



## **APPROVED**

### **Central Street Evanston Board Meeting Minutes Wednesday, April 13, 2022, 9:00am Zoom Meeting**

#### **Attendees**

Mari Barnes  
Simone Oettinger  
Rachel Hershinow  
Aim Larrabee  
Paula Danoff  
Paul Zalmazek

Not Present: Julie Mathieu, John Tasi

#### **Staff:**

Angela Shaffer

#### **Minutes**

1. Meeting called to order at 9:01am
2. **Treasurer's Report:** Peter O'Malley
  - a. Peter commended Angela on her great job with the Annual Report. He said it's very professional and impressive, and he suggested she post it in a place where more people can see it.
  - b. Budget:  
Current cash report:  
SSA #7 - \$139,578  
SSA #8 - \$38,691  
**Total - \$178,269**
  - c. First 2021 tax collection anticipated at the beginning of May:  
SSA#7 - \$72,310.30  
SSA#8 - \$29,082.28  
**Total of \$101,392.58**
  - d. Peter brought up the recent Crain's news regarding the possibility that the second collection for 2021 could be delayed by 6-months. He did a quick financial review and believes we are still in a good financial position with plenty of

reserves. He suggested he and Angela set up a meeting to review the budget and discuss any larger expenses that could be impacted by a possible delay.

3. **Governance Committee:** Mari Barnes

- a. Board Terms Ending October 2022: Mari, Simone, Rachel, Paula  
Board Terms Ending October 2023: Aim, Peter, John, Julie
- b. Mari suggested she and Angela will connect and develop a plan for recruiting new members.

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

- a. Angela presented a [marketing slide show](#) with some projects to vote on.
- b. **Independence Park:**
  - i. Lighting: Angela presented three options for patio lighting to place in Independence Park. The board took a vote and agreed to a \$6K lighting project to be installed by Illuminight Lighting. Rachel believes the lighting will have a huge impact and is a great idea.
  - ii. Picnic Tables: Angela reported that she's working with the Park District to obtain picnic tables. They've agreed to use a portion of their budget to help us obtain ADA-compliant tables. Waiting to see what they have remaining in their budget.
- c. **All Together Branding Campaign:**
  - i. Initial share of new logo and branding colors to the public happening this week! The plan is to leak various stages of branding to the community to keep everyone excited with what's coming next.
  - ii. Marketing Collateral: All Together is working on branded marketing collateral for us, including the April 30 Ready, Set, Spring event.
  - iii. Website: All Together will create a website mockup for the main page. Angela recommended we take a vote and update the website address to [www.centralstreetevanston.com](http://www.centralstreetevanston.com) and remove the dash. The board took a vote and agreed to make the change. Angela will work with Miguel to get this switched over right away. To update website colors and make the switchover the cost is approximately \$450 to \$500. The board agreed to proceed with updates. Additional website changes TBD.
- d. **Planter Updates:**

Angela worked with Brightview to create a planter placement plan. Planters have been picked up for painting, and All Together already selected the paint colors. Angela is submitting all the required permitting and map.
- e. **Powerwashing:**

Angela is getting all the information regarding permitting from the City and trying to coordinate with the sidewalk striping. Everything is weather depending on the timing. Striping required 48 hours to dry. Striping can happen up to 2 weeks later. 1 week vs. 2 weeks does not make a difference.
- f. **Sidewalk Striping:**

Done-Rite is ready when we are. All Together selected the Sherwin Williams paint colors. Angela getting all the information regarding process and permitting from the City.
- g. **Annual Report:** Completed and posted to the Central Street website
- h. **Central Street Garden Project:** Highland Garden Club requested \$1000 in assistance from us to help with garden costs. The board took a vote, and agreed to offer the garden a donation of \$300.
- i. Angela asked the City to please remove leftover parking meter posts. She was told the City would try to get to it before 4/22.

5. **Event Committee Updates:** Simone Oettinger/Angela Shaffer
  - a. **April 30 event:** Ready, Set, Spring!
    - All set with photo booth.
    - All Together working on the poster design so we have something on brand
    - Updating the marketing plan to introduce the bounce back cards. Some confusion around the cards. Need to get more businesses to opt in.
    - **June Event: Annual Meeting/Community Event/Branding Reveal**  
Angela is reaching out to restaurants to participate in a late June event in Independence Park.
  - b. **4th of July Parade on Central:** It will be taking place this year.
6. **Other Announcements:** Angela/Paul Zalmezak
  - a. Angela reported she'll be attending the monthly Economic Development meeting with Paul on Thursday.
  - b. Paul gave an update and confirmed the \$ amounts regarding the upcoming May collection. He also suggested that if there is a 6-month delay with the 2nd half of the tax payout, that we can always take out a line of credit if we need it.
  - c. Paul also suggested that we consider using poles to string outdoor lights in the park instead of trees. Angela responded that Scott Parrish said it would be really expensive and out of our budget.

Meeting adjourned at 10:05am