



Approved 8-10-22

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

Attendees

Mari Barnes
Simone Oettinger
Aim Larrabee
Paula Danoff
Peter O'Malley
Paul Zalmezak

Staff:

Angela Shaffer

Minutes

1. Meeting called to order at 9:01am
2. **Treasurer's Report:** Peter O'Malley
 - a. Peter reported on the budget.
Current Total Cash: \$198,631.51
SSA #7: \$159,410.75
SSA #8: \$39,220.76
 - b. Audit Updates: Angela reported that the audit is moving along nicely and almost complete. Angela, Peter, and Mari will be completing an internal controls questionnaire and reviewing recommended control policies, such as conflict of interest and file retention. After the completion of the audit, the 2021 990 will be prepared.
3. **City Updates:** Paul Zalmezak
 - a. Paul reported that he has no updates regarding the fall tax collection yet, but he will keep Angela in the loop.
 - b. Paul provided a progress update regarding the [Evanston Thrives Retail District Action Plan](#) with the Interface and All Together consultants. He explained that ARPA (American Rescue Plan Act) funds are being used for a 7-month intensive engagement process to help improve the quality and mix of retail, food and entertainment offerings in Evanston's 8 business districts. He explained that Angela's a part of the committee that meets twice a month. Currently the committee is in the process of identifying specific individuals to interview for focus groups and outreach initiatives. Even though improvement efforts will primarily be focused on Districts that need the most help, like Downtown and Main-Dempster

Mile, funds will be available to help with identified Central Street efforts, including Independence park, if needed.

- c. Simone expressed her concerns to Paul regarding parking and the bag tax. Paul said there will be a City meeting to discuss the bag tax and everyone is invited. He said it would be a good idea for her to prepare any questions/concerns ahead of time regarding the tax.
 - d. Paul also gave a general City of Evanston update and mentioned that what we hear regarding the internal workings of the City isn't as bad as the news makes it, and that the City is working hard to find a new City Manager.
4. **Governance Committee:** Mari Barnes
- a. Mari and Angela put together a "Welcome to Central Street" letter. The Board approved the letter, and Aim only had one suggestion to have each letter signed by Angela to make it more personalized and official.
 - b. Mari said it's time to move forward in our search for new Board members for now and beyond.
5. **Marketing Committee Updates:** Angela Shaffer
([Link to slide show presentation](#))
- a. **Independence Park:**
Angela reported that 5 of the 7 picnic tables ordered have been assembled and placed in the park and are getting lots of use. As soon as all the tables are delivered, she'll move forward with getting them painted in our branded colors.
 - b. **Park Lighting Installation:**
Our park lights are installed and turn on from 7-11pm every night. We're hearing positive feedback from the community, especially the restaurants.
 - c. **Banners:**
We now have banners on Green Bay Road. We received feedback that the yellow banners are hard to read. All Together also feels the banners could pop more, so they are tweaking and will pay to have them reprinted and reinstalled on Green Bay and on central Central. We discussed the possibility of green banners with yellow lettering. Now that the 4th of July flag banners are down, the rest of the banners can be installed on Central.
 - d. **Planters:** The planters have all been placed and planted, and the Art Center cement planter has been moved to its new location in front of the Pilates studio.
 - e. **Landscaping:** The District has now been cleaned up. Angela reported that she will stay in touch with the landscaping company and is seeking a refund for any unfinished work.
 - f. **Hogeye Mural Update:** Angela sent an email back to muralist Teresa Parod to find out more specifics. Teresa was in Cuba installing a mosaic mural at the time Angela reached out. Angela learned from the DeSalvo's project that there was a City approval process. Angela suggested Central Street hold off on any fund commitments until she learns more about Teresa's process, what her design looks like, and any steps needed for City approval.
6. **All Together Branding Updates:**
Angela reached out and requested wayfinding post photos and a further discussion regarding the signage. Angela is waiting on a response.

7. Event Committee Updates: Angela Shaffer/Simone Oettinger

a. Takeout Picnic:

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

- Overall, the event was an incredible success!
- We had 300+ attendees. Angela believes we can fit 500.
- 11 businesses participated with a takeout offer. We even had a visit from C&W Market with their ice cream truck.
- We were able to obtain a liquor license for one day so people could drink alcohol in the park.
- The restaurants were grateful for the exposure.
- Comida asked if we wanted to keep printing “Ever Delicious” labels for their takeout orders.
- Community members thanked us for hosting the event and said they can’t wait for the next one in the park.

b. [Wellness Wednesdays](#): June 15 - August 10

- Classes have been well attended, many at full capacity.
- Blended Evanston is a sponsor. They are offering class participants \$3 wellness shots and 20% off the menu.

c. Sidewalk Sale: July 21-24

- Angela announced she’s moving full speed ahead with securing participants and promotions.
- Our very first direct mail piece promoting the sales and our other events went out to 12,200 target households in the Wilmette area. Angela confirmed that it’s currently in the mail and being delivered.

8. Other Announcements: Angela

- A new colorful mural, painted by The Bird Machine, is now up on the DeSalvo’s Pizza building. It was commissioned by John Kim and the DeSalvos.

Meeting adjourned at 10:05am