



APPROVED

**Central Street Evanston  
Board Meeting Minutes  
Wednesday, January 11, 2023, 9:00am  
Zoom Meeting**

**Attendees**

Peter O'Malley  
Kelly Mack  
Aim Larrabee  
Dylan Johnson  
Mari Barnes  
Adam Seger  
Stacia DeSalvo  
Paula Danoff  
Paul Zalmezak

**Staff:**

Angela Shaffer

**Minutes**

1. **Governance:** Peter O'Malley
  - a. Meeting called to order at 9:01am. **11/9/22 Board Minutes were approved.**
2. **Treasurer's Report:** Kelly Mack
  - a. Total cash in the bank as of 1/10 = **\$82,634.15**  
**SSA #7 - \$76,360.60**  
**SSA #8 - \$6,273.55**
  - b. **Line of Credit:** We were officially approved for \$50K. Next steps are to have Aim sign the official Board Resolution document and then the official papers will be drawn up. Kelly and Peter will be signatories and the only ones to be able to draw on the loan. Note: The Board Resolution document states we are eligible to borrow up to \$100K. Angela inquired to see if we were able to borrow up to \$100K. It was explained that our \$50K ask was an easy approval based on having \$80K+ in the bank. Angela sent the Resolution document to Aim for her signature.
  - c. **Tax Collection:** Peter asked Paul about the 2021 tax collection and whether he has any updated information. Paul said he is still hopeful that we will see the collection come in by January 30, if not sooner.

### 3. Governance: Peter O'Malley

- a. **ByLaws:** Angela drafted updated bylaws and presented them to the Board for approval. The Board voted to adopt the new bylaw changes. Angela will finalize and upload to the website. Thanks to Mari for her bylaw suggestions made during her term as President in 2022.
- b. **Central Street Name:** Peter suggested we consider changing the Central Street Evanston name. He would also like to see us do a better job of marketing the SSA to the community and mention that events and other special programs are paid for by the Central Street SSA. Aim suggested that it would be non-productive to change our name, especially since we just spent a significant amount of time and money on our new branding efforts. Aim also mentioned that our name is in line with the other SSA districts. Mari mentioned that there are several hoops to jump through with the IRS and significant waiting time to change the name. She suggested that Angela would be spending extra time to submit documentation and make follow up calls. Peter agreed to keep the name as is. Dylan asked about the name and why it was changed from Central Street Business Association to Central Street Evanston. Mari explained that the name change happened when we switched over to being an SSA district.
- c. **Welsh Ryan Arena:** Dave Davis and his team at Northwestern are asking to get input from the Central Street businesses regarding the arena project. The Board decided it would be best to first have a meeting with Dave and his team and then share the information with the businesses. The Board will collect feedback from the businesses, and then issue a formal letter of opinion. Angela already reached out to Dave Davis. Paul said he would also make himself available for the meeting.
- d. **Board Committees:** Peter addressed Board Committees and asked how we want to proceed with our Committee structure. Mari suggested that the Committees start with us. Members of the Board can take the lead on a project that they are passionate about and involve others as they see fit. She thinks this would be a great way to organically get people more involved with our organization—especially to build future Board interest. Dylan asked if there was a criteria for Committee involvement. Mari said it would be a great idea for Central Street to have a set of criteria for this. Angela said she will get to work on the criteria.

### 3. Marketing/Beautification: Angela Shaffer

Angela gave a [slideshow presentation](#) with an overview of suggested marketing projects for the year.

- a. **Website:** Angela would like to see our website become more user friendly and more on brand.
- b. **Promote SSA:** To address Peter's suggestion to further promote our SSA, Angela also presented some suggestions regarding messaging. She mentioned that Mari created a welcome letter for new businesses that highlights the SSA. Angela would also like to see our businesses more involved with our recent branding initiatives. Possibly give each business a branded swag kit. She will look into ideas and cost.
- c. **Central Street Tote Bag:** 2023 is the year to get our branded tote bag out into the community. Angela will work with Paula on ideas. Paula has implemented several tote bag programs.
- d. **Board Wish List:** Angela thanked everyone for submitting "wish list" big picture ideas from the Google Form she sent out prior to the meeting. Angela held off on sharing the results since not everyone had the chance to submit their ideas. She

incorporated some of the ideas into her bigger picture marketing/events presentation. For example, the Central Street Cookbook.

