



APPROVED

Central Street Evanston Board Meeting Minutes Monday, October 13, 2021, 9:00am

Zoom Meeting

Attendees

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

Minutes

1. Meeting called to order at 9:00am
2. Paul Zalmezak dropped in to share updates:
 - a. Paul provided a brief overview regarding the process for receiving our tax Collection information
 - b. Paul discussed the need for an annual audit on file per <https://www.ilga.gov/legislation/ilcs/ilcs4.asp?DocName=003502000HArt%2E+27&ActID=596&ChapterID=8&SeqStart=85600000&SeqEnd=88600000>
(35 ILCS 200/27-115)
Sec. 27-115. Special service area audits. Each special service area commission shall cause an audit of the funds and accounts of the special service area to be submitted to the corporate authorities of the municipality at least annually. The audit shall be made in accordance with generally accepted auditing standards.

(Source: P.A. 99-930, eff. 1-20-17.)

- c. Paul commented that he's working on getting our holiday parking situation squared away. They are trying to figure out a better alternative to what's been done in the past with parking vouchers on special shopping days.
- 3. Treasurer's Report: Peter O'Malley
 - a. Budget:
 - i. Angela suggested, and it was agreed upon, that we still need more time to prepare a proper 2022 budget. Since this is the first official budget since Covid, there needs to be more clarification and a better understanding as to how marketing/advertising dollars get spent in 2022. We are also waiting for Collection information from Paul to determine if we have any loss.
 - ii. Paul already submitted estimated financials for SSA7/SSA8 to the City Council. Paul suggested we share our financials with him when they are complete.
- 4. Governance Committee: Mari Barnes
 - a. i. No updates at this time.
- 5. Marketing Committee updates: Angela Shaffer reported for Julie Mathieu
 - a. i. Julie Mathieu suggested she step down as head of the marketing committee. With her need to focus on the Hewn business, she's finding there is no extra time to take the lead on marketing right now. Angela will take the lead for now.
 - ii. In response, it was recommended that the board consider combining marketing and events committee meetings in the future to be respectful of everyone's time and since there is so much overlap. TBD at a later date.
 - b. Holiday Lighting:
 - i. Contract finalized with Illuminight Lights and the lights are scheduled to be up before the holiday event.
 - ii. Northwestern might be interested in paying for colored homecoming lights in the trees for 2022. Angela connected them with Illuminight Lights for a quote and will be in touch with Ashley next year.
 - c. Branding campaign contract signed with All Together. Process to begin in late November or early December.
 - d. Angela discussed possible partnership/collaboration opportunities with Spoon University or a food crawl hosted by Fab Food.
 - e. Regarding landscaping, Angela is looking into getting new quotes and a native plant program to support Evanston's pollinator program. Julie suggested our current landscaper is the most reasonable.
- 6. Event Committee updates from: Simone Oettinger
 - a. Fall Event - October 23 - Trick or Treat on Central Street
 - i. Putting the final touches on our Halloween event and ready to go.
 - b. Central Street Holiday Event - November 13
 - i. Proposal received and in review from All Together for Holiday event ideas.
 - ii. Save The Date card to be prepared and distributed at fall event
- 7. New Business/Updates: Angela Shaffer
 - a. i. Our new mailing address is at Workonomy on Green Bay.

- b. i. Gotta B Crepes leaving their Central Street location. Hometech Space is getting a new tenant. Prairie Joe's will be closed at the end of the month. Angela reached out for support.
- 8. Meeting adjourned at 10:00am