



**Central Street Evanston  
Board Meeting Agenda  
Wednesday, June 9, 2021, 9:00am  
Zoom Meeting: <https://us02web.zoom.us/j/86932783061>**

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