



Approved

**Central Street Evanston
Board Meeting Minutes
Wednesday, December 8, 2021, 9:00am**

Zoom Meeting

Attendees

Mari Barnes
Simone Oettinger
Peter O'Malley
Rachel Hershinow
Aim Larrabee
Paula Danoff

Staff: Angela Shaffer

Not Present: Julie Mathieu, John Tasi, Paul Zalmazek

Minutes

1. Meeting called to order at 9:00am
2. Treasurer's Report: Peter O'Malley
 - a. Budget: Angela sent all the 2022 budget drafts to the board and the board voted and approved the final budget for 2022.
3. Governance Committee: Mari Barnes
 - a. Angela has been working hard on getting organizational matters wrapped up and working with our accountant on tax matters. She'll be working on the annual report next.
4. Marketing Committee updates: Angela Shaffer
 - a. Branding Campaign:
All Together branding initiatives moved to 2022 due to it being the end of the year and the busy holiday season underway. A special closed branding board workshop will be held in January. Exact date TBD.
 - b. Angela met with Brightview to discuss a plan for additional planters and a landscaping plan for 2022. Aiming to add 10 additional planters.

5. Event Committee updates from: Simone Oettinger
 - a. Proposed 2022 Evergreen/repeat events:
 - January: InSidewalk Sale (January 13-16)
 - April: Ready, Set, Spring! (April 30)
 - June: Wellness Wednesdays (June - August)
 - July: Sidewalk Sale (14-17: Thursday-Sunday)
 - October: Central Street Trick Or Treat
 - November: Holiday Open House, Tree Lighting, Small Biz Saturday
 - b. Had a great turnout for the annual Holiday open house and tree lighting on November 13. We had carolers, roaming juggler and toy soldier, santa, and 300+ attendees who came to our tree lighting. [Link](#) to Evanston Roundtable article.
 - c. Next up, Angela is working on our Facebook shop to help promote our businesses and their products for the holidays.
6. New Business/Updates: Angela Shaffer
 - a. DeSalvo's Pizza opening is delayed until January. At that time they will host a "First Look" tasting event for Central Street businesses. Gallery 1925 is open for business!
7. Meeting adjourned at 10:10am