

**Howard Street Special Service Area #19**  
**The Factory Theater, 1623 W. Howard St., Chicago, IL 60626**  
**Wednesday, January 15, 2020 at 8:30 am**  
**Meeting Agenda**



Commissioners Present: Carrie Sullivan, Charlotte Walters, and Gale Howard (by phone)  
Commissioners Absent: Simone Freeman  
Staff Present: Sandi Price & Cindy Plante – RPBA Staff  
Others Present: John and Lizzy from A5

1. Meeting called to order at 8:40am  
Gale isn't able to join until 9:30 so we'll start with non-voting items.
  
2. Old Business
  - a. Commissioner Recruitment  
Cindy reported that Enoch at Buffalo Joes and Mike at Hairz R Us have submitted applications, but the City has requested an additional form. Neville at the Insurance Office may also be interested.
  
  - b. SSA Renewal update  
Cindy reported that the RFP for consultants is out and proposals are due next week. In the meantime, we submitted names for the renewal advisory committee to the City on the due date of January 8. The advisory committee will include current commissioners, staff from Ald. Hadden's office, Renee and Sandra from Jarvis Square, Maxine from HACC, Jay Johnson, and a few area residents.
  
3. New / Closing Businesses & announcements  
Cindy reported that Patricia Gonzales is working on finalizing a lease of the former TJam space for Athena Board Game Café. The agreement will be contingent on her obtaining the necessary PPA and liquor licenses, which she was unable to do on Glenwood.  
Badou is now open at the new location at 2049 W. Howard. Curls and Company and Howard Street Brewing are both planning to open soon but haven't yet announced specific dates.  
Cindy has spoken to Patricia about applying for BIP for signage when she gets closer to opening. Neville indicated that he may also be interested in BIP this year.

Charlotte asked if there were any updates on area development proposals.

Sandi said that while Ald. Hadden has announced that she isn't supporting the Alden/Artspace proposal for the Howard/Ashland site, the developers are waiting to hear if they've been selected for the housing tax credit program for the project, which is expected to be announced in March. If they aren't awarded the tax credits, the project is most likely dead; if they do get the tax credit, they'll refine the proposal and probably hold more community meetings. Because the lot is owned by the City, the City Council has to vote on whether to sell the lot to the developers.

Cindy said that the City Grange proposal for the northwest corner of Clark and Howard is believed to be dead due to a financing shortfall, but Evanston is in the process of approving a senior housing project for the former DairyQueen drive through site near Howard and Ridge.

#### 4. 2020 Events & Marketing

##### a. Chalk Howard 2020 budget & project authorization w/ A5

John and Lizzy from A5 presented their proposal for Chalk Howard Street 2020. The tentative date for this year's event is July 18; the only other event going on in the City that weekend is Pitchfork. Last year A5 and 5Grain were paid \$19,000 for management of the event. This year they're asking \$26,000. They say it's because last year they logged over 800 hours working on the event, but only billed for a fraction of the time in order to stay in the approved budget. Their combined hourly rate is \$100/hr. In addition to the professional services fees, other event expenses are projected to bring total cost to over \$80,000.

Sandi shared that the total budget for special events for 2020 is only \$75,000, including Chalk Howard Street, Halloween, and any other programming. A5 proposed making adjustments to the projected expense budget in order to bring the total cost down closer to \$72,000.

John and Lizzy left to allow the commissioners to deliberate and vote.

Gale and Charlotte asked to include a misting station or booth in the proposed budget for 2020 given how hot it was during the event last year.

Commissioners had concerns about the big jump in consulting fees – since they've already done it once, it should be easier and take fewer hours than it did last time, and the projected expenses should be more in line with last year's.

Charlotte moved to conditionally approve the contract with A5 and 5Grain for an amount not-to-exceed \$22,000 for the professional services fees.

Gale seconded. APPROVED.

Commissioners also asked staff to reach out to Star Events prior to signing an agreement with A5.

##### b. Silverman PR proposal

Sandi provided background on the history of RPBA's past work with Silverman Group for media relations and PR. Although all agree that it's been successful in getting positive media exposure for Rogers Park, there wasn't funding for RPBA to continue paying for the whole contract for 2020. The board has asked that other groups take on a portion of the cost, including SSA's, which are each being asked for \$6,000. Rogers Park Builders Group is also paying in. The total contract for 2020 is \$36,000.

Charlotte asked if it would be possible to have them come speak to the commissioners at the next meeting and also asked who Factory Theater uses for PR.

Carrie said Factory uses Shout Media, which specializes working with theater groups but said that the amount in question with Silverman seemed reasonable.

Cindy will ask to have someone from Silverman attend the next meeting to provide more information and talk with the group about what to focus on for 2020.

Charlotte moved approval of \$6000.

Gale seconded. APPROVED.

##### c. Winter Event budget & work authorization w/ A5

Cindy provided a summary of the second A5 contract, which covers ongoing digital and marketing services from January-July 2020. The amounts are the same as last year for the recurring items, which are website maintenance at \$250/month, management of social media

accounts at \$1300/month, and SEO/google adwords at \$1000/month, as well as a winter event and coordinating a second photo shoot for the businesses that weren't able to participate in the one that was done in October. These amounts are just the fees to be paid to A5 and don't include what we're paying to facebook and google.

Commissioners agreed to shelve the proposed winter event given the short turnaround time and higher-than-expected budget for Chalk Howard. Concerns remained about the monthly costs, which would exceed the 2020 customer attraction budget if agreed to for all 12 months of 2020.

Carrie suggested eliminating the SEO services from the contract.

Charlotte proposed leaving social media and website maintenance as month-to-month if possible and getting bids from other groups to take over maintenance of the website and social accounts.

Staff will reach out to Simone about this also since she had had specific requests for social media scope of work.

**5. Approve minutes from November, 2019**

Gale moved approval of the minutes; Charlotte seconded. APPROVED.

**6. Approve financials from Jan-November 2019**

Charlotte moved approval; Gale seconded. APPROVED.

**7. Adjournment**

meeting adjourned at 10:32am

Next Meeting: February 19, 2020, 8:30am at Factory Theater 1623 Howard St.