



**Central Street Evanston  
Board Meeting Minutes  
Wednesday, March 10, 2021, 9:00am  
Zoom Meeting: <https://us02web.zoom.us/j/89393504261>**

Agenda

- I. Treasurers Report: Peter O'Malley**
  - a. Not much activity (expenses) since end of January
  - b. SSA funds (property taxes) starting to trickle in
  - c. Part-time Marketing Coordinator: Ellie Rush – experience working in content development/social media for nonprofit and Do512 (Austin); in Chicago event planning; restaurant experience; starting March 22
  
- II. Public Way/Maintenance**
  - a. Vote on Landscaping Contract
    - i. Brightview - \$8,400 for 8 planters; spring/fall clean-up; \$14,400 if add 8 planters
    - ii. Herrera - \$10,000 for 8 planters; monthly clean-up including fall/spring; \$15000 if add 8 planters
  - b. Recommendation: Brightview – start April 1 with the existing 8 planters; walk district to map out planters and determine locations for new planters and what size
  - c. Lights and wreaths coming down this week; storage space
  - d. Replace and add more banners
  
- III. Public Art**
  - a. Evanston Northshore Bird Club – EMAP mural
  - b. Sponsorship of \$500 or \$1000 from Central Street Evanston; working with building owner on sponsorship
  
- IV. Covid Update**
  - a. Vaccinations: more & more taking place
  - b. PPP and Employee Retention Credits (ERC): webinar
  - c. Covid Task Force
    - i. Encouraging City to “ earmark” some of the federal money for economic development; create programs that would support businesses and/or business district projects
    - ii. Discussion with City Manager and other business districts about streamlining process for new businesses
  
- V. Marketing & Events**

- a. Review Spring & Summer Event Plan
- b. Evanston Gift Card Program

**VI. Other Announcements/Discussion**

- a. Public Bathroom at Independence Park – Temporary porta potty to start; possibly more permanent structure down the road; will be presented at 7<sup>th</sup> Ward meeting tomorrow evening
- b. EPL building – Lush Evanston working with City to purchase the building to expand