



**Central Street Evanston
Board Meeting Minutes
Wednesday, June 9, 2021, 9:00am**

Approved

Agenda

- I. Treasurers Report: Peter O'Malley
 - a. Added donation/sponsorship line item (\$2000)
 - b. Added public art line item under public aesthetics
 - c. Funds received to date for spring collections:
 - i. SSA7: \$63,000 (expecting additional \$13,000)
 - ii. SSA8: \$28,000
- II. Board Update
 - a. Board Retreat Planning
 - i. Shorepath Consulting – Michael Miro
 - ii. Providing proposal
 - iii. Pre-retreat survey for Board members
 - iv. Potential dates: July 12 & 26
- III. Marketing & Events
 - a. June 18-27: Around the World on Central Street
 - i. 30 businesses participating
 - ii. Entertainment on July 19 & 26
 - b. July 8-11: Sidewalk Sale
 - i. New creative
 - ii. Outreach to businesses
 - iii. New: Sidewalk Sale Happy Hour, Mini Block Party – Mack's Bike & Goods
 - c. Wellness Wednesdays
 - d. Gift Card Update
 - i. Launched with a BOGO deal – \$5800 in gift cards purchased
 - ii. 18 gift cards redeemed (bonus cards have an expiration)
- IV. Public Way/Maintenance
 - a. Green Bay Road mural renderings next week; install in early July (maybe timed with Sidewalk Sale)
 - b. Stripes -

- V. Other Business News/Announcements
 - a. Ribbon cutting ceremonies on 6/10
 - i. Pilates Central Wellness at 4pm
 - ii. Ayurvedic Alchemy at 5pm
 - b. Sona Fitness opening at 3008 Central Street – late July/early August
 - c. Central Street Yoga moved to Wilmette