



**Central Street Evanston
Board Meeting Minutes
Wednesday, May 12, 2021, 9:00am
Zoom Meeting
Approved**

Attendees

Mari Barnes
Simone Oettinger
Julie Matthei
Aim Larrabee
Rachel Hershinow
Pete O'Malley
Paul Zalmezak

Absent: Randi Schwartz, Ann Goldschatt, John Tassi, Paula Danoff

Staff

Ellie Rush
Laura Brown
Annie Coakley

Agenda

- I. Treasurer's Report: Peter O'Malley
 - a. A third through the year, not a third through the budget but some spending is backloaded and will see expenses ramp up in last two thirds of the year
 - b. Budget surplus should be used: beautification, planters, kiosk, signage
 - i. Consider using for a ONE TIME permanent improvement
 - ii. Larger board discussion/part of Board Retreat
 - iii. Laura to provide presentation of possible projects and send a survey to Board for ideas
 - iv. Don't need to have a large reserve fund: "use it, don't lose it"

- c. Whose decision is it to move money around the budget? What triggers a vote?

II. Board Updates

a. Board Attendance Policy

- i. Discussion of retroactive/moving forward. Board agreed cannot make it retroactive so moving forward if a Board member misses 3 meetings in 6 months they will be excused from the Board.
- ii. Policy could change after the retreat: more responsibility after the retreat
- iii. Put policy out *before* retreat, get response and gauge commitment
- iv. Consider new board members who have expressed interest in board previously

b. Committee Structure

- i. Recommendation to create a committee for each event (Around the World, Sidewalk Sale) because current marketing committee is too big and better to focus on the events
- ii. Marketing meetings are too big; need to focus and meet more often
- iii. Board decided to dismantle existing marketing committee, invite people to join committees for each event
 - 1. Invite members but also limit participation as we see fit, don't let committees get too big
 - 2. Involve east and west businesses for all events

c. Board Retreat

- i. Two 3 hour meetings in late June, early July
 - 1. First session: board roles, responsibilities
 - 2. Second: refining mission, goals, etc.
- ii. Consider vacations/schedules
 - 1. Laura will send survey to gather info: sooner the better

III. Covid Task Force Update

a. Business Task Force Report

- i. Laura will share the document with the board when finalized
- ii. May 24- go to council, Meet on May 26th how the fed dollars will be allocated, what expenses are eligible
- iii. Paul Zalmezak reported on City's priorities:
 - 1. Getting people back to work (developing workforce)
 - 2. Retrofitting spaces for post-covid reality
 - 3. Filling vacancies -- noted that we should have a list of Central Street vacancies
- iv. Submit a consolidated statement on how the SSA would like to see the money used
 - 1. Laura to create survey for the Board
 - 2. Paul suggests to THINK BIG
 - 3. Some ideas: Lighting, mini fountain square on Central, cafe tables in the park, bike racks, make Central bike-able, sanitizing stations, new garbage + recycling cans, bike racks
- v. Money won't be distributed until late summer/early fall

- b. City of Evanston Post Covid-19 Action Plan & Survey
- IV. Marketing & Events
 - a. June 18-27: Around the World on Central Street
 - b. July 8-11: Sidewalk Sale
 - c. Wellness Wednesdays - Wednesdays throughout the summer
- V. Public Way/Maintenance
 - a. Stripes
 - i. Estimated \$7-8kfor the whole district
 - ii. Discussion about design guidelines for Central aligning with the colors
- VI. Other Business News/Announcements
 - a. Approved \$500 sponsorship of the Juneteenth Parade
 - i. \$500/event - include line for sponsorships in the budget moving forward