



APPROVED

**Central Street Evanston
Board Meeting Minutes
Monday, September 13, 2021, 9:00am
Zoom Meeting**

Attendees

Mari Barnes
Simone Oettinger
Rachel Hershinow
Aim Larrabee
Julie Mathieu
Peter O'Malley
Paula Danoff
Angela Shaffer

Absent: John Tasi, Paul Zalmezak

Minutes

1. Meeting called to order at 9:00am
2. Marketing Committee updates from September 1 meeting: Julie Matthei
 - a. Branding/Messaging RFP from *All Together*
 - i. Board to vote yay or nay on the *All Together* proposal by Friday, September 17.
Angela to send RFP to the Board for review.
 - b. Lighting: Holiday lighting plan with possible addition to include year round lighting starting at the end of October.
 - i. Angela to get information and proposal regarding street lights from Illuminightlights by Friday, September 17.
 - c. Covid mitigations and winter prep: Start thinking about messaging to "Shop Small...and Safe."

3. NU Parking: Angela provided an overview of the current football season parking situation and how the City is open to receiving a parking proposal from the Central Street Board.
4. Treasurer's Report: Peter O'Malley
 - a. Peter provided an initial overview of the 2022 budget. Marketing, Events, and Compensation/Non-Payroll Expense now have their own budget category.
 - i. Final budget to be prepared, approved, and submitted to Paul by EOM.
 - ii. Angela to follow up with Annie regarding budget questions.
5. Governance Committee: Mari Barnes
6. Event Committee updates from 9/3 meeting: Simone Oettinger
 - a. Fall Event - October 23 - Trick or Treat on Central Street
 - i. Businesses will be invited and encouraged to decorate storefronts, outdoor areas, hand out candy in stores, and include a coupon in candy tote bags.
 - ii. Fall festivities to include: Music in Independence Park by Jamerry Music, kiddie costume parade, selfie station
 - iii. Evanston Art Center: Halloween activities from 11am-2pm
 - iv. Angela get logo design draft completed for approval by 9/17
 - ii. Angela get quotes on tote/treat bags by 9/17
 - iii. Have a Save The Date card ready to put in totes for the November 13 Holiday Open House.
 - b. Central Street Holiday Event - November 13
 - i. See if we can bring *All Together* on board to work with us on the Holiday Event as part of their proposal. In that case, we will work with their concepts.
 - ii. Save The Date card will be prepared and distributed at fall event
 - iii. Possible theme: "Shop Early Shop Often"
 - iv. Angela to reach out to Paul to find out if we can get special free parking days to help with ease of shopping
7. New Business: Simone provided an update regarding the status of current businesses. Prairie Joe's is seeking a new replacement tenant. Nayan art/handcrafted gifts coming in at 2601 Prairie Avenue. SEW Design Studio moved into 2608 Central.
8. Meeting adjourned at 10:10am