

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

Wednesday, March 16, 2022 at 9 am
Meeting Minutes



Members Present: Charlotte Walters, David Skora, Renee Labrana,

Members Absent: Mike Smith, Gale Howard

Others Present: Cindy Plante & Sandi Price, RPBA

Lizzy Kreindler, A5

Tim Amos - pending commissioner

1. Call to order

Pursuant to the applicable law and determination that attendance by remote means is necessary because an in-person meeting is not practical or prudent due to the declared public health disaster caused by COVID-19, this meeting is conducted by videoconference.

Meeting called to order at 9:06am.

2. Public comment

There was no public comment

3. Approval of meeting minutes from February

Charlotte moved approval, Renee seconded.

Approved 3-0

4. Social media recap

Lizzy presented social media and website performance data since the last meeting. Posts about the reopening of Factory Theater have been performing especially well. In addition, the website has been updated to reflect new commissioners, remove closed businesses, and bring back the event calendar.

Charlotte asked about advertising in student papers at Loyola and Northwestern to capitalize on the excitement around Factory Theater reopening. Lizzy shared pricing for ads on Daily Northwestern and Loyola Phoenix.

David moved to approve funding for a month of ads in both papers. Charlotte seconded.
Approved unanimously.

5. Jarvis webpage

Lizzy presented the draft design and proposal for the Jarvis webpage, which will share the same logo and structure as the existing Howard page, with both pages linking to each other in the top menu to allow visitors to toggle back and forth between the two. Development of the new site is expected to take 6-10 weeks.

Sandi asked about domain names.

Lizzy will look into which domain names are available. Renee already owns JarvisSquareEvents.com.

David wants to see closer integration between the Howard & Jarvis websites and has concerns about Jarvis having a separate page. Suggests accounting for this in the URLs to maximize cohesion between the two.

Charlotte moved to approve funding and move forward with the proposal as presented, David seconded.
Approved.

6. Photography & new banners

Lizzy presented a proposal for a new round of photography at businesses to add in new businesses that have opened since it was done last and update photos for businesses with new leadership. Propose doing a one day photoshoot to include 4-6 businesses so we can use the photos for some new banners and future advertising.

Charlotte moved approval, Renee seconded.

Approved 3-0

7. Horseplay BIP application

Cindy left this on the agenda as a placeholder, but the application isn't ready yet so we'll skip this for now.

8. 2022 Chalk Howard

Cindy presented proposal submissions from A5 and Star Events. The Star proposal is slightly cheaper and provides for a more expansive scope of work.

Sandi added that the contract amounts only cover event production services and that expenses like equipment rental and artist fees & expenses are billed separately and make up the majority of the total event budget.

Renee moved approval of the Star Events proposal, Charlotte seconded.
Approved.

Sandi asked Cindy to schedule a next steps meeting with Star.

9. Adjournment

Cindy reminded commissioners of the CAPS meeting tonight.

Meeting adjourned at 10:12

Next SSA Commissioners Meeting: Wednesday, April 20, Zoom. 9am.