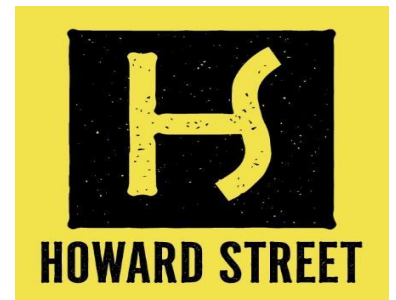


Howard Street Special Service Area #19
Zoom: <https://us02web.zoom.us/j/88205418899>
dial in: +1 312 626 6799 Meeting ID: 88205418899



Wednesday, October 26, 2022 at 9 am
Meeting Minutes

Members Present: , David Skora, Renee Labrana, Jessie Elsner-Kleyle, Tim Amos

Members Absent: Charlotte Walters

Others Present: Cindy Plante, RPBA; Karen Forte, City of Chicago;

John Harris & Julie Allen, A5 Branding & digital
Joey Sylvester, Gale Local School Council

1. Call to order

Meeting called to order at 9:03 am.

2. Public comment

There was no public comment

3. Approval of meeting minutes from September

Renee moved approval, Jessie seconded.
Approved 4-0

4. Grant updates

Cindy shared updates on two grants that we were just awarded for Howard Street - \$99,000 for storefront activation from the city. We'll be using this to commission artwork in vacant storefront windows and also renting the IM Beauty space at 1609 for a pop-up art studio where we'll be bringing in artists-in-residence to conduct workshops and open studio time for the community. This will begin in November and run through February.

David asked about plans for promoting the project and explaining it to the community, and how people can get involved.

Cindy shared that we'll be working with A5 to develop a webpage, name, and branding to promote the program, and once that's done we'll also be sharing it with The Silverman Group to try and get media coverage. We're also asking the primary artists-in-residence to be available for media interviews. Events and workshops will be open to the public and we'll be posting a schedule and promoting everything for people to attend.

Karen added that if there are any artists unhappy about not being selected they can submit a FOIA to the city.

Cindy also shared that we've also been awarded funding from the Illinois DCEO to develop an economic recovery plan for Howard Street, including the Evanston side, from Sheridan to Western. We have an RFP out for consultants that closes on Friday, and we'll be forming a steering committee in the coming weeks for the project which SSA commissioners will be invited to attend. The project will be somewhat similar to other corridor planning projects like Vision Clark and Elevate Devon, but will include a broader scope in terms of both geography and topics covered. This will include research and data gathering and probably also a series of in-person and virtual community engagement opportunities starting in 2023. We were the only

Chicago team that was chosen - all the other winners were suburban and downstate communities.

David asked about how this will be promoted and communicated to the community.

John is happy to support the project if needed and will be available to make needed updates to the existing Howard Street website & social media.

Cindy thanked him and added that when we've done projects like this before, including the recent SSA reconstitutions in 2020, typically the consultants that we work with include this as part of their scope and proposal, either via an in-house team or a subcontractor that's part of the proposal. Teska did this for the SSA renewals and Elevate Devon, but they've shared with us that they don't have the capacity at this time to bid on this particular project.

5. Gale centennial event sponsorship request

Joey Sylvester from Gale's Local School Council is requesting \$1,000 for sponsorship of the school's centennial event - they will include the Howard Street logo and info in printed programs for the event. They're really excited about the event and offered thanks to Charlotte at Lost Eras for assisting by loaning out historical artifacts for the event. The historical society is also assisting by providing historic photos.. Total budget is \$4,500, and Northwestern is also providing sponsorship of \$2,000.

Cindy asked for a reminder of the date and time for the event.

Joey said it's November 10 from 4:30-6:30pm.

David asked how sponsors are being acknowledged.

Joey said that the SSA will be included in the event program - logo and short description. They will also be acknowledging Lost Eras and other organizations and connect with Cindy on specifics.

Cindy will provide logo files for inclusion in the print materials.

David moved approval. Jessie seconded.
APPROVED 4-0.

6. Event updates

Cindy shared that for Halloween we haven't pushed to do trick or treat at the businesses this year but will plan to participate in the Willye White Trunk or Treat event again as we've done in the past, so we'll be buying a few bags of candy for this.

Cindy also asked commissioners about scheduling for Chalk Howard Street in 2023 - we want to start getting dates on the calendar and need to plan around other area events. August was good because school had already started, so fewer people are out of town and it's not as bad as when the event was previously held in July.

Renee pointed out that Lollapalooza is always the first weekend of August, and Glenwood Avenue Arts Fest is usually the third weekend. Market Days is usually sometime in mid-August.

Cindy said this points to the weekend of August 26 for next year, and we'll plan to work with Star Events again.

David is still concerned about weather and would like to incorporate rain dates or indoor programming if possible, and include language about weather in the event marketing.

Cindy said that adding a rain date would require booking all the artists and equipment for multiple days, which would be a substantial cost increase, and pointed out that it did rain for part of the 2019 event, but it was towards the end of the day. Maybe the answer is to incorporate indoor art or programming in some way.

7. Adjournment

Cindy reminded commissioners that the monthly reporting for website and social media performance was emailed around last week. As expected, traffic fell off after Chalk Howard, but we're expecting to see some growth around the upcoming storefront art activation project.

Cindy also reminded commissioners that Thursday night is the outdoor movie night on Jarvis - Rocky Horror starts at 7. Also on Thursday is the 24th District Police annual strategic planning conversation on zoom at 6pm. We'll be sending around meeting info if anybody's interested in joining - it's important to have business be involved.

Meeting adjourned at 9:39.

Next SSA Commissioners Meeting: Wednesday, November 16, Zoom. 9am.