizzo of Willye White Park; Beth Ulion of Howard Area Community Center; Sal Maldovan of Moldo Holdings Co; Jay Johnson of Cornerstone Investment Group; Debbie Evans of Peckish Pig; Renee Labrana of R Public House and Kidane Haile of Red Sea Restaurant

Eleven questions were asked of all stakeholders:

What do you like the most about Howard Street?

What do you like the least?

What is your perception of Jarvis Square?

What community/area should Howard Street aspire to be like?

What should a Howard St brand convey?

What needs to improve on Howard St?

What sets Howard St apart from other communities/areas?

Who on Howard St is doing something great? What is it?

Who do you want to attract to live or work on Howard St?

What is your take on Hello Howard brand from a few years ago?

**From an economic development standpoint, what would you like to see on Howard St?
For visitors?**

Preliminary Recommendations:

Develop new brand and campaign

Market Continuously

Develop Signature events that are special to Howard St.

Encourage a stronger sense of community

There was a discussion and to develop a new branding campaign and retire the Hello Howard campaign. Barry Hoven moved to develop a new branding campaign and Charlotte Walters second it. Motion passed unanimously.

It was suggestion to do an online survey and get input from residents. A5 to send out a monkey survey to RPBA & Alderman's office.

A5 suggested the movie "Thrill Ride" for Movie in the Park for August 7, 2018.

5) Next meeting is scheduled for Wed, Feb. 7, 2018, 8:30 am at the Factory Theater.

Meeting adjourned at 9:00 am.