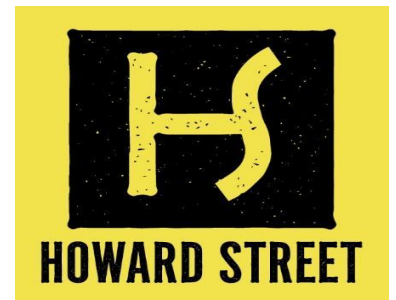


Howard Street Special Service Area #19
Zoom: <https://us02web.zoom.us/j/88205418899>
dial in: +1 312 626 6799 Meeting ID: 88205418899



Wednesday, June 15, 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 Branding & digital

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 9:07 am.

2. Public comment

There was no public comment

3. Approval of meeting minutes from May

Charlotte moved approval, Renee seconded.
Approved 3-0

4. Jarvis Website

Lizzy and Cindy presented the draft Jarvis Square website via screenshare. The website links to the Howard Street site on each page and follows the same structure and sitemap as the Howard Street one with a blue color palette and new tagline, and an easy-to-update page to post events.

Charlotte likes the overall design and consistency with the existing Howard Street website.

David feels the site is too isolated from the existing Howard Street site and wants more Howard Street information and events on the Jarvis site.

Charlotte asked about allowing businesses to place ads on the two sites.

Cindy and Lizzy pointed out that both sites include a list of businesses with links to each business's website on the Our Community page.

David wants this to more clearly link both Howard and Jarvis together and list businesses from both corridors.

Renee favors keeping the "our community" page name instead of renaming it something like "business directory," and pointed Jarvis hosts more events more frequently than Howard Street does, and is concerned that if Howard events are listed on the same page the Jarvis calendar, the Howard Street events would get lost or buried. She suggested freezing the top pane of some of these pages so that the text that links to the Howard Street pages would remain visible as you scroll through the lists.

Cindy reminded commissioners that the current draft website does reflect compromises between Howard Street and Jarvis, and that there are some businesses on Jarvis who preferred

to maintain an entirely separate brand identity and logo - the consistency we've achieved here does represent a middle ground, but we'll continue to make edits. Lizzy added that the site has not yet gone live.

5. Social media & marketing report

Lizzy presented the social media and marketing report, including business photos from the most recent photoshoot, and the ads that ran on the Daily Northwestern featuring Lost Eras and Athena Board Games. The top performing post this month was an announcement about Chalk Howard Street, and the Chalk Howard page of the website has been updated.

David asked about advertising in the News Star/Inside Booster. He would like to promote Chalk Howard and or Howard/Jarvis summer events more generally.

Charlotte agrees, and would be interested in alternating between Howard ads, Jarvis ads, and ads that include both, and is interested in doing ads for the whole year. David agrees.

Charlotte shared that she's been getting lots of customers from Northwestern and credits the recent ads in the Daily Northwestern.

Cindy has heard from Jeff at the NewsStar and has their advertising info. She will follow up with Lizzy on this after the meeting.

6. 2023 preliminary budget discussion

Cindy presented the draft 2023 budget via screenshare. The current draft has very limited funding from carryover because of the impact of the delay in 2nd installment tax bills from August to January of 2023. The biggest change made in response to the discussion at last meeting was addition of funding to hire Cleanslate to do additional litter removal 5 days a week in addition to the current crew that works in the morning Sunday-Thursday. This will allow for cleanup coverage 7 days a week in response to the complaints we've been hearing from the community and the ward superintendent about trash and litter on Howard.

Charlotte asked about the cost for both Cleanslate and the current in-house crew.

Cindy presented the Public Way Aesthetics tab which includes about \$35,000 for Brandon and the current crew, plus about \$74,000 to bring in Cleanslate 7 days a week.

Sandi added that Brandon's crew only works from 9-12 Sunday - Thursday, and Cleanslate is off on Tuesdays.

David proposed adding people to the existing crew rather than outsourcing to Cleanslate.

Cindy and Sandi said that we could try it, but one of the biggest challenges with the in-house crew has been retention and turnover since it's only a part-time job, so it can be difficult to keep these positions filled, even though we've been continuing to work with Howard Area Community Center's employment program to do so.

Cindy pointed out that the current budget draft also exceeds the 5% YOY growth in levy that triggers a requirement for a community meeting. This can be combined with a regularly-scheduled commission meeting as long as it's properly noticed, and we did the same last year.

Sandi asked Karen for clarification as to how we can use carryover and whether we can exceed the carryover cap given the delay in property tax payments - what are other SSAs doing about this issue?

Karen will be looking into this - DPD is aware that this is having a severe impact on SSAs all over the city. Some are looking to exceed carryover caps, but not every SSA has sufficient reserve funds to do so, so others are looking at loans.

Sandi shared that the RPBA board has voted to float the SSAs on a temporary basis while we wait on the delayed tax distributions, but isn't looking to charge interest on it.

7. Street cleanup

Cindy shared that there's a running group that's looking to do community litter pickup once a month in conjunction with regular community runs - there was an ask if Howard businesses might be willing to provide promotions or discounts to encourage participation in the litter pickup given how bad the trash problem has gotten on Howard.

Charlotte indicated she might be willing to provide a 20% off special. Cindy will follow up with an email to businesses on this.

8. Jarvis Alfresco update

Cindy shared that the pavement mural is scheduled to be painted next week, hoping to have it done before Family Pride on Jarvis the weekend of the 26th.

9. Chalk Howard updates

Cindy shared that artists have been booked and we're working with Star Events to finalize contracts for bands and musicians. The application for vendors is open until July 15 and there's a link on the website.

Charlotte asked for printed posters for the event. Cindy will follow up with Star about getting posters printed for businesses to put up.

10. Adjournment

Cindy reminded commissioners again about the beat meeting this evening at Willye White.

Meeting adjourned at 9:57am.

Next SSA Commissioners Meeting: Wednesday, July 13, Zoom. 9am.