



Approved

**Central Street Evanston
Board Meeting Minutes
Wednesday, November 10, 2021, 9:00am**

Zoom Meeting

Attendees

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

Not Present: Julie Mathieu, Paul Zalmazek

Minutes

1. Meeting called to order at 9:00am
2. Paul Zalmazak was not able to make the meeting, so the Board moved forward to the next agenda item—the Treasurer's Report.
3. Treasurer's Report: Peter O'Malley
 - a. Budget:
 - i. Next steps were discussed for getting the 2022 budget draft complete. Angela will work with the Events Committee to gather a list of Evergreen events for 2022 and put together a draft budget breakdown and ROI for those events. Based on chosen events, Angela will put together options and draft expenses for advertising.

- ii. Angela to reconnect with Amy regarding 2022 draft financials to confirm accuracy.
- 4. Governance Committee: Mari Barnes
 - a. i. Possible reevaluation of Event/Marketing Committee structure for 2022. Consider whether we combine Committee meetings or keep separate. Aim would like to keep the Committees separate.
- 5. Marketing Committee updates: Angela Shaffer
 - a. Branding Campaign:
 - i. All Together will need a 1 hour meeting with the Board in November or December to start the process. Angela to coordinate.
 - b. Holiday lighting/wreaths currently going up on the street.
 - c. Independence Park updates: \$90K voted on 8-1 for 2022 design plan with 2023 construction. Budget \$775K in the City draft budget.
 - d. Free podcast opportunity with Andy Miles from Studio C on Central. Angela to follow up with Andy to discuss more details.
- 6. Event Committee updates from: Simone Oettinger
 - a. Fall Event - October 23 - Trick or Treat on Central Street
 - i. Highly successful. Many takeaways. Almost too busy, so we need to consider shortening the hours next year.
 - b. Central Street Holiday Event - November 13
 - i. We're excited for Saturday, and Angela is wrapping up final details.
- 7. New Business/Updates: Angela Shaffer
 - a. Nayan, De Salvo's Pizza, and Gallery 1925 are all opening in November. Other additions to the district include Blended smoothies in the Oliver Toy Train space and Eric Young from La Principal will be taking over the Prairie Joe's space. Ribbon cutting Nov. 11th at Sew Design Studio on Green Bay.
- 8. Meeting adjourned at 10:05am