



**Central Street Evanston  
Board Meeting Minutes  
Wednesday, August 18, 2021 9:00am  
Zoom Meeting  
Approved**

**Agenda**

- I. Meeting called to order at 9:04am
- II. Treasurers Report: Peter O'Malley
  - a. Review budget – proposal to have Marketing, Events, Administrative as main categories
    - i. Make changes that reflect the ED starting in September
- III. Governance
  - a. Retreat recap – next steps
  - b. New hire & salary to discuss in Executive Session
- IV. Marketing Committee – meeting on August 4
  - a. Vision/Mission - update/refresh logo and slogan for CSE
  - b. Branding/Messaging RFP for logo refresh
    - i. Reached out to All Together and Firebelly Design for proposals
  - c. Advertising & Social Media
    - i. Influencer tours - FabFood Chicago
    - ii. NU Spoon
  - d. Holiday décor - lighting
    - i. Streetlights - light installation to show investment in the business district
    - ii. Rachel commented that most businesses are closed during the night so having the lights
    - iii. Uplighting at the trees is another option
    - iv. String lights across Central is not “allowed” but opportunity to get creative and push the City to allow for a larger lighting installation Reach out to Paul Barry or Wesley Realty about creating lighting installation in vacant spaces
    - v. Paul Z. noted that there could be some infrastructure money or other loan money for a lighting project
- V. Events Committee - scheduled for 9/20 to finalize these events
  - a. Fall Fest – Oct. 23-24
  - b. Holiday Open House
  - c. Business Meet & Greet – Oct/Nov
- VI. Other Business News/Announcements
  - a. Sona Fitness Ribbon Cutting – Sept. 2, 4pm
  - b. Mural installation - EMAP presenting to DAPR on 8/25

- c. Outline structure on how people should join committees and board – what are the requirements
    - i. Why are people joining and why? What are goals for each committee
    - ii. Virtual events for the Events Committee – consider as we move into fall/winter
- VII. Executive Session
  - a. Laura left the meeting