



Approved

**Central Street Evanston
Board Meeting Minutes
Wednesday, October 12, 2022, 9:00am
Zoom Meeting**

Attendees

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

Staff:

Angela Shaffer

Not In Attendance:

Paul Zalmezak

Minutes

1. Meeting called to order at 9:03am. 9.14.22 minutes were approved.
2. **Treasurer's Report:** Peter O'Malley
 - a. Peter reported on the budget.
Current Total Cash as of 9/30: \$141,665
SSA #7: \$126,788
SSA #8: \$14,877
 - b. **2022/2023 Financials/Budget:** Angela is currently working on a final 2023 draft budget. She will be meeting with Amy Ceisel next week to prepare the draft. Mari expressed her concerns regarding the negative balance in the SSA 8 fund and suggested we revisit the financials. It was discussed that all expenses should be allocated 70/30, and not 50/50 for some. She suggested that 70% of our SSA dollars should always go to SSA 7 and 30% of our funding should always be allocated to SSA 8. **Peter made a motion to approve a revision of 2022 financials to reallocate the proper funds back to SSA 8 from SSA 7 at the end of the year. The Board voted to approve the 70/30 adjusted allocation moving forward.**
 - c. **Audit: Completed and signed.** We're in good shape. Congrats on our first successful audit.
 - d. **2021 990:** Approved and waiting on hard copy for signature.

- e. **Tax Collection:** There is discussion that the tax collection and distribution will happen at the end of January 2023, but it's still up in the air. The delay is due to system updates.
 - f. **Line of Credit:** With the anticipation of the delayed tax installment, the decision as to whether to secure a line of credit and how much our SSA should responsibly have in reserves was discussed in greater depth. Mari addressed her concerns about making sure we don't have too much money in reserves and to make sure we are following best practices as an SSA and using only the funds that have been allocated to us. She is not in favor of obtaining the line of credit since we will have a set amount in reserves at the beginning of 2023. Peter stated he would feel comfortable having three (3) months in reserves. Peter thinks an extra \$50K at minimum would be good to have and that we should see how much Byline will loan our organization. Peter asked Angela to reach out to Central Street's bookkeeper and auditor to see what is recommended regarding reserves and best practices. An official vote was taken by the Board to determine if Angela should move forward with the line of credit application process. Paula made the motion to approve moving forward with funding up to \$100K as a safety net. The Board voted in favor.
3. **Marketing Committee Updates:** Angela Shaffer
Angela gave a [slideshow presentation](#).
 - a. **Hogeye Mural Update:** Angela showcased images of the finished mural by Teresa Parod. Angela will send her a \$300 donation as per the agreement.
 - b. **Independence Park:** [MKSK](#) consultants were officially selected and announced for the park design project.
 - c. **Fall Display:** Angela showed an image and announced that the fall display is now up in Independence Park and ready for the community to enjoy.
 - d. **Holiday Lighting:** The lights are currently being installed, but the spruce tree used last year for the tree lighting in Independence Park is sick, and we are waiting for City approval to see if we can use the tree again. Angela provided three options in case the tree could not be used. The images are in the slideshow, but the alternatives were to light another tree (\$6500), wrap lights around the (6) tree trunks (\$6K), or consider LED uplighting for one tree (\$10K). Rachel liked the tree trunk option and suggested to make an enchanted forest with the addition of lighted props. Simone suggested lighting the flag pole with a tree shape design. Angela said she will look into the flagpole idea
 4. **Branding Updates:** Angela Shaffer
 - a. **Tote Bag:** Angela presented the first round of tote bag designs for consideration. It was unanimous that the designs are too simple. The suggestion was to revisit some of the fun shapes created by All Together and have them put those on a bag. It was also noted that there should be a label or print somewhere on the bag that suggests to *bring your bag back with you when you shop on Central Street*.
 - b. **Photography:** Angela reported that she hired Rebecca for Halloween/Holiday event photography and one fall street photography session.
 5. **Events:** Angela/Simone
 - a. **Halloween:** Angela shared updates regarding the status of the event. She reported that promotions and securing participating businesses are in motion. Postcards are being printed to give out to guests at the Halloween event.
 - b. **Holiday Event:** Angela shared an update as to the status of the event and what key elements have been completed and those items still in the works. She is seeking a Santa character and the Committee is still working on an event name. The goal is to replace the *Holiday Open House* name.

- c. **Annual Meeting:** Scheduled for October 27 from 5:30-7:30PM at Lush/The Branch. Angela is finalizing details and food/drink specials.
6. **Governance:** Mari
- *Board moved to a closed session at 10:00AM.

Meeting adjourned at 10:07am.