



## **APPROVED**

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

### **Attendees**

Mari Barnes

Simone Oettinger

Rachel Hershinow

Aim Larrabee

Paula Danoff

Not Present: Peter O'Malley, Julie Mathieu, John Tasi

### **Staff:**

Angela Shaffer

### **Guest:**

Paul Zalmazek was not able to attend

### **Minutes**

1. Meeting called to order at 9:02am
2. **Treasurer's Report:** Angela Shaffer
  - a. Budget:

Angela gave a budget update and shared the current healthy financial state:

    - To date our expenses are \$23,300 leaving a budget of \$223,470. Reserves = \$44,649.
  - b. Auditor contracted and audit/990 process is underway
3. **Governance Committee:** Mari Barnes
  - a. Mari announced that John Tasi still has interest in being on the Board once his restaurant reopens.
  - b. Regarding board member recruitment, Mari and Angela will work on a board interest questionnaire/form for interested candidates to fill out.
  - c. Angela mentioned she's aiming for a late June Annual Meeting in a combined format with a large-scale community event/branding reveal.

4. **Marketing Committee Updates:** Angela Shaffer

- a. **Holiday Lights:** Wreaths and lights have been taken down. Banners will be going back up again.
- b. **Independence Park:** Angela is working on getting the park ready for the summer. She's making sure we have proper electrical, possible lighting, and hopefully picnic tables. Angela is planning to get quotes on lighting options from Illuminight Lights.
- c. **All Together Branding Campaign:**
  - i. After an initial read of 500 surveys, Angela reported that most people are really happy with our district. Many miss the library and shared that it created a reason for them to come to Central.
  - ii. Angela reported that Evanston Now did a feature on the Central Street branding campaign.
  - iii. The initial branding concept review is scheduled for March 16 at the Evanston Art Center and only open to the Central Street Board.
  - iv. Simone wants Angela to find out if we have any information on survey demographics/age.
- d. **Miscellaneous Outreach:**
  - i. Student Outreach: Angela reported that she had a meeting with the transportation director at Northwestern to discuss the inner campus school trolley coming further west on Central Street. They can't do it and suggested she consider an advertising campaign on the 201 CTA line, since that's a free transportation option for students that goes all the way to Old Orchard. Angela will reach out to Gina Speckman regarding CTA advertising opportunities.
  - ii. Evanston Public Library: Angela reached out to EPL to inquire about a possible bookmobile to Central Street program. They have different goals for equity outreach this year, but Central Street is scheduled to receive a book deposit box in the spring or summer. Angela inquired about the location and is still waiting for an answer.
  - iii. Divvy: Angela looked into advertising opportunities with Divvy for a bike campaign: "Find your way to Central Street" concept. Minimum of \$10K. Might need to be a City-Wide Divvy campaign. They are currently booked up until October. Northshore Hospital has the ad space until then.
  - iv. Juneteenth: Mari and Simone want Angela to find out more information about any happenings from Katherine Gotsick.
- e. **Planter Updates:**

Angela announced that she has not committed to Brightview just yet, because she's waiting to hear back regarding the City's RFP for planter maintenance. The City included Central Street in the RFP and Katie is going through the submissions right now. Brightview said we still have time to contract with them, but stock is getting limited and their planters take 8 weeks due to supply chain issues.

  - i. Angela has been looking locally for planter options. The City of Evanston does not have any. Angela did find some locally from an office building in Downtown Evanston looking to get rid of theirs. Angela reached out to Brightview to see if we can use those and have them painted. She is waiting for a response.

- f. **Powerwashing:**  
Angela is looking into getting two quotes. One for the entire district and one just for Central Street. She is hoping if we hire Brightview, that they can tuck the cost of powerwashing into planter/landscaping maintenance.
  - g. **Sidewalk Striping:**  
Angela talked with the initial striping company and is getting an updated quote from Nick. All of Central Street is approx. 6000 LF, so the quote will be for 24,000LF (4 stripes). She is anticipating a cost of around \$10K. Stripes do not need to be fully removed before painting and can be washed and painted over. The striping will need to happen in April, since this is a specialty painting project and the striping company is going into their busy season. Will also need to coordinate with the powerwashing.
  - h. **Annual Report:** Completed and posted to the Central Street website
5. **Event Committee Updates:** Simone Oettinger/Angela Shaffer
- a. **April 30 event:** Ready, Set, Spring!
    - Contracted with photobooth company (Bespoke flipbooks)
    - Angela also reached out to Angie with Balloon Baby for a quote for balloon flowers in our new branded colors for the planters. \$16-\$20 per stake.
    - Offering "Spring Ahead" coupon cards for one time use on next purchase 5/31 expiration (way to track the success of our promotion).
    - Angela sent out a survey to businesses via the newsletter to gather information on their April 30 promos and whether they will opt in to the coupon card.
  - b. **June Event: Annual Meeting/Community Event/Branding Reveal**  
Angela is working on gathering details for a late June event to take place in Independence Park. It will be a chance to celebrate our restaurants and gather as a community in Independence Park. DJ, speakers, share a state of the community, live art making, dine in the park! Angela is working with the Park District to gather as much information as possible for making the event happen.
  - c. **4th of July Parade on Central:** It will be taking place this year.
6. **Other Announcements:** Angela Shaffer
- a. Angela reported she'll be attending the monthly Economic Development meeting with Paul on Thursday and the second Ryan Field update meeting.
  - b. Blended Evanston started construction on their buildout.
  - c. Stella is celebrating their 20th Anniversary this month.

Meeting adjourned at 9:45am