

# Howard Street

**Special Service Area #19 Minutes**  
**March 20, 2019 @ Factory Theatre**  
**8:30 am – 10:15 am**

**Attendees** Simone Freeman, Commissioner; Gale Howard, Commissioner; Carrie Sullivan, Commissioner; Charlotte Walters (phone), Matthew McMunn, Potential Commissioner; Commissioner; Cynthia Ryan, RPBA;

**Guests** John Harris, A5; Lizzy Kreindler, A5; Joan (phone), Five Grains; Amona Beuchler, Guest; Tim Williams, Guest

---

**i. Welcome & Introductions**

---

**ii. Community Input**

- Amona noted that there is garbage in the flower beds that needs to be picked up
  - The garden is open – the church is not doing it this year
  - Need to take down the Hello Howard sign or rename it or leave it as Petersen Garden Project
  - Could put a banner on the fence – Cynthia will check on this
  - Could have Brightview Landscaping do something along the fence – will discuss this in another meeting
- 

**iii. Approval of February 20, 2019**

- Simone Freeman moved to approve the minutes. Gale Howard seconded it. Motion passed.
- 

**iv. Howard Street Chalk Festival - A5 Branding & Digital + Five Grain Events**

- a. Marketing Plan
- b. Sponsorship Packet
- c. Festival Update
  - Date is Saturday July 20<sup>th</sup>
  - It says Chalk Howard St on the website – see website for details
  - FB event is now live
  - The event will be linked to HSChicago – building the brand
  - There will be:
    - 2 3D chalk artists – one from Texas and one from the South Side of Chicago
    - Call for 6 2D chalk artists
    - Sections for amateurs, kids
    - Food, music

## Howard Street

- 4 X 4 squares available for purchase
  - Hours from 11am – 8pm
  - Connecting w/community groups – Gale Elementary
  - A family friendly event
  - Need to close the \$5,000 gap with sponsorships
  - Need to cross promote with businesses
  - Additional advertising ideas:
    - Window clings – Triangle building
    - ‘Teaser’ stencils on sidewalks
    - JDDeschaux bus terminals – needs to come out of SSA budget
    - Billboard by Buffalo Joe’s – needs to come out of SSA budget
    - Article in magazine – more productive than ads
  - Say ‘Howard Street near the Red Line’ since exact location may change
  - Security rules – need cement barriers or salt trucks
  - Need to work on bands – set up subcommittee – talk to Tim about doing the sound
  - Could swap out banners on Howard St to advertise Chalk Howard St event – don’t put dates on them so they can be re-used
- 

### v. **Howard St. Marketing – A5 Branding & Digital**

- a. Instagram & Facebook
    - Another round of photography is needed
- 

### vi. **BIP Request - \$20,000 for 7600 N. Paulina**

- Sal Maldovon – triangle building. It’s mixed use 5,000 sq ft is requesting to fix all the windows in the ground floor commercial space.
  - Discussed this and a motion was made to consider this request, however he needs to have a business located in his building in order to get a BIP.
- 

### vii. **New Business**

- a. New Motions from Commissioners
- b. Announcements
- c. RPBA Updates
  - Jay Johnson development
  - Howard St Brewery
  - Window clings / graphics in windows – need to engage businesses – especially empty store fronts
  - Need to do additional budgeting sooner rather than later to take advantage of momentum
  - Use stats to attract business
  - Simone suggested that we need to put some \$ into businesses – keep it simple:
    - \$200 or \$500 boost budget for FB

## Howard Street

- $\$300 / 6 = \$50$  for each business or  $\$300 / 10 = \$30$  for each business
  - The business applies for this for 6 months or 3 months
  - Logo and link on the website or watermark for Howard St or put on rotation
  - Yelp ads
  - Augie at Gale Academy wants to be part of Chalk Fest – meeting with them to get kids and art teachers involved.
  - Need to call 311 for potholes
  - Ask Maria to join one of our future meetings
  - Need 2 more commissioners
- 

**viii.** Adjournment at 10:09 am.

---