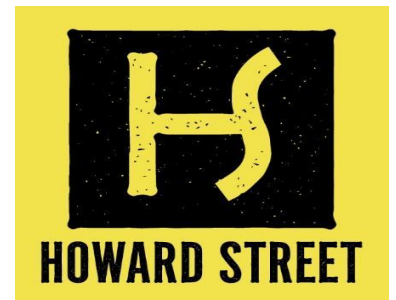


Howard Street Special Service Area #19
Zoom: <https://us02web.zoom.us/j/88205418899>
dial in: +1 312 626 6799 Meeting ID: 882 0541 8899



Wednesday, June 16, 2021 at 9 am
Meeting Agenda

Commissioners Present: Charlotte Walters, Gale Howard, Carrie Sullivan,
Commissioners Absent: Mike Smith
Others Present: Cindy Plante & Sandi Price - RPBA,
Renee Labrana - RPH (pending commissioner)
David Skora - homeowner (pending commissioner)
Phil Claudnic & Tim Amos - Factory Theater
Lizzy Kreindler - A5

1. Call to order

Meeting called to order at 9:03 am

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

2. Public Comment

There was no public comment

3. Approval of the minutes from May meeting

Gale moved to approve the minutes, Charlotte seconded.

APPROVED unanimously.

4. Social Media & Chalk Howard

Lizzy presented updates on plans for Chalk Howard - we've got 5 of the 8 featured businesses confirmed. We'll start filming soon and begin releasing videos after Taco Crawl in July.

Charlotte and David asked about plans for promoting the event since we'll be competing with live events now that the city has reopened.

Lizzy will be sharing posters and promotional collateral items once everyone is confirmed and scheduled. We're also working with Silverman on media coverage.

5. Jarvis Alfresco Update

Cindy presented the latest draft site plan for the Jarvis Alfresco project. The footprint of the street closure would stay the same as what's currently in place for Extended Outdoor Dining, but

we're proposing more durable furnishings, and a move to 2-way traffic west of the street closure area to address concerns raised by other businesses on the street. We're refining the plans and assembling documentation to submit for permits.

Charlotte asked about opposition to the project.

Sandi has been in contact with the owner of Elite on Jarvis about his concerns.

Charlotte is interested in identifying ways to use the Alfresco project to also help bring traffic to Howard Street businesses, maybe with posters or signage communicating the proximity and how easy it is to get there. David agreed.

Charlotte mentioned that she has a connection to the group that's doing outdoor drum circle events at Montrose and asked if we might be able to have them do it in SSA19, possibly at the Howard/Ashland corner near the garden.

Cindy shared that Howard Area Community Center had also inquired about doing food distribution there, which may not move forward now, but they and others remain concerned about some of the loitering and crime in the area. We still don't have a beat officer assigned for the area and will continue to push the 24th district for this. There's a beat meeting tonight.

Charlotte asked about doing more beautification on Paulina.

Sandi said that A Just Harvest is going to be painting a Black Lives Matter street mural this weekend as part of their Juneteenth event.

6. Jarvis branding discussion

Cindy asked commissioners to discuss thoughts on incorporating Jarvis into the Howard Street brand. We've included funding for a larger branding and strategic planning process for this in the proposed budget for next year, but need to resolve some of it now as we're starting to incorporate Jarvis in Chalk Howard this year and refine design plans for the Jarvis Alfresco project.

Lizzy added that there are many options for communicating the ties between Jarvis & Howard - could be colors, typefaces, taglines, or logos. There will need to be some sort of engagement

process, which could be one meeting or a series of interviews and focus groups to ensure that everybody is represented.

David said that the square part of Jarvis Square is important to keep, especially since the alfresco project makes it more of a square.

Charlotte said that Howard and Jarvis each have a different feel and it's important to reflect that.

Renee will also reach out to other Jarvis businesses to discuss this more.

7. Adjournment

Charlotte moved to adjourn. Carrie seconded. Meeting adjourned at 10:04am.

Next SSA Commissioners Meeting: Wednesday, July 21