

Howard Street Special Service Area #19 Minutes

Minutes

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

Absent: None

1. Welcome

The meeting was called to order at 8:42 a.m.

2. Community and Public Input – none

3. A5 Branding & Digital Company

Patrick from A5 has been involved with:
Lake County Partners
Woodstock – now in year 3

Kickoff:

- a. Strategic Plan
- b. Outreach & Engagement
- c. High Level Walk Through of Timeline

Boundaries of SSA #19:

- Howard from the 'E' to Sheridan
- Howard south side of street
- Up Paulina to Community Center, Post Office
- Up Rogers to car repair, day care center stops
- Short of Clark

Audience / Focus Discussion:

- Howard & Ridge – Gluten free bakery
- We will work with Evanston
- Aldermans Moore and Silverstein
- Buffalo to Kedzie – there is a joint effort to rebuild
- Will also include Skokie, Lincolnwood on what we are doing
- Focus on diversity / being safe, less empty storefronts
- Vivian Mayers, 'Fast' Eddie
- More unique events

- Continuity through to Sheridan Rd.
- Continuous improvement
- We are an extension of Andersonville – want to attract people in art field from Andersonville and Edgewater
- Evanston folks
- Rogers Park – went from 63,000 to 55,000 as people are leaving the city
- Loyola students
- Hipsters
- Rogers Park residents – live and go to Jarvis Sq. but not Howard St.
- Business hours need to be more consistent
- What are people in other neighborhoods looking for?
- This is a ‘hub’ with all the transportation / transit options
- What can get done on Howard St.?
- Has old Chicago neighborhood feel
- Why do people go to Jarvis Sq.? They have Crew Bar, LGBTQ community...
- Problems with loitering near the Red Line
- World Music Fest – if we do it, need to be on city calendar by Feb – maybe do it as a 2019 event
- Be part of Open House Chicago? Powerful magnet
- Emile Bach house – was not on the list this year – people came when it was on the list, waited 2 hours to view it and then drove off instead of staying in the area
- Need to capture data – was done in Woodstock
- If going to X, mention other specific Y and Z
- Alderman’s office was looking to designate buildings on Howard as historic
- How / Who to talk to?
 - Gateway – Mid America Ari 630 954-7383
 - Social Services Agencies – Family Matters
 - Evanston, Skokie, Lincolnwood
 - Jarvis Corridor
 - Just Harvest
 - Gale School
 - Wille Whyte – Irma
 - Loyola, Northwestern
 - Peckish Pig / Ward 8
 - Do a walking tour
 - Talking booth at Farmer’s Market – get people’s input
 - Lifeline
 - Edgewater – Katrina
 - People coming to Barry’s gym
 - One on one’s – designed to get and give info; use them as ambassadors and expand the circle
 - Carrie – google form to her ensemble
 - Simone – could do that for her staff too
 - Email survey
 - Have survey forms at business counter
 - Dec 10th book signing at Cally’s

- Modern Salon
- Hyde Park, Oak Park, Mich Ave.
- Tres Lux – selling through Whole Foods
- The Cradle adoption agency

General Discussion:

- Weird Chicago
- What history is here?
- Developments coming to Howard St.:
 - Howard Lofts – Jay Johnson – 2018, micro units
 - Artspace – delayed until after Pullman building is done; Pullman building to start probably by 2019
 - Salernos Pizza – have a 5 year lease
- Evanston TIF \$ - rent to buy – to businesses – City of Chicago can't do this

Project Plan Considerations

- Hello Howard – didn't keep going and it faded
- Need to create infrastructure to keep brand going
- Harvest Fest didn't do well this year:
 - Organizers don't want to do it
 - 6 cops on duty
 - Couldn't get businesses involved
 - Needs to be retooled
 - Add other activities such as decorating pumpkins in the park
- Simone – 12/10 is her 5th anniversary – Pie and whiskey
- 12/15 – open house late afternoon through evening
- Irwin – Fat Boys – want to put mural on building – springtime target, need RFPs

4. Approval of October 18, 2017 minutes (outstanding)

Motion was made by Barry and seconded by Carrie to approve the minutes from October 18, 2017 SSA 19 meeting. Approved unanimously.

5. Mural RFP for Building at Howard & Marshfield

6. Wintrust Bank / BIP – Wed., Nov. 29, 8:30 am 7555 N. Western Ave.

7. SSA #19, #24, #54 Commissioners Annual Meeting – Wed., Dec. 13, 9-11am Red Sea Restaurant, 2043 Howard St.

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 Business Open

- a. TJam Kitchen (former Howard Café)**

10. Adjournment

Meeting adjourned at 10:00 a.m.