- e. **Central Street Cookbook:** Angela presented the idea of a Central Street Cookbook, and Adam will be taking the lead on the project. Angela will connect with Adam and figure out the needs and the budget.
- f. **Promotional Video:** Angela will be working on a promotional piece for Central Street similar to the one linked to in the [slideshow](#).
- g. **Landscaping:** Angela mentioned that she'll be signing a full-service contract again with Brightview and shared a picture of spring flowers being ordered.
- h. **Independence Park:** Angela and Peter attended the Independence Park community meeting hosted by MKSK Studios and the City of Evanston Park District. The public gathered to share ideas for improving the park. Note: The community currently loves our picnic tables and the lighting in the park.

#### 4. Event Updates: Angela Shaffer

- a. **2022 Holiday Event Overview:** Angela provided an overview and photos from the 2022 Holiday Stroll and Tree Lighting. She said we had approximately 400 attendees for the lighting and 30 participating businesses who offered a special promotion. Angela worked with Fire Station 5 to have Santa arrive on a fire truck. Carolers and elf jugglers also strolled the district.
- b. **Events Calendar:** Angela presented the annual events calendar with the exception of the spring event. She also mentioned that the annual InSidewalk Sales would be kicking off on Thursday, January 12-14. Dylan offered to chair the Wellness Wednesdays event series.
- c. **Spring Event:** Angela mentioned that we need to come up with a concept for a new spring event that is more impactful than what we've done in the past. Aim and Kelly stepped up to be co-chairs. Angela presented some event ideas that might work. She suggested an Events Committee meeting be scheduled for January 18.

#### 5. Other/City Updates: Paul Zalmezak

- a. **Business Update/Empty Storefront Windows:** Angela provided a business update and mentioned Raven and Dove was retiring and that Beat Street moved out. Angela asked Paul what to do about the empty storefronts that have ripped and falling off papered windows at the Central/Prairie building. She mentioned that she's getting complaints from businesses. Paul said he would issue a friendly warning to the building owner.
- b. **New Business:** Paul brought up a new taco/burger restaurant that will be taking over 2901 Central Street, where the former Gotta' B Crepes place used to be.
- c. **Evanston Thrives:** Peter asked Paul for an update regarding the Evanston Thrives project. Paul said there was a delay with the survey results due to the holidays. They were scheduled to come out in January, but it's looking like it might be at the second meeting in February. They will provide a checklist along with the survey results.
- d. **Bag Tax:** Mari addressed the bag tax and mentioned that she thinks the Economic Development Committee should be handling the matter and not the Human Relations Committee. Paul responded and said anything related to the environment reports to the Human Relations Committee. Paul said he believes the tax issue will end up impacting big box retailers instead of the smaller businesses.

## 6. Wrap Up/Key Takeaways: Peter O'Malley

- a. **Line of Credit:** We were approved for \$50K. Aim will sign the final resolution document and send it back to Angela. Angela will forward to the bank for next steps.
- b. **ByLaws:** 2023 bylaws were officially approved. Angela will pull the final document together and upload it to the Central Street website.
- c. **Market SSA:** Increase efforts to make sure everyone knows that our organization is entirely funded by all of the businesses in the Central Street area.
- d. **Marketing/Events:** We will officially have a Marketing and Events Committee. These committees will be chaired by a specific Board Member who wants to take leadership on a particular project of interest. Angela will be closely involved with each project and be available for any assistance or guidance. Marketing and Events Committee meetings will take place each month, once a month, on a Wednesday morning at 8:30 or 9AM. Angela will send out a meeting invitation for each committee and welcome anyone from the Board to be a part of it.
- e. **Chairs:** Aim has agreed (with Kelly) to chair the Spring Event Committee. Adam is going to chair the Committee to look into a Central Street Cookbook marketing program. Dylan will chair Wellness Wednesdays. Mari will Chair the Events Committee.
- f. **Welsh Ryan Arena:** Angela will contact Peter Braithwaite at Northwestern to get his schedule so he can meet with our Board of Directors via Zoom. The Board will gather information, and share it to the businesses for feedback via a newsletter. Once the feedback has been gathered, the Central Street Board will send a letter back to Northwestern representing the Central Street Evanston Business District.
- g. **Empty Storefronts:** Angela will reach out to Paul with addresses of empty storefronts that need to be addressed. Angela will learn more about options for beautifying the storefront windows.
- h. **Tax Collection funds** are anticipated to come in at the end of January.
- i. Angela will [send her slides](#) from today's call out to the Board.
- j. Provide all Board Members with a brief overview of our mission statement to be used to encourage other business to get involved in our organization.

Meeting adjourned at 10:04am.