



## APPROVED

**Central Street Evanston  
Board Meeting Minutes  
Wednesday, January 12, 2022, 9:00am  
Zoom Meeting**

### **Attendees**

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

Not Present: Julie Mathieu, John Tasi

### **Minutes**

1. Meeting called to order at 9:01am
2. Treasurer's Report: Peter O'Malley
  - a. Budget:

Peter gave a budget update and shared the final approved budget for 2022 as well as the current healthy financial state:

**Bank Balance as of 1/11:**  
SSA #7: \$164,580.99  
SSA #8: \$50,549.90  
**Total Cash in Bank: \$215,131**

We received a Tax Collection of: \$90,511.10  
**SSA#7:** \$333.50 + \$59,983.67 = \$60,317.17  
**SSA #8:** \$333.50 + \$29,860.43 = \$30,193.93  
**Total expenses for 2021 were \$103,276.**

3. Governance Committee: Mari Barnes
  - a. Committee Structure: It was determined that since the Marketing and Events Committees are made up of the same people, we would combine efforts into one committee for now, until more committee members are recruited.
  - b. Capital Improvements:  
Independence Park - The design process will begin this year with construction planned for 2023. The City will hire a consultant who will work on public engagement in the fall of 2022. Stefanie Levine (slevine@cityofevanston.org) is the project manager.
4. Marketing Committee updates: Angela Shaffer
  - a. Branding Campaign:  
Angela announced that the All Together branding Board workshop will take place January 19th at 9AM for one hour. Board Members should come prepared to discuss the character of Central Street to be captured.
  - b. Planter proposal out for bid.
  - c. Angela will reach out to Illuminight Lights to find out when the lights come down.
  - d. Angela working on the Annual Report for March delivery.
  - e. Peter suggested we look into the possibility of having snow shoveling included as a service for the district. Peter looking into getting bids.
  - f. Angela attending Paul's City-wide planning meeting tomorrow to learn about bigger projects and ideas to help improve our district.
  - g. Paul mentioned that Mitch at Lush has a screen and ability to show movies outdoors. Something to consider for Independence Park.
5. Event Committee updates from: Simone Oettinger
  - a. Insidewalk sale kicks off tomorrow - Sunday (January 13-16)
  - b. 2022 event schedule is drafted.
  - c. We will be sending out a survey to our business community to get feedback regarding our events and programming.
  - d. The Halloween event brought 500+ people to the District. There was concern that the event brought too many people out. Peter said he thinks the Halloween event was the best event, and that it brought a lot of new people to the street. It was successful because we were able to tap into the family market and Covid created a need for people to get out and connect.
  - e. Aim suggested we continue to have events with a family direction.
  - f. Paula brought up Angela's past experience with Yelp and her family-friendly programming initiatives.
  - g. Paul suggested we consider fewer, more impactful events.
6. City and other: Paul Zalmezak
  - a. With regard to board structure, Paul shared examples from Downtown Evanston and MDM. He shared why Downtown Evanston has been so successful all these years, and some of the challenges MDM faces when too many board members are involved in the day to day. He highly recommended CSE start to work in the direction of the Downtown model where Annie presents an overarching plan based on board vision with options for the board to vote on.. Mari agreed that this is how she'd like the CSE SSA to operate.

- b. Paul said he'd like to see our business districts come together more often with shared opportunities.
  - c. Paul suggested that the CSE Board meet quarterly and not every month.
  - d. Paul would also like to see us do more programming in Independence Park. He suggested we look at the [Detroit Cadillac Market](#) for ideas.
  - e. Paul wants to see us really start to think about cleaning up our district. Get rid of garbage and flyers on poles. He would like to see us have a clean and safe district.
7. New Business/Updates: Angela Shaffer
- a. Prairie Avenue Gallery Artsy Card Shop, Prairie Joe's West, De Salvo's Pizza, Blended smoothies coming in the spring. Eric Young from La Principal will be taking over the Prairie Joe's space.
  - b. Paul shared that the space at 1803 Central has been purchased and is in the process of being completely converted and renovated. Jiu Jitsu and restaurant with offices above.
8. Meeting adjourned at 10:05am