



FINAL - Approved on October 12, 2022

**Central Street Evanston
Board Meeting Minutes
Wednesday, September 14, 2022, 9:00am
Zoom Meeting**

Attendees

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

Staff:

Angela Shaffer

Minutes

1. Meeting called to order at 9:04am. 8.10.22 minutes were approved.
2. **Treasurer's Report:** Peter O'Malley
 - a. Peter reported on the budget.
Current Total Cash: \$149,675
SSA #7: \$132,474
SSA #8: \$17,201
 - b. **Audit Updates:** The audit is now complete. Angela, Mari, and Peter will meet with the auditor to go over the report.
 - c. **2021 990 Draft:** Received and currently in final review.
 - d. **Line of Credit:** With the anticipation of the delayed tax installment, Angela reached out to Byline Bank to inquire about a line of credit. Peter reported that our 2022 carryover will not comfortably carry us through to Q2 2023. Angela reported that the loan process takes about a month, so we need to get going on this process if we want to move forward. The origination fee is \$250.
3. **City Updates:** Paul Zalmezak
 - a. **New Biz Updates:** Angela asked Paul if he had any new business updates on Central Street. He confirmed that no new licenses had been applied for. Paul confirmed that 1801 Central is in the works and well capitalized. He said the project has had a lot of drama, partially due to the structural impact on the adjacent buildings.

- b. Rachel reported her knowledge of a new business that Paul was not aware of. Kellie, the former owner of *Coucou & Olive* is taking over half of Four Finches and opening up a small business called *Then Again*. The concept will be clothing and flea market finds. Kellie will be paying half the rent. Paul will follow up to make sure Kellie follows protocol to register her business.
- c. **Ryan Stadium:** Paul briefly mentioned the Ryan Stadium project is in discussion and that it will generate amusement tax dollars. Dave Davis is the contact for the project. Angela reported that she's attended some of the meetings.
- d. **Evanston Thrives Study:** Paul reported that Evanston Thrives is going well. They had 1300 responses to the survey and are also publishing it in Spanish. Peter and Kelly Mack attended the Focus Group session. Some of the comments and discussions that came out of the focus group included:
 - 1. The Mayor should be more involved.
 - 2. Peter brought up parking.
 - 3. Kelly looks forward to data that's actionable and measurable. She thinks the focus groups are a great space for business owners to gather and share their voices with other business owners.
- e. **Bag Tax:** Simone asked whether the bag tax had been brought up to the Evanston Thrives consultants. She insists that it should be part of the study and is concerned about fast tracking the bag tax without the consultants studying the implications. She said she feels the left hand doesn't know what the right hand is doing. Paul said he will make sure the consultants include the bag tax as part of the study. Paul said they are holding off on moving forward with the bag tax until the Evanston Thrives study is complete.
- f. **Tax Collection:** No updates yet. Mari asked if we should write a letter to anyone to address the impact on our organization. Paul said we can, and the parties to address are: City Council. Commissioner Larry Suffredin. Assessor Fritz Kaegi.

Marketing Committee Updates: Angela Shaffer

Angela gave a [slideshow presentation](#).

- a. **Advertising:** Angela showed images of the bus tail ad and the Our Evanston ad that are now running.
- b. **Hogeye Mural Update:** An email went out to the Board with the artwork concept for the Hogeye mural. **The Board agreed to move forward and contribute \$300 toward the project. The Board agreed via email.**
- c. **Independence Park:** The RFP deadline for park construction closed. Waiting on updates.
- d. **Signage:** Angela showed an image of the Main-Dempster sign for reference as an idea that could be considered for Central Street. Rachel said she really liked it. Peter agreed that there is still a disconnect between east and west.

4. Branding Updates: Angela Shaffer

- a. **Graphic Design:** Angela reported that we now have 10 hours remaining with All Together. \$1500. We also have an extra budget of \$2500 for graphic design. Angela proposed, and **the Board agreed** that we use our remaining hours and a part of our design budget to complete the following projects:
 - 1. **Tote Bag:** 3 options with a round of revisions = \$900
 - 2. **Holiday Poster Revisions:** 2 revised options = \$300
 - 3. **Holiday magazine ad:** 3 options, 1 round of revisions = \$900

*Note: Using the map on the tote bag will not work due to the layout and size.

Angela recommended we don't use the map for the tote bag. The Board agreed.

Tote Bag: Rachel mentioned that she really likes the tote bag idea to help those avoid the bag tax. She thinks it would be great if shoppers had the option to

purchase a bag. Also great for branding and messaging. Simone mentioned that selling bags is complicated.

- b. **Photography:** We have a budget of \$1500 for photography this year. Angela recommended we hire Becca Heuer for a fall photo shoot of 3 hours @\$450/hour. **The Board agreed to move forward.** Paula suggested we make sure we capture images of people in fall clothing walking in the district and even recommended the idea of getting models. She agreed that having the right images are important for marketing materials. Angela will reach out to Becca and report back.

5. **Events:** Angela/Simone

- a. **Halloween:** Central Street Trick or Treat is scheduled for October 22. The Event Planning Committee will get together to discuss plans for this year. This year the plan is to have Halloween crafts and trick-or-treat bag making at the Evanston Art Center from 9-11AM. A Trick-or-Treat stroll from 11AM-1PM. A spooky fun DJ dance party in Independence Park from 1-2PM.
- b. **Annual Meeting:** Scheduled for October 27 from 5:30-7:30PM at Lush/The Branch. We will also provide some food/drink specials.

6. **Governance:** Mari

*Board moved to a closed session at 9:54AM.

Meeting adjourned at 10:12am.