



**Central Street Evanston  
Board Meeting Minutes  
Wednesday, January 13, 2021, 9:00am  
Zoom Meeting: <https://us02web.zoom.us/j/86357319992>**

**Attendees**

Mari Barnes, President  
Simone Oettinger, Secretary  
Rachel Hershinow  
Aim Larrabee  
Peter O'Malley  
Paula Danoff  
Paul Zalmezak  
Ann Goldshaft  
John Tassi  
  
Laura Brown  
Annie Coakley

**Agenda**

- I. Meeting Minutes – approved as submitted
- II. Finance Report: Amy Ceisel
  - a. Amy presented the budget and P&L for 2021 overall and by SSA
  - b. Include carryover as income and potential loss as part of the budget
  - c. 2<sup>nd</sup> installments from City of Evanston expected soon
  - d. Laura will review budget and work with Amy to update
  - e. Peter noted that Amy is month-to-month with 30 days advance notice
- III. Events
  - a. Insidewalk & Curbsidewalk Sale: Jan. 14-16
  - b. Follow Your Heart on Central: February promotion where businesses offer 10% off to customers with a passport in February; heart-making kits
- IV. Public Way
  - a. Holiday décor deinstallation in early to mid March
  - b. Maintenance & Landscaping contract

- i. Hire a new contractor starting March 2021 to provide 4 seasonal plantings, general cleanup (spring & fall) and add 8 new planters
    - ii. Brightview & Herrera provided estimates – Laura will share with Board to review to sign contract after February meeting
    - iii. Need to determine location of the 8 new planters
  - c. New Street Pole Banners – Spring 2021
    - i. 50-60 banners on Central and Green Bay Road
    - ii. Hire a designer to provide a few options
  - d. Power Wash – April/May to remove Joy on Central sidewalk stripes
- V. Committee Updates
  - a. Marketing/Events: 7-8 members; scheduling meeting for week of Jan. 25
  - b. Service: 2 members
  - c. Covid: 2 members
  - d. Restaurant: no members yet
- VI. Other Program Ideas
  - a. District-wide gift card program – Board showed general support for a gift card program. Laura will share Yiftee program and research other programs.
  - b. Evanston Winter Games: citywide event in February spearheaded by Downtown Evanston to encourage people to get outside for physical/mental health and to support local businesses.
    - i. Board in agreement that Central Street should be a part and contribute \$1500 to cover costs of LED lights and advertising/marketing of the event
    - ii. Laura will reach out to businesses ASAP about participating.
  - c. Simone suggested that Central Street Evanston host a forum for the Ward 7 candidates for Central Street business and property owners
    - i. Laura will draft a list of questions and/or collect from business owners
    - ii. Laura will reach out to both candidates re interest and availability
- VII. Adjournment: Mari adjourned the meeting at 10am