



**Central Street Evanston
Annual Board Meeting Minutes
Thursday, October 27, 2022, 5:30-7:30PM
Early Board Gathering 5:19PM**

Attendees

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

Staff:

Angela Shaffer

Minutes

1. Meeting called to order at 5:19pm (Central Street Board).
2. **Governance:** Mari Barnes
 - a. Mari thanked everyone for gathering early and reiterated the conversation from the Central Street October 12 Board meeting. She suggested that it's important we think of our SSA Districts in terms of a 70/30 split and that our SSAs should not be treated equally when it comes to allocating time and dollars. 70% of our revenue is allocated to promote the businesses in SSA 7 and 30% of our revenue is allocated to promote the businesses in SSA 8.
 - b. **Budget:** A motion to approve the 2023 budget was made by Simone and the Board voted to approve the 2023 budget. Note: All budget expenditures are 70/30 going forward.
 - c. **Board Slate:** A motion to approve the new Board Slate was made by Simone and the Board voted to approve the Slate.
3. **Welcome Guests:** Angela Shaffer

Guests began to arrive at 5:30pm, and Angela greeted them with an agenda and a drink ticket for a free glass of wine. Guests were also treated to light bites from Lush throughout the evening.
4. **Current Board President Public Welcome and Thanks:** Mari Barnes
 - a. Mari gave a warm welcome speech and thanked those leaving the Board—Simone and Rachel—for their incredible time and dedication to the Central Street District over the past years. She also thanked the current Board and Angela for their contributions to Central Street Evanston.
5. **New Board President Public Welcome and Thank You:** Peter O'Malley

- a. Peter thanked Mari, Simone, and Rachel for their incredible time and dedication to the Central Street District and Board. He presented them each with a gift card to LUSH. Peter also thanked the current Board and introduced Angela and thanked her for her efforts.
- 6. **2022 Highlights Slideshow Presentation:** Angela Shaffer
 - a. Angela welcomed everyone and thanked the Board for their time and dedication to Central Street Evanston. Angela presented a [slideshow](#) showcasing 2022 Central Street Evanston highlights.
- 7. **Paul Zalmezak City Updates:** Evanston Thrives Overview
 - a. Paul provided an overview of the Evanston Thrives Retail District Action plan and discussed the new Street Team clean up crew that will be stationed in each of the business districts. Paul also took questions and mentioned that Central Street is doing very well as a business district.
- 8. **Peter O'Malley:** New Board Member Announcement and Toast:
 - a. Peter announced the names of the new Central Street Board Members and gave a toast to a great new year ahead. Peter also announced what's to come:
 - A continuation of great events, including repeat events like Sidewalk Sales, Independence Park events, Halloween, and Holidays.
 - Revamping the Central Street website.
 - Find ways to expand our reach outside of Central Street/Evanston.
- 9. **Open Mingle**

Annual Meeting adjourned at 7:30PM