



APPROVED 7-13-22

**Central Street Evanston
Board Meeting Minutes
Wednesday, June 8, 2022, 9:00am
Zoom Meeting**

Attendees

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

Staff:

Angela Shaffer

Minutes

1. Meeting called to order at 9:02am
2. **Treasurer's Report:** Peter O'Malley
 - a. Peter reported on the budget.
Current Total Cash: \$220,945.52
SSA #7: \$176,820.92
SSA #8: \$44,124.60
 - b. SSA tax collection checks were received and deposited. We anticipated a total amount of \$101,392.58. **The actual total amount deposited was \$107,592.05.** We received an additional \$6,199.47 over what was anticipated.
SSA #7: \$77,075.17 + SSA #8: \$30,516.87
 - c. Peter reported that if we stay on our current budget plan without any major additional expenses, that we are on track to start 2023 with approx. \$70K.
 - d. Paula asked whether we could obtain a line of credit if needed, should the second half of 2021 taxes not be available at the end of 2022. Angela commented that in an earlier Board meeting Paul Zalmezak said that is an option to us if needed. Paula made note that it can take 1-2 months to set that up.
3. **Governance Committee:** Mari Barnes
 - a. Mari commented on sponsorships and donations. Any organization must submit a letter of request for donation consideration. Mari suggested that we should not feel obligated to donate to an organization unless they formally ask and the Board reviews each request. Paula suggested that we add a section on our website suggesting that the SSA reviews donation/sponsorship requests on a quarterly basis and to send a request email to Angela Shaffer.

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

a. **Independence Park:**

Angela reported that we now have 7 picnic tables available to us. They have been assembled and are ready for delivery by the Park District. Angela would like to purchase paint in our branded colors and paint the tables in our branded colors.

b. **Park Lighting Installation:**

Angela had a park meeting with the lighting installer and the City's electrician to review the installation plans and available electricity. The City's electrician crew approved our plan, and now we have one more approval to receive before we can install.

c. **Sidewalk Striping:**

i. The project is now complete and hopefully won't need to be repeated for another two years. It ended up being a 3-day project due to supply chain issues and the inability to find a quick dry paint similar to what was used the last time. We had two days of painting and a third day for cleanup and fixing.

ii. **Feedback Received** - we had two west side businesses who felt left out of the striping process, so next round we need to be better about our communications and do our best to accommodate those that we can in other ways. For now, we will be adding a new banner to a lamppost closer to both businesses, and one business is slated to have a colorful new planter out front. We also received positive feedback and have seen families walk the stripes. Our businesses have also been using the stripes as a backdrop for their marketing photos.

d. **Banners:**

They are now at the printer and scheduled to be installed prior to June 23. Our final price will come in under budget by approximately \$1K.

e. **Planters:** Angela just received approval from the City regarding their placement, and now she's coordinating with our landscaping company to have those in place by June 23. We are also set to receive new plantings for the summer season by June 23.

f. **Landscaping:** Angela reported that she is currently having issues with Brightview, our landscaping company. They had some reported turnover and the Central Street district took a hit. Angela is withholding payment until they get a crew out and clean up our weeds and planters per our contract. Angela is waiting to hear back regarding the district power wash, because there is concern the job was not completed in full. She suggested to Brightview that they complete the job or consider a refund for a portion of the job.

g. **Website:** Angela asked Simone if she's had a chance to review the agreement and suggested she and Simone regroup on the website in order to make any necessary updates to reflect our new branding. Simone is concerned that we have very little control for next level changes and wants to find out what access we can gain. Fabricaa is very limiting, and she would like to learn more from Miguel, who handles our website. Angela and Simone will connect on this.

h. **Donations:** Angela reported that we gave \$250 to Juneteenth and that our donation has been acknowledged. We also donated \$300 to the garden on Central and Stewart. Our organization was credited as a donor in an [Evanston RoundTable article](#) about the garden.

i. **New Mural Sponsorship Opportunity:** Angela reported that a muralist named Teresa Parod reached out and wants to paint a mural of a fiddle player on the wall of Hogeye. She said the cost would be approximately \$650, and Mr. Sanders

is planning to contribute \$200. She asked if our organization would be interested in contributing. She lives in Evanston on Thayer and has completed over 40 public works of art, most of them in the neighborhood on garage doors. [Here's a link to her website](#). Teresa said she would put the mural on her mural map, and that she would direct people to Central Street. Angela asked the Board to take a vote on their interest. The Board voted that if Angela gets more information and the proper steps are followed, that the Board would be willing to sponsor \$450. Angela will follow up with Teresa to learn more about the project.

5. **All Together Branding Updates:**

- a. i. **Photos:** One photo shoot was completed last Friday evening, and we have another one scheduled for this Friday.
- ii. **Brand Guide:** The new [Central Street Brand Guide](#) was received. Everyone should take a look and be ready to ask questions. Angela will share the link.
- iii. **Wayfinding Posts:** Angela shared a map from All Together so the Board could come up with the preferred location of the 6 wayfinding posts. The posts are 6' x 1'. Locations of consideration: West end - Central & Lincolnwood, Ewing & Lincolnwood. Central Central - Central & Green Bay, Hewn Bread. Additional possible location: Hartigan's & Curt's Cafe. Angela suggested that the Board take a step back and make sure we reevaluate the wayfinding poles. Angela is not convinced they will be impactful enough. **The Board unanimously agreed that we need to possibly reconsider how we spend our \$15K** and whether we can do something better. **Possibilities:** Paula suggested more bike racks. Rachel suggested abstract sculpture art—one for each district in our branded colors. Regardless, everyone agreed that we need to see a photo of the wayfinding posts in an actual setting, and that we're not getting the full impact with a drawing. Angela will go back to All Together and request a photo.

6. **Event Committee Updates:** Angela Shaffer/Simone Oettinger

a. **Takeout Picnic:**

Angela provided updates regarding the [Takeout Picnic](#) event:

- Our permit for the event and the band has officially been approved.
 - Our band for the evening is [The Oh Yeahs](#). They are a local indie band. 3-piece. 3 gals who are singers, songwriters, and multi-instrumentalists. One of the singers lives in Evanston. Angela will hire a sound crew to make sure we are professional.
 - We currently have 8 participating restaurants: Pinto Thai, Curt's Cafe, Comida, Ten Mile, LUSH, Tag's, and John Kim is in for DeSalvos and Backlot. Angela will reconnect with John to see what he wants to do.
 - Angela reached out to the City regarding getting an alcohol license for open drinking in the park. Alcohol is not permitted in the parks, so she'll see what transpires.
- b. [Wellness Wednesdays: June 15 - August 10](#)
- Participating businesses include: Heaven Meets Earth Yoga, Sona Fitness, The Yoga Post, and Central Street Pilates.
- c. **Ready, Set, Spring! Feedback Survey:** Simone and Angela put together a survey to get feedback regarding the spring event in general and to see if we had any bounceback cards redeemed. Angela will be sending the survey out in a newsletter today or tomorrow. [Link to Survey](#).
- d. **Sidewalk Sales:** Working on it. Angela will be setting up a sidewalk sale committee meeting.

7. **Other Announcements:** Angela

a. New Businesses:

- Shower Blooms at 1917 Central Street. Olivia is the owner.
- Frolic & Detour at 1909 Central - Amy is the owner.
- Blended Evanston at 2002 Central - April & Sam are co-owners.

b. Road Work in preparation for July 4th. The City will be patching our roads on Central Street all month long. There will be some minor inconveniences.

Meeting adjourned at 10:04am