



APPROVED

**Central Street Evanston
Board Meeting Minutes
Wednesday, May 11, 2022, 9:00am
Zoom Meeting**

Attendees

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

Staff:

Angela Shaffer

Minutes

1. Meeting called to order at 9:01am
2. **Branding Update from All Together:** [Signage and Collateral Presentation](#) by Marisa and Rachael
 - a. Marisa and Rachael gave a banner design presentation and **the Board took a vote and selected a design.**
 - b. In the presentation, templates were also presented for newsletters, website designs, event templates, ads, and wayfinding posts.
 - c. Wayfinding Posts: Options were provided for the wayfinding posts, and **the Board took a vote and opted for the more durable channel lettering @\$2500 per post, for a total cost of \$15K.** 6 posts to be placed in the district. See presentation for photo.
 - d. All Together provided next steps, which will include branding photography, a brand guide, and coordination of signage printing.
3. **Treasurer's Report:** Peter O'Malley
 - a. Peter reported on the budget.
Current Cash: **Total Cash: \$139,437.16**
SSA #7: \$118,016.19
SSA #8: \$21,420.97
 - b. First 2021 tax collection anticipated at the beginning of May:
 - c. **Total of \$101,392.58**
SSA#7 - \$72,310.30 & SSA#8 - \$29,082.28

- d. Peter reported that he met with Angela for a 6-month budget review meeting. The purpose of the meeting was to make sure we have enough funds in the bank in case the Second 2021 tax collection is delayed to the beginning of 2023. Peter reported that we are in good shape and that he will continue to check in with Angela later in the year.
4. **Governance Committee:** Mari Barnes
- a. Mari suggested she and Angela are still working on a plan for promoting new board members. A certain criteria needs to be determined. They should be familiar with Central Street. Possibly have had a business for 3 years. TBD.
5. **Marketing Committee Updates:** Angela Shaffer
- a. **Independence Park:**
Picnic Tables: (2) 8' ADA compliant tables were purchased by The Park District for Independence Park. They are wood so they can be painted in our branded colors. ***Angela recommended that we purchase an additional (5) 6' picnic tables from Uline: https://www.uline.com/BL_8856/Wooden-Picnic-Tables. **The board voted and agreed to purchase additional picnic tables that can be painted in our branded colors.** Aim volunteered to help Angela paint the tables.
 - b. **Planter Updates:**
Angela waiting on approval from the City regarding the submitted planter map.
 - c. **Powerwashing:**
Power wash took place May 3rd via Brightview.
 - d. **Sidewalk Striping:**
Due to the rain, the sidewalk striping has been postponed to Monday, May 16.
6. **Event Committee Updates:** Simone Oettinger/Angela Shaffer
- a. **Ready, Set, Spring! Event Reflections:**
 - Angela provided an update regarding the event. It was noted that the weather was rainy on and off that day, so the attendance could have been better. The photo booth provided a nice indoor activity, but the rain still kept people away until later in the afternoon when the sunshine came out. 50 photo books were printed. [Here's a video](#) showcasing participating families at the photo booth.
 - [30 Central Street businesses](#) participated with a promotion, and 19 businesses opted in to the bounce back cards. This was the most business participation we've had for this event.
 - The Evanston RoundTable wrote a nice [article](#) about the event—highlighting visitors from other communities who attended.
 - Angela will follow up with those who participated in the bounceback card program to see how many cards were redeemed.
 - Simone mentioned that she wants us to keep thinking of ways to make sure we are doing everything we can to attract new customers and reach new markets.
 - b. **June Event: Community Event/Branding Reveal**
 - Angela is moving full speed ahead on the planning of a summer event in Independence Park. Angela submitted a June 23 date request along with the proper application and is waiting for approval. Participating restaurants to-date include: Comida, Ten Mile, LUSH, DeSalvo's, and Backlot.

- c. **4th of July Parade on Central:** It will be taking place on Central Street this year. Angela suggested we make sure our district looks clean and welcoming for visitors.

7. **Other Announcements:** Paul Zalmezak

- a. Paul provided an overview regarding the approved contract with Interface Studio LLC to work on a City-wide [business district implementation plan](#). Over a 10-month period, a highly focused, community engagement and business district market analysis will take place. The intent is to improve the quality and mix of retail, food and entertainment offerings throughout 10 business districts, helping each community take away a blueprint to implement new initiatives or enhance existing strategies to help with immediate economic recovery and future success. Paul suggested that a big piece of the process will be focused on the Downtown and Main-Dempster Mile, and that Central Street is already doing a pretty good job of operating independently.
- b. Paul also mentioned that Eric Young would make a great board member once he opens his restaurant on Central Street.

Meeting adjourned at 10:16am