



**Central Street Evanston
Board Meeting Agenda
Wednesday, September 9, 2020, 9:30am
Zoom Meeting**

Board Members

Mari Barnes, President
Simone Oettinger, Secretary
Jody Springer, Treasurer
Aim Larrabee
Paula Danoff

Staff

Laura Brown
Annie Coakley

Mari called the meeting to order at 9:34am

- I. Overview
 - a. Laura provided an overview of current projects including board development, budget, and upcoming events
- II. Vote on new Bylaws
 - a. No additional questions or comments on the bylaws
 - b. Mari motioned to adopt the Central Street Evanston bylaws; Aim seconded. Board approved new bylaws.
- III. Budget
 - a. Presenting 2021 budget for approval at City Council meeting in October.
 - b. Discussed ideas for carryover which is typical for the first year and especially with the pandemic.
 - i. Big projects such as a mural, permanent kiosk/signage or other infrastructure projects
 - ii. "Hold" carryover for any loss collection due to pandemic (there might be more loss due to pandemic)
 - c. Laura will send draft 2021 budget to everyone to review/provide feedback next week so that Board can vote on budget at September 23 meeting
- IV. Board Development
 - a. Laura sending out survey to all businesses for people interested in board
 - b. Review board candidates in late September to vote on new Board Members in early October
 - c. Board Retreat in mid-October
- V. Fall & Winter Events

- a. Central Street Gives Back (October/November 2020)
 - i. Simone suggested that we tie-in connection to local health heroes/essential workers
 - ii. Aim commented that we could bolster businesses in the district that are already providing meals such as Pinto Thai
 - iii. Mari noted that we should raise money over food items as pantries
 - iv. Overall consensus is to wait to host this type of event and take into consideration that it is hard for all businesses to donate right now; revisit ways that the business can support local nonprofits that is not businesses donating cash
- b. Holiday Giveaway
 - i. Laura suggested a Central Street branded tote bag to give to people if they shop local (spend \$XX at local shops for a tote bag)
 - ii. Consensus is to research other premiums
- c. Holiday Décor
 - i. Reviewed plan to do garlands and ribbons with Great Merchant Grant money and then some lighting elements (getting proposal end of the week)
- VI. Landscaping/Maintenance
 - a. Laura getting other proposals from local landscaping companies
- VII. Other Announcements
 - a. 7th Ward Meeting: 9/22

Mari Barnes adjourned the meeting at 10:22am