



**Central Street Evanston
Board Meeting Agenda
Wednesday, December 9, 2020, 9:00am
Zoom Meeting: <https://us02web.zoom.us/j/86357319992>**

Attendees

Mari Barnes, President
Simone Oettinger, Secretary
Rachel Hershinow
Aim Larrabee
Julie Mathieu
Peter O'Malley
Paula Danoff
Paul Zalmezak
Ann Goldshaft

Laura Brown
Annie Coakley

Agenda

- I. Meeting Minutes – approved as submitted
- II. Finance Report
 - a. Great Merchants Grant – submitted invoice to City (\$4600 for wreaths and \$1,200 for advertising)
 - b. Upcoming payments: second half of holiday light installation, DTE invoice,
- III. Vote on Claritus Accounting
 - a. Peter commented that he spoke with Amy and thinks she will be a good fit for Central Street; familiar working with SSAs and non-profit organizations
 - i. Peter motioned to approve. Aim seconded. Board approved hiring Amy Ceisel, Claritus Accounting to provide accounting services.
 - ii. Laura will move forward to get the signed contract.
- IV. COVID-19
 - a. Food establishment license fees pushed
 - b. Liquor licenses extended by State of Illinois
 - c. Paul Z. working on extending/waiving liquor license for City of Evanston

- d. Mari: for retail people are hanging on because it is the holiday season
- e. Ann: appreciate all the Covid safety protocols and updates from businesses; closed the shop the week of Thanksgiving b/c concerned about traveling and customer
- f. PPE orders through the Evanston Chamber
- g. Julie
 - i. Feels like there is no directive on what businesses should do if there is a case. Hewn is starting weekly screenings for asymptomatic/pre-symptomatic for staff (saliva screening); 24 hour results
 - ii. Paul Z. will connect with City staff about guidance on this
 - iii. Possible to offer free parking in January and February to encourage more business
 - iv. Hewn has QR codes directing people to square so they can order pick up if they don't want to wait outside in cold.
 - v. PPP loan – taxed on the loan so it's going to be a hefty fee on the loan. Would be helpful to have more info on this and/or possible to advocate against the PPP loan being taxed
 - vi. Filters/HVAC system additions and updates/cleaning; ionization unit put in with HVAC
- h. Paula Danoff: currently allowed to have 25% capacity of occupancy determined by the Fire Department.
 - i. Paul will share information to post on the Covid Resource webpage
- V. Subcommittees: Laura is reaching out to all businesses to sign up to be on the subcommittees. Decided that Governance issues addressed by the Board.
 - a. Marketing & Events, Placemaking
 - b. Restaurant
 - c. Service Businesses
 - d. Covid-19
 - i. Resources
 - ii. Stories about what businesses are doing
 - iii. What to do if you have to close for a Covid case and how to support that business?
- VI. Program Updates
 - a. Lights: all working and installed through February
 - b. Giveaway: mini-flashlights distributed to most businesses
 - c. Holiday Eats website to promote restaurant/bakery specials
 - d. Social ads for shopping/dining running through holidays
- VII. 2021 Projects
 - a. Feb/March event ideas for retail, restaurants
 - i. January InSide/Curbside Walk Sale (Jan. 14-16): clearance sales for new inventory, give away heart kits for people to bring back for a 10% discount in February
 - ii. I Heart Central or Share the Love on Central Street (February): Businesses to offer heart specials, decorate windows and corridor (i.e. hearts in trees, planters)

- b. Banners – March/April
 - c. Maintenance/Landscaping Proposals – start new contract in March 2021
 - d. Strategic Plan: wait to gather information/research until April/May if going to move forward with a strategic plan
- VIII. Other Announcements
- a. CTA work (Dec. 12-15)