

Howard Street Special Service Area #19  
Factory Theater - 1623 W. Howard

Wednesday, July 12, 2023 at 9 am  
Meeting Minutes



**Members Present:** David Skora, Jessie Eisner-Kleylye, Tim Amos,  
Charlotte Walters, Renee Labrana

**Members Absent:** none

**Others Present:** Cindy Plante, RPBA; Juliane Allen, A5 branding & digital;  
Kyle Ryan, 49th ward office

**1. Call to order**

Meeting called to order at 9:04 am.

**2. Public comment**

There was no public comment

**3. Approval of meeting minutes from June 2023**

Jessie moved approval, Tim seconded.  
APPROVED

**4. 2024 budget & service provider agreement**

Cindy presented the proposed budget, which includes increases for public art, maintenance crew and expenses, and moving Jarvis alfresco event and maintenance expenses to the SSA now that we've mostly exhausted the alfresco grant funding. The changes amount to a 13% YOY increase in the annual levy compared to the current year budget, meaning we'll have to do a community meeting because it's more than a 5% increase. This doesn't have to be a separate meeting and can be part of a regularly-scheduled commissioner meeting, we just have to notice and promote it as such.

Also worth noting is that we're still behind on revenue - as of June we've taken in about \$100,000, but \$60,000 of that is tax dollars from last year that were delayed because the county didn't send out the property tax bills on time, and is going to pay back RPBA for floating us during the wait last year. Our levy in the current year budget is around \$400,000, so it's a pretty substantial shortfall that will require us to tighten our belts.

Tim asked what this means for the rest of the year.

Cindy said that we're still moving forward on things we already have contracts for, including landscaping, A5, and Chalk Fest, and the BIP rebate that was approved at last meeting for Tony's building on Jarvis, but we're going to hold off on any new contracts or spending, like ordering the new banners or adding any additional murals or events, and hope we're able to make up some of the difference when second installment tax bills go out.

Charlotte moved to approve the budget & service provider  
Jessie seconded.  
APPROVED.

**5. Ambassador program updates**

Cindy shared copies of a flyer from DPD that ambassadors will be distributing this week - the city is doing a survey of businesses in corridors with ambassadors about the program, and they're asking folks to complete it by Monday the 17th.

Charlotte says she's seeing maintenance staff hanging out on the corner with the guys and not picking up litter on Howard. She also wants to see them weed the sidewalk cracks and tree pits, particularly on Paulina.

Kyle has also seen and gotten reports of morning maintenance guys smoking weed while wearing their vests on the route on Morse.

Jessie says there's still confusion between maintenance guys and ambassadors because they're wearing the same vests. She has heard complaints about both groups.

Cindy reported that at the last citywide meeting of ambassador programs with the City, the City is supposed to be providing blue vests for ambassadors soon - they've reportedly been ordered and they're going to let us know when we can come downtown to pick them up, though we haven't been given a timeline. Generally the maintenance folks work in the morning and the Ambassadors are out in the afternoon and evening - 3-10pm on weekdays and noon-10 on weekends. If you are seeing this kind of behavior I want to know about it immediately, including the date and time so we can deal with it.

## **6. Chalk Howard Updates**

Cindy reminded commissioners that Chalk Howard is coming up on August 26. Signups are open on the website now for squares, and we're still working on recruiting food vendors. Badou is the only one so far that said he's planning to do it again. We're also reaching out to Devon businesses for both Chalk Howard and GAAF.

Charlotte suggested reaching out to Khmai about being a vendor. Kyle agreed. Cindy invited her last year but she didn't pursue it - she will ask again. They had an announcement on social media that they'll be opening for lunch soon which is really exciting to see.

Renee suggested reaching out to Charmers and Luzzat. Cindy will follow up with Charmers and asked for contact info for Luzzat - we don't have an email on file for them and I haven't been able to reach them by phone. Renee will forward contact info, and also suggested Beard & Belly in Edgewater - they're doing festivals also.

## **7. RISE grant / Corridor Plan updates**

Cindy reported that work on the corridor plan project is continuing - Kyle and I are heading to a focus group for businesses west of Ridge after this meeting wraps up. Next week there will be a focus group on Monday for the area between Ridge and Clark, and on Friday for the Clark to Sheridan segment, which we're hoping to do as a walking tour if weather permits. We've sent out emails about this which everyone here should have gotten, and will have ambassadors distributing flyers later this week.

Jessie reported that she got the email but isn't able to attend because she's out of town next week.

## **8. Website & social media**

Juliane shared top performing posts from social media since the last meeting. The top performing post was one on Good to Go, but we've also got content about Chalk Howard Street

squares. Google clickthrough rate is really strong. Cindy will email around a copy of the full report.

Jessie asked about removing Sol Cafe from banners and web ads.

Cindy reports that they haven't closed yet, and we haven't ordered banners yet because of the revenue shortfall, though we have asked Bannerville to put up the Chalk Howard banners this month ahead of the festival (they're in storage currently).

## **9. Adjournment**

Cindy reminded commissioners that the beat meeting is next Wednesday at Willye White; there's also a Conversations with the Commander event at South of the Border on Morse tomorrow night at 6.

Meeting adjourned at 10:11

Next Meeting: August 16, 2023, Factory Theater