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 20th
      • 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:
         o 2 3D chalk artists – one from Texas and one from the South Side of Chicago
         o Call for 6 2D chalk artists
         o Sections for amateurs, kids
         o Food, music
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- 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:
        o $200 or $500 boost budget for FB
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- $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.