



APPROVED 9.14.2022

**Central Street Evanston
Board Meeting Minutes
Wednesday, August 10, 2022, 9:00am
Zoom Meeting**

Attendees

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

Not present: Paula Danoff

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: \$174,762
SSA #7: \$147,917
SSA #8: \$26,845
 - b. Audit Updates: Angela reported the audit was completed, but she spotted an error and the financials are being fixed. Angela, Mari, and Peter answered and submitted internal control documentation questions to the auditors. We will adopt the recommended conflict of interest policy and the file retention policy.
 - c. Paul said they are still waiting on an update regarding the possible delay in the tax collection.
3. **Marketing Committee Updates:** Angela Shaffer
 - a. **Hogeye Mural Update:** We heard back from Teresa Parod. She is still planning to paint the mural. Total cost is now \$800. Her landlord is putting in \$200. It will cost \$300 to paint the wall surrounding the mural. **Board agreed to fund \$300 towards the project**, payable at the end of the project, and based on receiving and approving a mockup. Angela will reach out to Teresa for the mockup and email it to the Board for approval.
 - b. **Banners:** Our banner project is complete.

- c. **Landscaping:** We are being compensated for work not done to our satisfaction. Brightview is crediting us \$4,304.75.
- d. **Planters:** All the planters are installed. Fall plantings have been ordered. Mums and tall grasses are coming.
- e. **Independence Park:** The RFP deadline for park construction closed. We should have updates regarding the elected firm in October.

4. **Branding Updates: Angela Shaffer**

- a. Angela reported that we have 20 hours remaining with All Together and we should decide how we want to use the funds: Tote bags, branding items, illustrations, wayfinding decals.
- b. Wayfinding discussion: Since the board decided against the wayfinding poles for cost reasons, Angela looked into the idea of creating decals out of the wayfinding maps designed by All Together. She thought decals could be adhered to the parking meter boxes, but unfortunately that is not possible. Aim expressed her frustration and great concern regarding wayfinding signage and that maybe we could print the maps on sandwich boards and place them throughout the District. It was agreed that the solution could only be temporary because the sandwich boards we currently have are not weather resistant and in poor condition. Everyone agreed that wayfinding was still an issue that needs to be addressed. Paul chimed in and suggested that wayfinding signage be a top priority for Central Street with the Evanston Thrives Retail District Action Plan.
- c. Mari came up with an idea that maybe we should design tote bags with the map on them. The Board was in favor of this idea, so Angela will take this back to Rachael with All Together for further discussion.

5. **Events:** Angela/Simone

- a. **Wellness Wednesdays**: Angela announced that this is the last day of our Wellness Wednesdays program. The program took place June 15-August 10. She reported that most of the classes were filled to capacity, and that businesses really appreciated the opportunity. She shared [a link to press](#) we received in the Daily Northwestern. Participants in Wellness Wednesday included: Heaven Meets Earth, Sona Fitness, Orange Theory, Pilates Central Wellness, The Yoga Post.
- b. **Sidewalk Sales**: Took place July 21-24. It was agreed that the later date is preferred by many retailers, so we will host them again in late July, 2023.
- c. **Halloween**: Trick-or-Treat on Central Street is scheduled for October 22nd. The Event Planning Committee will get together to discuss plans for this year.

- 6. **Other:** In anticipation of the upcoming Bag Tax Ordinance meeting August 31st, Simone and Mari expressed their great frustration and concerns to Paul regarding the bag tax. Simone suggested that the bag tax combined with parking issues would make it another reason to frustrate those who want to shop in our District. Simone mentioned that many of the businesses are already certified green businesses. Simone suggested that the Evanston Thrives Retail District Action Plan also consider getting feedback regarding the bag tax. Paul said he understands the concerns and appreciates the feedback.

7. **Governance:** Mari

*Board moved to a closed session.

Meeting adjourned at 10:08am