



**Central Street Evanston  
Board Meeting Minutes  
Wednesday, October 28, 2020, 9:00am  
Zoom Meeting**

Attendees

Mari Barnes, President  
Simone Oettinger, Secretary  
Rachel Hershinow  
Aim Larrabee  
Julie Mathieu  
John Tassi  
Ann Goldblatt  
Peter O'Malley  
Paula Danoff

Absent: Randi Schwartz, Paul Zalmezak

Staff

Laura Brown  
Annie Coakley

Minutes

Mari called the meeting to order at 9:05am

- I. Introductions
- II. Presentation
  - a. Mari provided an overview/history of the SSA
  - b. Laura presented an overview of current projects – organizational, budget, upcoming events – holidays (see attached PDF)
- III. Budget
  - a. Reviewed income and expenses for 2020 and carryover funds
  - b. Reviewed 2021 income and expenses and how it is broken down between SSA#7 and SSA#8
  - c. Laura presenting 2021 budget to Economic Development Committee on 10/28
- IV. Holiday Events
  - a. Late Night Thursdays
    - i. Suggestion to change to 7pm
    - ii. Restaurant takeout specials for shoppers
  - b. Small Business Saturdays – November 7 to December 19
    - i. Push local shopping and dining every day
  - c. Holiday campaign
    - i. Graphic designer creating holiday design to use in advertising, printed materials, social media campaign
    - ii. Advertising: radio, social media, local publications

- V. Discussion
  - a. Julie Mathieu commented on using some of the funding to help businesses through March such as outdoor vestibules, waiting areas or parking during the holidays, specifically on Small Business Saturday
    - i. City of Evanston is providing validations for holidays to distribute to business districts
    - ii. Will discuss with City staff about other free parking days or areas and relaxing enforcement for curbside pickup throughout the holidays
  - b. Paula Danoff commented that it would be helpful to have shopping protocols available for businesses and to share with shoppers specifically around waiting to shop when the weather is unfavorable – texting or Eventbrite sign up (for the Art Expo at Evanston Art Center)
    - i. CSE can share a list of ideas on shopping protocols and create messages for consumers as well to share on social media, website, etc.
  - c. John Tassi suggested having retailer, restaurant committees for businesses to share resources, discuss intricacies of the business type
    - i. CSE Board can form committees – retail, restaurant, marketing, governance
    - ii. Important to cross promote in the district between business types as well – i.e. encourage shoppers to order takeout meals from restaurants after shopping
  - d. Peter O'Malley asked about board input on the budget for some of the larger line items – public way aesthetics
    - i. The 2021 budget has been approved but not specific projects for each expense category. The Board will discuss how to spend the money at future meetings, especially some of the bigger project for the district.
- VI. Other Announcements
  - a. Next meeting is Wednesday, November 11 at 9am via Zoom
- VII. Adjournment: Mari Barnes ended meeting at 10:22am