

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

Wednesday, January 18, 2023 at 9 am
Meeting Minutes



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

Others Present: Cindy Plante & Ana Bermudez, RPBA;
Juliane Allen, A5 Branding & Digital
Kyle Ryan, 49th ward office

1. Call to order

Meeting called to order at 9:06 am.

2. Public comment

There was no public comment

3. Approval of meeting minutes from November 2022

Charlotte moved approval, Tim seconded.
Approved 5-0

4. 2023 Marketing Plan

Cindy introduced Juliane to present the draft marketing plan for ssa19 for 2023. The goal is to ensure that we're aligning our marketing efforts and dollars with our goals and targeted demographics.

Juliane discussed goals previously identified by the commission, including targeting nearby Northwestern and Loyola students and residents of Chicago and nearby suburbs.

David thinks we should prioritize residents of the immediate surrounding area. Jessie pointed out that they'd be included in the Chicago residents category. Charlotte also wants to include Andersonville specifically since they're getting priced out.

Juliane presented plans for another round of bus shelters plus ads in the Daily Northwestern and Block Club. Since Loyola Phoenix has an unreliable track record of responding to our inquiries on advertising, we reached out to the athletics department instead about sponsorship for volleyball and basketball. Also got pricing for geofencing. This is in addition to continuing to post at least twice a week on social media.

Charlotte asked for more background information on how geofencing works. Geofencing identifies the cell phones of everybody who spends time in a defined boundary (like the Northwestern campus or Loyola's basketball arena) and then our ads will follow them around as they use different apps and websites.

5. Street cleaning and litter

Cindy presented pricing we got from Cleanslate for adding supplemental litter pickup 2 or 3 days a week. Adding them for 2 days a week would cost \$28,000; doing it for 3 days a week would cost \$42,000. Brandon and the in-house crew currently work 5 days a week (Sunday-Thursday)

in the mornings. This year's budget includes funding for up to 8 on the crew provided we can get positions filled, which might allow for additional days or addition of afternoon shifts. Brandon just onboarded some new people, so now there are 7.

Charlotte thinks that adding in Cleanslate is too expensive to take on at this time.

Renee and Charlotte both have concerns about rat activity in parkway tree pits.

Cindy and Kyle encouraged anybody seeing rats to call 311 to have the city come to place bait.

6. 2023 events

Cindy shared that the application for food and merch vendors for Chalk Howard street is now open and will be until mid-July. We haven't yet started reaching out to bands and artists yet but expect to start in the next few weeks. The event date is **Aug 26, 2023**.

Renee will be sharing dates soon for Jarvis events.

7. Makers Studio Update

Cindy has been getting lots of inquiries about the possibility of extending the makers studio pop-up beyond its scheduled February end date, which is when the current funding runs out. We're starting to look at other grants that may be a fit for this but there aren't many. The BACP grant that's funding it now is probably going to be offered again in October, and if nothing else we probably will apply again, but we'd still have to shut it down from February to November. Expect more discussion about this on the February agenda.

8. Main Streets Update

Cindy shared that Howard Street was selected to be part of Main Streets' Urban Main program, which gives us access to trainings and technical support. Sandi and I will be attending their national conference in March and we'll be setting up some training sessions soon for RPBA staff and Howard Street stakeholders, including SSA commissioners.

Kyle would also like to participate in the upcoming trainings. Cindy will forward calendar invites once we get them scheduled.

9. Rise Grant updates

Cindy and Sandi will be meeting with Evanston and consultants from Muse later this week to outline dates and next steps for the corridor planning project we'll be starting for Howard Street this year. Part of that will include asking folks to serve on a steering committee that will meet 3-4 times over the next few months. Once we identify potential dates you may get an invitation to be part of that group.

Cindy shared a reminder that CAPS beat meetings are moving to every other month. There's one tonight at 7 at Willye White.

Meeting adjourned at 9:39am.

Next Meeting: All-SSA annual meeting, 9am Thursday, December 8, venue TBD.