

Howard Street Special Service Area #19  
Zoom Meeting  
Wednesday, June 17, 2020 at 8:30 am



**Commissioners Present:** Carrie Sullivan, ,  
**Commissioners Absent:** Charlotte Walters, Gale Howard  
**Staff Present:** Cindy Plante – RPBA Staff  
**Others Present:** Lizzy Kreindler, A5; Simone Freeman, Sol Cafe

### 1. Meeting called to order at 8:35am

Cindy shared that Gale and Charlotte were both unable to make it, so we don't have quorum to vote on anything.

### 2. Public Comment

Simone shared that Sol Cafe is partnering with area nonprofits on several chef driven outdoor pop-up dinners. The first one coming up will benefit the teen girls program at Family Matters. They're trying to raise money to fund outdoor/nature experiences for young women; last year it was a camping trip. The fundraising goal is \$1000 and they've raised about \$500 so far; would like to request a match from SSA19.

Cindy and Carrie agreed, since it's under \$500 it can be administrative approval, similar to what was done for the HACC fundraiser.

Lizzy asked Simone to send over the info for the event so it can be promoted on the Howard Street facebook and instagram.

### 3. Covid19 rebate updates

Cindy provided a summary on the SSA rebates for Covid19 recovery. During the first round, there were 3 applications for Digital Marketing & E-Commerce rebates (Insurance Center, Recyclery and HACC) and one for Health & Sanitation (Recyclery). Applications are currently open for the 2nd round until the end of the day on Friday; businesses that got rebates in the first round are eligible to apply again. We especially want to encourage businesses that opened in phase 3 to apply - salons, nonessential retail, etc.

### 4. SSA renewal updates

Cindy provided an update on the status of the SSA renewal process. Commissioners and members of the SSA renewal advisory committee should have gotten an update email on Monday about upcoming community meetings (June 30 and July 14) which will be conducted on zoom. A postcard has also been mailed out to property owners of record inviting them to the community meetings and encouraging them to visit the website to learn more about the process. We're also starting to reach out to property owners to collect signatures.

## **5. Social media & virtual Chalk Howard updates**

Lizzy presented a recap on social media performance and top posts since the last meeting. Top posts included Badou, Good to Go, and the Virtual Chalk Fest announcement. We've had 8% growth in followers on Instagram, and top posts there included Good to Go, Athena Board Games, and Sol Cafe.

The Chalk Howard page of the website has been updated with information about the virtual videos, including a link for interested businesses to apply, which closes on Friday. Videos will start on 6/26 and run weekly on Fridays until July 24. The 7/24 date may need to change because it's Nate's wife's due date. Lizzy has been in contact with a few folks from Factory Theater about serving as host/MC for videos. One person declined and she's waiting to hear from another - asked Carrie for assistance in following up.

## **6. Adjournment**

meeting adjourned at 10:30am

Next Meeting: July 15, 2020, 8:30am