

Howard Street

Special Service Area #19 Minutes
August 16, 2018 @ Urban Warrior
8:30 am – 10:15 am

Called to Order Barry Hoven – SSA #19 Chairman

Attendees Barry Hoven, Commissioner; Gale Howard, Commissioner; Carrie Sullivan, Commissioner; Charlotte Walters, Commissioner; Sandi Price, RPBA; Cynthia Ryan, RPBA; Anthony Mesick, RPBA; John Harris A5 Branding, Guest; Patrick Casey A5 Branding, Guest

8:30 am – 8:37 am Meeting called to order – Barry Hoven

8:37 am – 9:45 am **A5 Branding Discussion**

A5 Branding & Digital presents their new branding campaign for Howard Street which includes a newly designed website and close-up faces of business owners with the name of their company on the banners and four message banners: Chicago's Edge; Where You Can Be You; We Are All and a design with half of a H symbol. It was suggested to change the banner with half of H symbol to #howardstreetchicago.

Launch:

Will launch Labor Day

The 2nd day of photos has been scheduled for 8/25.

The 1st shoot was heavier on places; the 2nd shoot will focus on people.

The banners will be up the middle of Sept if don't wait for 8/25 photos.

Social Media:

Website

Howardstreetchicago.com website (hellohoward website will redirect to this)

The website was built in SquareSpace and is easy to update.

Events – pulls from calendar in SquareSpace and is maintained by A5 and RPBA.

Viewed realwoodstock.com for examples.

FaceBook

HelloHoward FB has been rebranded.

New FB feature to change main page photo? Or change every month or two?

A5 will make sure something is scheduled – they will work with RPBA.

There are 585 followers currently – want to boost this, grow the number of followers – be more people focused.

People / Business Initial Focus

Start with a non-commissioner

Howard Street

Some businesses scheduled so far:

Vincent – Ya Mon
Simone – Sol Café
Debbie – Peckish Pig
Laniece – Good to Go

#HowardStreetChicago #ChicagosEdge – Need to make each word stand out – use CAPS

Banners:

Up by Sept 10th? Or Sept 17th depending on new photo shoot (need to select by the 28th and review them)

Use Bannerville?

Need to decide on for banners:

1. Faces only
2. Alternate face with branding message
3. Face, face, message
4. Face, message, face, message

Need to put business names on the banners.

Need to put contact info on the banners - #HowardStreetChicago

What if new businesses want to get in on the branding going forward? There will be a 'round 2'. We could switch out x% each year.

Need compliment to the banners – could be Howard Street posters, counter cards. (Nixed QR codes since no one uses them anymore.)

The banners will be 2 sided with the same print on both sides.

Will use 10 – 12 different faces – ideally 1 per business.

Need to pull old Hello Howard stickers.

Amy and Ben are the photographers – husband and wife team, each brings different perspective.

Charlotte Walters moved to approve the new Howard St. branding campaign, website and banners. Carrie Sullivan seconds it. Motion passed.

9:45 am – 10:14 am

New Business

Chalk Fest:

Cynthia has been researching this.

Howard Street

Milwaukee – Museum of Wisc has a fest with 16 chalk artists.

Palm Beach has a fest with 600 artists.

There is a street painting society. Jennifer in FL heads an international, non-profit for chalk artists.

Proposed dates – start off small

Hire 1 or 2 3D chalk artists to draw. The cost is \$2500 + travel + per diem + hotel + water + box lunches

Find artist sponsors?

Mark Kelly – cultural commissioner of Chicago

Need to pressure wash beforehand

Need special paint that is tempura based.

Could organize with fire dept to say goodbye to the chalkfest drawings.

Close off the street to provide access.

Have a preview 1 -2 weeks ahead of the fest.

10:15 am

Meeting adjourned