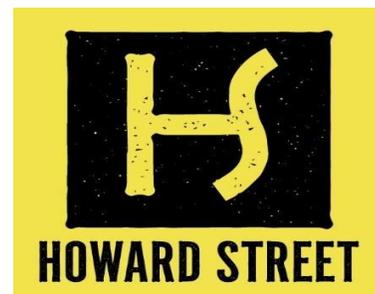


Howard Street Special Service Area #19
Zoom: <https://us02web.zoom.us/j/86766143540>
dial in: +1 312 626 6799 Meeting ID: 867 6614 3540



Wednesday, August 19, 2020 at 8:30 am
Meeting Minutes

Commissioners Present Carrie Sullivan, Charlotte Walters
Others Present: Cindy Plante & Sandi Price, RPBA
 Lizzy Kreindler, A5

1. Call to order

The meeting began at 8:45, though we don't currently have a quorum and won't be able to vote on anything. In the meantime, Cindy shared that although she invited the new police commander to join us on the call this morning, he wasn't available today, but will be participating in Friday's Anti Violence Table meeting with Ald. Hadden and the community town hall on Saturday, both of which will be on Zoom. The link for the meeting has been shared in the chat and was in the most recent RPBA newsletter.

Charlotte added that crime and loitering continues to be a big problem on Howard Street, and that a growing homeless encampment on the eastern end of White Park is getting out of hand with people using drugs and going to the bathroom in the street. P&J is afraid to open their doors even for the mail carrier.

Sandi encouraged everyone to participate in the town hall on Saturday to bring these issues directly to the new commander and advocate for increased police coverage in the area.

Charlotte asked about the possibility of hiring private security for the business district.

Cindy said that although the City does allow SSAs to fund this, there are additional paperwork and insurance requirements involved.

Sandi added that it's been attempted before on Morse but was discontinued because people felt that the expense wasn't justified.

Charlotte also suggested funding burner phones for businesses so they can call 911 and report crimes anonymously; many fear retaliation if they call police.

Sandi said that 911 doesn't require you to give a name when reporting.

Cindy will send out an email later today to all the Howard Street businesses encouraging people to submit questions and participate in the town hall on Saturday.

2. Public Comment

There was no public comment

3. Approval of the minutes from July meeting

Held for next meeting due to lack of quorum

4. 2020 YTD financials

Cindy reported that our accountant was out sick and we haven't yet received updated financials.

5. SSA renewal update

Cindy provided an update on the SSA renewal process. We submitted the district plan, pin list, legal description, and other paperwork on Friday to the City including the signatures we've gotten to date - we have 34 of the 47 required to meet the 20% threshold and are continuing to reach out to property owners about signing.

6. Virtual Chalk Howard update

Cindy congratulated Charlotte on a great Virtual Chalk Howard video this past Friday and introduced Lizzy to provide additional updates on Chalk Howard and digital marketing efforts.

7. Marketing/social media update

Lizzy presented a report on social media and digital marketing performance since last meeting. We've had pretty steady growth on Instagram and recently broke 500 followers. Chalk Howard videos have consistently gotten at least 180 views spread between live and IGTV. Viewers are mostly in Chicago, some in Evanston and are 65% women, which mirrors the demographics of our followers generally.

The bus shelter ads that were approved last time should be getting put up next week. There are 6 locations and we'll share photos of them once they're out.

The next round of business photography is in the works for the week of 8/31. Businesses in this round include Good to Go, I'm Soul Hungry, Redz, IM Beauty, Athena Board Games, and Elevation

Lofts. The photos will be able to be used for future social media posts as well as light pole banners and future bus shelters or other campaigns.

Facebook likes have grown to 3616 as of this week, and data suggest that it's coming from quality local followers rather than bots. Measuring engagement (what percentage of the total followers interact with a post by liking, commenting, sharing, etc.). Anytime you have an engagement rate over 1% on social media that's really good; ours is actually averaging 9.4%

On SEO we're aiming to keep clickthrough rate at or above 3%.

We're off this week but will kick off round 2 of Virtual Chalk Howard Street videos next Friday with Lady B .Also looking to find ways Nate's work can help bring more people to Howard street.

Charlotte asked about the possibility of having live music or buskers play at stores.

Lizzy said we've discussed it some, and also proposed an art walk later on that would feature the completed artwork displayed at stores, possibly with Nate doing something live.

Cindy added that we're being cautious about live entertainment based on the messaging we're getting from BACP about not wanting to allow live music, particularly for those that have patios. Glenwood Sunday Market actually got several complaints this weekend because of the mobile GAAP float stopping by, and we don't want to get in trouble with the city.

Lizzy said planning on an artwalk event or exhibition would probably need about a 6 week lead time.

Cindy added that A5 had also proposed additional work around assisting Howard Street businesses with e-commerce and online ordering in preparation for the holidays and Live Love Shop, which will be allowing people to submit their receipts online this year.

Charlotte asked about getting new or updated art for Live Love Shop promotions this year to make it more specific to the businesses.

Cindy said we're also updating the messaging on it some to emphasize that restaurants are eligible and don't count towards the \$30 cap for food and alcohol; the new language will specify that the \$30 limit is for grocery and liquor stores. Moving to an online submission procedure also represents an opportunity to do a social media campaign around for Howard Street, which has consistently lagged other SSA's on LLS performance.

Charlotte suggested doing some Howard Street specific postcards for Live Love Shop rather than or in addition to the general ones.

Sani reminded commissioners of the importance of having businesses to promote and addressing the public safety and infrastructure issues as well before getting too deep into promoting Live Love Shop. Make sure to try and participate in the town hall this weekend on that front.

Cindy also mentioned an update on Virtual Chalkfest, Nate had asked for a fee increase based on the additional work he's doing to prepare and emcee for each video. We figured this would be OK based on previous discussions with commissioners, but wanted to make sure everybody was aware of the change. He'll be billing \$3750 for the upcoming series of videos rather than \$2500 for last round.

8. Adjournment

Carrie moved to adjourn at 9:40. Charlotte seconded. Meeting adjourned.