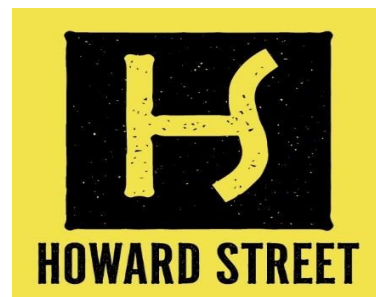


Howard Street Special Service Area #19  
Zoom: <https://us02web.zoom.us/j/88205418899>  
dial in: +1 312 626 6799 Meeting ID: 882 0541 8899



Wednesday, January 20, 2021 at 9 am  
Meeting Agenda

Commissioners Present: Charlotte Walters, Mike Smith, Carrie Sullivan  
Commissioners Absent: Gale Howard  
Others Present: Cindy Plante - RPBA, Lizzy Kreindler - A5  
Phil Claudnic - Factory Theater

### **1. Call to order**

Meeting called to order at 9:07

Due to the pandemic the meeting is being held in a virtual format.

### **2. Public Comment**

Phil from Factory Theater introduced himself to the group - he's joining the meeting today as an observer.

### **3. Approval of the minutes from October meeting**

Charlotte moved to approve the minutes, Carrie seconded.

APPROVED.

Charlotte asked about November.

Cindy reminded everyone that the November meeting was canceled due to lack of both agenda items and quorum.

### **4. Old Business**

#### **a. SSA renewal update**

Cindy shared that the SSA renewal was approved by City Council, so we'll be incorporating the Jarvis square businesses moving forward and looking to recruit someone from there for one of our vacant commissioner seats.

Carrie provided additional background on the renewal process and community engagement efforts for Phil.

#### **b. Marketing & Chalk Howard / 2021 events**

Lizzy presented social media and website analytics for the months since last meeting and updates on Walk Chalk Howard, which was featured in Time Out and Chicago Parent, and which contributed to a noticeable spike in traffic to the website and the number of social media followers.

Charlotte reported getting several visitors at the store looking to see the art - they also made purchases.

Lizzy said Patricia at Athena Board Games said she'd had a similar experience.

Carrie asked about adding TikTok to our social media for Howard Street

Charlotte added that she's also interested in TikTok - she recently had some kids make a video at the store that reportedly did really well. The demographic is younger than other platforms - 16-30.

Lizzy indicated that she hasn't had much experience with clients getting on TikTok yet but acknowledged that it might be worth looking into.

Cindy suggested incorporating it into virtual Chalk Howard programming in the future.

Cindy said that the guidance we've gotten from the city so far has been that we should expect similar restrictions on in-person events this year that we had in 2020, so we should plan on virtual events continuing into 2021.

Right now we're organizing and analyzing the data on the Live Love Shop rebate program that recently wrapped up, and working on plans for a shop local raffle that we'll be promoting in February. Similar to Live Love Shop, we're asking people to submit receipts from local businesses, but instead of a guaranteed rebate, each receipt you submit will be an entry into a weekly giftcard raffle, with a larger grand prize awarded at the end of February. We expect to be promoting this a bunch in the coming weeks.

Lizzy offered some examples of events and promotions she's worked on with other communities, including the Takeout \$25 promotion in Oak Park - people pledge to spend \$25 a week supporting local restaurants by ordering takeout. Other ideas include a coordinated delivery program or joint e-commerce site.

Charlotte asked about pricing and costs for shared ecommerce and delivery ventures.

Lizzy doesn't have numbers right now.

Cindy is concerned about the logistical complexity involved in making something like this work.

Lizzy also suggested outdoor advertising - many of the bus shelters we did last summer are actually still up, but we only had to pay for 4 weeks, which we got at a discount.

Prices for ad placement remain low due to the pandemic, and we have new photos we can use since we just did a new round of photography in the fall.

Cindy agreed and asked for a quote on additional bus shelter ads. Commissioners are generally in favor of doing this again if prices are similar.

Charlotte suggested outdoor events and promotions, maybe a scavenger hunt type event.

Lizzy suggested getting Nate to do art in person on Howard Street.

Cindy agreed, said that the idea of pop-up outdoor programming was also suggested at the meeting last week with CPD about safety and crime reduction.

**c. Howard Ashland CDI process**

Cindy shared the link to the CDI website in the chat and shared that the report and recommendations from the community engagement process are being prepared now for incorporation into the City's RFP, which Paul Riese will be writing this spring. Garden users were especially vocal in the process about their opposition to redevelopment of the property and succeeded in getting gardening and open space included as a priority in most of the 4 options included in the recommendations. That said, community engagement isn't over and will likely continue with the RFP and any decisionmaking about proposals submitted on the RFP. The garden will remain this year and Peterson Garden Project is holding sign ups now for seasonal garden plots. We may also talk to them about finding ways to beautify the space in the interim.

**5. New Business**

**a. Sol Cafe BIP application**

Cindy presented the BIP application for Sol Cafe, which is requesting funding to replace two storefront windows that were damaged by gunfire. They have submitted 2 bids; the lower of the two is for \$4000.

Charlotte moved approval, Mike seconded.

APPROVED.

**b. Cameras**

Cindy presented 4 estimates for replacement of the outdoor cameras at the currency exchange, which have been funded and maintained by the SSA, along with additional cameras at Paulina Certified and Lost Eras. There were some complaints about the vendor we've been using, so we got additional bids for this. They're all pretty close in price except for the vendor we've been using, which is considerably more expensive.

Charlotte recommended Audio Electronics, which she's used for her cameras at the store the last few years.

Carrie leans toward using this vendor based on Charlotte's recommendation.

Charlotte moved approval.

Carrie seconded.

APPROVED.

**c. Public Safety**

Cindy provided a recap of the community meeting last week with Ald. Hadden and the 24th district. They say they've assigned foot patrol officers on all 3 shifts and will be assigning regular officers to the area when the weather warms up. Businesses on the call continued to push for reinstatement of a regular beat officer for Howard as well as putting a squad car under the El tracks to deter drug activity that's been going on there the last few months. In the meantime they recommended that if businesses have issues with people loitering in shops or doorways to try de-escalating or asking people to move along. Outdoor events and programming were also suggested as a means of deterring

some of the unsavory behavior. The 49th ward is also working on plans for expanded block club programming, and there are plans to add speed humps on Paulina in the future.

Charlotte asked about the possibility of outdoor theater performances.

Carrie said that it would still be a logistical challenge because even if there's outdoor performance space, they'd still need to figure out how and where to rehearse safely.

Phil added that as an organization Factory prefers to wait until everyone's been vaccinated rather than try to completely reinvent the structure of how they put up shows.

Cindy added that we also want to make sure that we're supporting our performing arts organizations rather than asking them to do stuff for free.

#### **d. Commissioner Recruitment**

Carrie shared that she's been in the process of stepping back from her role at Factory, with plans to eventually step down from the SSA commission, but doesn't plan to do so until we have a plan in place to fill her seat and some of the other existing vacancies.

That's part of why Phil is joining the meeting today to get a sense of how meetings work and what we do, in order to identify who from Factory might take on the commissioner seat.

Cindy added that since Simone resigned we've got 4 open seats. We hope to get at least one person to join from Jarvis Square, and Lewis Edwards at I'm Soul Hungry has also expressed interest.

Charlotte asked about Cally coming back on.

Cindy spoke to Cally about this recently and while she's interested, she's working more hours herself while also trying to onboard new people at the salon and doesn't feel she has the capacity right now.

## **6. Adjournment**

Meeting ended at 10:11.

Next SSA Commissioners Meeting: Wednesday, February 17