



SSA #19 Meeting Minutes
Wednesday, February 20, 2019, 8:30 am
The Factory Theater, 1623 W. Howard St.

Minutes

In Attendance: Carrie Sullivan, Commissioner; Charlotte Walters, Commissioner; Simone Freeman, Commissioner; Cynthia Ryan, RPBA SSA Manager

Absent: Gale Howard, Commissioner; Matthew McMunn, Potential Commissioner

Guests: John Harris & Lizzy Kreindler of A5 Branding & Digital, Joan Cinquegrani of Five Grain Events

Meeting called to order by Carrie Sullivan at 8:45 am

I. There was no community input.

II. Howard St. Marketing – A5 Branding & Digital

A5 discussed now that the rebranding of Howard St is complete with the new website, banners and social media. John Harris of A5 provided a scope of services, doing another round of photography in the spring/summer, website maintenance, more street banners, decals, handouts, Google ad words, CTA advertising and social media including Facebook & Instagram. Google Ads continue for the next 6 months, however the social media contract ends at the end of Jan. 2019. Charlotte Walters moved to approve for the next 6 months services for CTA advertising, website maintenance, social media & Instagram with boosting along with Google ad words through July 31, 2019. Simone Freeman seconded it. Motion passed.

III. Presentation by A5 Branding & Digital on Howard Chalk Festival

A5 Branding + Five Grain Events and Star Events presented different logos for the chalk festival. Commissioners liked both logo versions A & D. The logos will be sent out to Commissioners to see if we can narrow it down to one version. The name of the chalk festival is Chalk Howard Street: A Street Art Festival in Rogers Park. The goal is to have 3D chalk artists, 2D chalk artists, amateur chalk artists, squares to be purchased and kid's chalk area along with live bands and food vendors on Sat., July 20, 2019 from 11am-8pm. The street will be blocked off on Howard between Paulina & Ashland and utilize Marshfield as the foot print of the festival. The commissioners want to know what the marketing plan is for the festival which will be presented in next month's meeting. The budget is \$35,690 from SSA budget and to raise an additional \$5,500 in sponsorship for a total budget of \$41,190. Simone Freeman moved to approve the budget. Charlotte Walters seconded it. Motion passed.

IV. Approval of Jan. 16, 2019 Minutes

Charlotte Walters moved to approve the minutes. Simone Freeman seconded it. Motion passed.

V. Adjournment

Meeting was adjourned 10:00 am.

VI. Next SSA Meeting - Wed., March 20, 2019 at 8:30 am, The Factory Theater.