

Howard Street Evanston Special Service Area #10
Ward Eight - 629 W Howard Street
Wednesday, May 20, 2026 at 2 pm
Meeting Agenda



Members present Jeremy Denny, Shelley Carillo, Monica Picchietti ,
Barbara Carlson, India McKay (joining by phone)

Others present: Cindy Plante & Ana Bermudez; Rogers Park Business Alliance
Carrie Jackson
Katie Boden; City of Evanston

1. Call to order

Meeting called to order at 2:05

2. Public comment

Cindy apologized for forgetting to include an agenda item on approval of meeting minutes, next meeting we'll approve two sets of minutes.

3. Adoption of bylaws

Katie spoke about proposed bylaws - there were some tweaks made from the previous draft, which was a copy from Central Street. Because this SSA's management is being structured differently, changes were made to remove stuff that wasn't directly applicable for Howard Street.

It is possible to make changes at future meetings if the need arises. If there aren't any objections we can take a vote to approve them.

Cindy thanked Katie and the law department for their work on getting the bylaws drafted.

Jeremy moved approval; Shelley seconded

APPROVED.

4. Social media maintenance & photography updates

Cindy introduced Carrie Jackson to introduce herself and talk through plans and next steps for social media and photography.

Carrie lives nearby and does social media work for Main Dempster Mile and the Evanston Roundtable currently as a freelancer and is excited to get the word out about Howard Street businesses and get to know the area businesses and what people want to share and promote.

Carrie has been talking with Ana and Cindy about a plan and schedule for photography at

Howard Street businesses in order to build up a library of stock photos that can be used for social media and website content - hoping to include patios and events including things like Tiki Tuesday and Flamenco nights. Photos will be shared with the RPBA team and participating businesses. Katie added that she has additional Howard Street photos from the Evanston Thrives project that she can share with the team in order to avoid duplication of efforts. India also has some that were taken at Peckish Pig and Howard Street Animal Hospital about 6 years ago that she will share also.

Cindy shared that there had been some technical difficulties involved in getting admin access and permissions transferred for the existing accounts. Ana added that we do have access to Meta business suite for facebook, and can see and schedule things in Instagram but can't log into the account directly. India will attempt to reset the password for instagram. Katie added that Christian from All Together also has had access in the past and mentioned that she had gotten an alert about the transfer but wasn't sure whether it was real or what to do with it. Ana will connect with Katie and Christian to get this all resolved; we can do a lot through the meta access that we have but are still unable to view and share things in the feed for Instagram. Shelley asked if businesses should be sharing content and requests with Carrie directly or Ana and Cindy?

Carrie and Ana agreed that sending things directly to Carrie is fine but asked that Ana also be copied because Ana does the updates on the website.

Katie asked about setting up a separate conversation with Carrie and Cindy to discuss upcoming and ongoing placemaking and infrastructure projects on Howard Street. Cindy agreed.

India shared that she's gotten the instagram password and will share it with Carrie and RPBA. Ana will send an email around to everyone to share Carrie's email. Carrie also asked individual businesses to tag HowardStreetEvanston when they're posting in order to connect and build engagement.

5. 2026 event calendar

Shelley asked Monica when the Tattoo Fest event was happening at PalmHouse. Monica said it's in November; they just had the volunteer fair and witchy woman event, and there's a mahjong event coming up that we can add to the calendar.

a. Main Street Fair - 6/27

i. Postcards & Collateral

Shelley would like to have some sort of additional collateral to hand out in addition to tote bags and stickers. Ana suggested printing cardboard fans to hand out at the Main Street Fair - we've done this for other events, including First Fridays. They're popular if there's warm weather during the event, and good for visibility. These could take the place of a postcard. Shelley suggested having a qr code on the fans to link to the website. Cindy likes this idea and asked if anybody has a preference as to what kind of shape we'd want - First Fridays ones were guitar shaped. Jeremy suggested sticking with the square Howard Street logo, and is interested in having a supply of collateral for this and future events. Ana suggested emailing Howard Street businesses to ask if anyone is interested in putting coupons or menus in the tote bags for the Main Street Fair. Cindy will follow up on this.

ii. Day-of signage

Cindy has ordered plasticade sandwich boards and expects delivery by the end of the week - will drop them off at Peckish Pig on Friday.

Katie suggested getting a branded tablecloth for Main Street Fair also.

Cindy asked if Main Dempster Mile is providing tents or if we have to provide our own? Carrie said she's pretty sure vendors need their own. Shelley would like to get a branded tent with the logo; Jeremy agreed. Cindy asked Ana about ordering timelines for this - would we be able to get a branded tent and tablecloths for 6/27?

Ana thinks we should be able to get a tablecloth by then, but a tent will probably take longer. Shelley would like to set up a couple of followup meetings to sort out who's bringing what equipment and staffing the booth during the event on 6/27, and also planning on some kind of activity beyond just handing out info and swag. Katie suggested facepainting or plinko, or a kids activity like facepainting. Shelley asked about the OMA notice requirements for scheduling subsequent event-specific meetings. Katie and Cindy said that we do still need to post notice 48 hours before and asked Shelley to give us a heads up so we can post it.

b. Block Party/ Callan Plaza Ribbon Cutting - 8/15

Katie shared that Callan Plaza is expected to be completed within a few weeks of the start of construction, which is now underway. The lighting and bollards will take a little bit longer than the streetscape construction and begin once that phase is complete. Cindy and Katie proposed incorporating a ribbon cutting for Callan Plaza as part of the block party event that was already tentatively scheduled for 8/15. Katie will be out of town that day but will get someone else from the city to attend. Carrie is available that day to do photography.

Cindy asked about timing. Shelley said noon to 5pm for the event. Cindy asked about activities for this - what's been done in the past? Shelley has previously had a bounce house, ice cream truck, fire engine, usually some raffles as part of this. Katie added that the city's placemaking and event equipment could also be used for this. Shelley also has contacts that are interested in doing hair braiding - Tommy from the barbershop west of Western/Asbury was included. Cindy is interested in engaging more with some of the smaller salons on Howard. Jeremy suggested asking Tommy about doing this at the Main Street fair too.

c. Halloween Trick or Treat - 10/31

Katie pointed out that Halloween falls on a Saturday this year and asked if it might be better to do Howard Street Halloween the week before or the Friday before so it doesn't

compete with neighborhood trick-or-treating and gives kids and families a second opportunity to wear their costume and collect candy. Ana asked Cindy when the Chicago one is happening - Cindy isn't sure, will check with the Park Advisory Council.

Shelley proposed scheduling it for Friday 10/30 from 4-7pm. Cindy agreed. Katie proposed also incorporating an outdoor Halloween movie in Callan Plaza.

Monica has a hard stop at 3 and so do Cindy and Ana, so the remaining events will be back on the agenda for further discussion at the June meeting:

- i. Turkey distribution - 11/22
- ii. Small Business Saturday - 11/28
- iii. Holiday Event - 12/12

6. Howard/Chicago Intersection art

Cindy met with the vendor last week about updating the proposed designs for intersection art to narrow the color palette and level of detail in order to bring down costs and hopefully install at least one pavement mural this year. We expect to have an update from them in the next few weeks.

7. Viaduct murals

Ana and Katie have met with the artists that did the existing mural on the south side of the metra viaduct about updating it and expanding it to the north side of the viaduct and expect to get a proposal from them soon for the project. The lighting project is still on but has been delayed by issues with power access.

8. Adjournment

meeting adjourned at 3:02

next meeting Jun 17, 2026