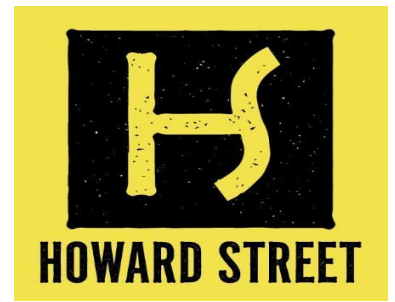


Howard Street Special Service Area #19  
Zoom: <https://us02web.zoom.us/j/88205418899>  
dial in: +1 312 626 6799 Meeting ID: 882 0541 8899



Wednesday November 17, 2021 at 9am

Commissioners Present: Charlotte Walters, David Skora  
Commissioners Absent: Mike Smith, Gale Howard,  
Others Present: Renee Labrana - pending commissioner  
Phil Claudnic - Factory Theater (potential commissioner)  
Cindy Plante & Sandi Price - RPBA,  
Lizzy Kreindler - A5 branding & digital

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

Meeting called to order at 9:15

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 July meeting**

Charlotte moved to approve the minutes, David seconded.

APPROVED unanimously.

### **4. New Business**

#### **a. public safety**

Cindy shared updates on public safety and crime prevention - upgrades to the SSA cameras were completed 2 weeks ago and login info has been shared with the 24th district police for remote viewing. We also worked with CAPS and OEMC to host a workshop for businesses on making effective 911 calls, but attendance was sparse. We'll send around the handouts and notes again for reference. We're also starting to meet with other area nonprofits to identify opportunities to collaborate on events and community service, partly with an eye toward violence prevention. Beat meetings are still 3rd Wednesday of the month at Willye White at 7pm.

Renee asked about adding cameras on Jarvis - spoke to Ron a while ago but hasn't heard back. There's been a growing trend of vehicle vandalism near Jarvis - lots of tires getting slashed.

Cindy will check with Ron - hasn't seen a quote from him yet.

**b. Commissioner recruitment & meeting times**

Phil will follow up with Tim about completing the commissioner application to represent Factory Theater.

Cindy asked if there was interest or a need to change meeting times for 2022.

Renee is good with Wednesdays since this is her day off, and earlier is better.

David is generally flexible but sometimes has other commitments in the mornings, like today.

Charlotte is also flexible.

**5. Old business**

**a. Social media, marketing & events**

Lizzy presented the monthly report on social media and web analytics and recapped the trick or treat and pop-up chalk events from October. A recent post featuring photography from Redz Belizean is our best-performing post to date, with over 17000 reach.

Charlotte praised the recent run of Daily Northwestern ads and credits the campaign with bringing a noticeable increase in Northwestern students shopping at Lost Eras. Asked about Loyola Phoenix.

Lizzy had been in contact with the Loyola Phoenix about placing an ad, but they never got back to her and so it never ran, but we'll try again next time.

**b. Jarvis branding & logo**

Lizzy presented a draft logo concept, which incorporates the existing logo block but adds "Jarvis Square" to the name and incorporates alternative background colors for Jarvis.

Cindy asked commissioners for feedback on this approach, as we're looking to order

branded tents soon for events and we want to include logos for all the SSA's, so we want to make sure Jarvis is included.

Everyone is comfortable with using the logo as updated for the tents, and we'll continue working out how to incorporate Jarvis Square into the website and messaging in early 2022.

Charlotte asked about replacing banners again, as several have ripped since the last round of replacements that we ordered and installed in the spring.

Cindy will work with Brandon to get a count of how many are damaged and compare them with the list of which ones were replaced over the summer and see if we can get them replaced again. Will also reach out to Bannerville about durability concerns and maybe look into alternatives for next time.

Phil added that the two people featured on the Factory Theater banners have left the organization, so they'd be interested in getting updated ones next time we do photography. Factory Theater is also working on a virtual holiday show - details to come soon.

## **6. Adjournment**

Charlotte moved to adjourn at 10:03 pm.