



**Central Street Evanston Board Meeting Minutes
Wednesday, April 14, 2021, 9:00am
Zoom Meeting**

Approved

Attendees

Board

Mari Barnes, Board President
Simone Oettinger, Secretary
Paul Zalmazek
Aim Larrabee
Paula Danoff
Rachel Hershinow
Julie Matthei

Staff

Laura Brown
Ellie Rush
Annie Coakley

Agenda

- I. Treasurer's Report: Peter O'Malley sub Laura Brown overview**
 - a. No major changes but below are a few new expense items
 - i. Digital marketing expense for Chicago's North Shore CVB newsletter and website ads
 - ii. New employee (Ellie) additional monthly expense for her work hours (20hrs/wk)
 - iii. Brightview Landscaping contract started April 2021
- II. Board Discussion**
 - a. Laura/Ellie to work on engaging the board members
 - i. Laura to research and propose amendment to bylaws regarding board commitment
 - ii. Laura to start planning retreat/training for board members (June/July)

III. Covid Task Force Update

- a. Report Outlining Funding Request for Economic Development
 - i. Developing a proposal to City of Evanston for funding of economic development projects and programs
 - ii. Welcome any ideas for programs/projects from business owners

IV. Marketing & Events

- a. April 24: Clean Up at Independence Park
- b. May 1: Spring Stroll
- c. Mid-May: Public art installation/AAPI Awareness
- d. June 15-18: Around the World on Central Street
- e. July 8-11: Sidewalk Sale
- f. Other Marketing
 - i. Evanston Gift Card launching in May - Laura/Ellie reaching out to businesses on Central
 - ii. Mari noted that the website needs to be more present in Google searches - still leading to centralstreetevanston.org

V. Public Way/Maintenance

- a. New seasonal plantings are in!
- b. Power wash – review estimate/alternatives
 - i. General consensus is to restripe existing stripes
 - ii. Extend the stripes further west towards Curt's Cafe, Ten Mile, Heaven Meets Earth Yoga
 - iii. Laura provide overview/cost at next meeting
- c. Sponsorship of the the Audubon Mural
 - i. Board approved the **motion** to sponsor \$1000 for this mural which will be split 50/50 by SSA7 and SSA8
 - ii. Discussion of incorporating an “public art fund” in the annual budget
 - iii. Next year, work to have a mural dedicated to the SSA 8 that both SSAs will pay for 50/50

VI. Other Business News/Announcements

- a. Public Bathroom at Independence Park--no update
- b. Lush Wine expansion into the library building