



APPROVED

**Central Street Evanston  
Board Meeting Minutes  
Wednesday, March 8, 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. Aim motioned to approve all meeting minutes. Peter seconded the motion. **1/11/23 Board Minutes and Stadium meeting minutes were approved.**
2. **Treasurer's Report:** Kelly Mack
  - a. Total cash in the bank as of 3/7/23 = **\$165,472.08**  
**SSA 7 - \$133,764.28**  
**SSA 8 - \$31,707.80**
  - b. **Line of Credit:** We were officially approved for \$50K and the funds were deposited into our bank account. If we want to renew the loan on an annual basis, the fee is \$300 annually.
  - c. **Tax Collection:** Angela deposited the second half of the 2022 Tax Collection, which was delayed until 2023.:  
**SSA 7 \$70,019 (We anticipated \$64,925)**  
**SSA 8 \$30,645 (We anticipated \$29,683)**  
**Total \$100,664 (We received an additional \$6,056)**  
\*Paul mentioned that he's keeping an eye out for the first anticipated collection of 2023. He anticipates it coming sometime between May and June.

3. **Governance:** Peter O'Malley

- a. **Annual Report:** Peter announced that Angela completed the [2022 Annual Report](#) and he is very pleased with it. Paul said he would take the annual report and share it with the Economic Development Committee.
- b. **Welsh Ryan Arena:** Peter reported that he and Angela have a call today with Dave Davis to discuss the Ryan Stadium Central Street wish list that was submitted. The plan is to go through each line item to gather feedback about the requests. Everyone should have received a copy of the wish list.

On another related note, Peter brought attention to the opposition statement made by [Alderman Suffredin](#) and Suffredin's mention that the Central Street retailers will be hurt if the Stadium project passes. Peter said he was curious where the information for that statement came from and wanted to make sure the Board had the chance to [read the statement](#).

Peter reminded the Board that the Central Street SSAs are neither supporting or opposing the Stadium project. Our role is to remain neutral.

Paul mentioned that the City issued an RFP for a firm to conduct the City's own Economic Impact Study regarding Ryan Stadium. Results will be anticipated at the end of July. The purpose of the study is to conduct an analysis of the impact on the community, including Central Street businesses. Paul suggested that we present the honest interest from Central Street.

- c. **Field of Opportunity:** Peter shared that he was invited to a meeting from the Field of Opportunity group, led by Steve Hagerty, and a group of people strongly in support of the Stadium project. Peter reported that Annie Coakley, the Director of Downtown Evanston (DTE), was also invited to attend the meeting. DTE is 100% in support of the Stadium project.
- d. **Community Committees:** Peter mentioned that he's aware of the fact there are groups of businesses that have been getting together to discuss various business issues. He recommended the Evanston Thrives team look into the 6% liquor tax and wondered if any groups were discussing this issue. Stacia said she wasn't aware of anyone discussing that particular issue, but that she's involved in a group that's been discussing the Fair Workweek Ordinance and cashless ban.

Paul confirmed that a group of restaurants recently got together to help formulate better ordinances and policies. Paul mentioned that the Fair Workweek Ordinance discussion was moved to May. Paul also said LUSH wants the City to reconsider the alcohol tax and redistribute it between all businesses.

- e. **Evanston Thrives Overview:** Peter mentioned that he and Kelly have been involved in the Evanston Thrive conversations from the beginning, and most recently they were involved in a call to discuss changing the food truck ordinance. Kelly mentioned that it's been nice to be able to connect with the City Council and has appreciated all the work conducted by the Evanston Thrives team. However, she said there still seems to be somewhat of a lack of support for ideas on the west end. Peter mentioned that he's still unclear regarding the budget and how it will be allocated, especially with regard to the various districts.

Paul mentioned that the first draft of the report will be coming out this Friday and they are getting close to the finish line. He said the report is 150 pages and will be used as the basis for the City's work plan. He said it will take a few years to get going but looks forward to reviewing and adopting the draft. It will be a collaborative process.

### 3. Marketing/Beautification: Angela Shaffer

Angela gave a [slideshow presentation](#) with an overview of suggested marketing projects and ideas.

- a. **Website:** Angela reported that she had an initial meeting with our current web designer, Miguel Wong, to discuss some ideas for the site. She showed him examples of websites that she thinks have some great concepts to adapt for the Central Street site. The Central Street budget allocated for website design this year is \$5K. Angela shared three websites with the Board (presented in the slideshow presentation), to gather feedback to take back to Miguel. She showed examples of websites: Downtown Evanston. Enjoy Antioch, and Boulder.

Board feedback gathered: Kelly Mack said the Boulder website that individualizes the east and west sides of Central Street is a logical upgrade to the site. She also suggested taking a look at Bluestone's new website.

Mari Barnes liked the idea of our website being photocentric. She said the current website isn't old, and it's never been what we had hoped for. She hopes we can make it more to our liking.

Dylan Johnson likes the drag and drop concept and the Boulder website.

Stacia DeSalvo liked the idea of having more photos, highlighting the east and west ends, and liked the idea of a Central Street stories section.

- b. **Tote Bags:** Angela presented a slide with a final tote bag design and pricing and showed a cost option for printing on the front side and a cost option for printing on both sides. There was discussion regarding how the bags would be distributed. Paula Danoff liked the idea of tying it into an event. Spend a certain \$ amount and get a bag. Other suggestions included a giveaway, and rolling it out on social media. Angela recommended setting up another special events committee meeting to discuss a distribution plan along with the spring event planning.
- c. **Cookbook Project:** There was no time to discuss this agenda item. The item was tabled until a later date.

### 4. Event Updates: Angela Shaffer

- a. **Spring Event Updates:** Angela mentioned that the first round of communication went out on March 1 asking for event buy-in from businesses by March 20. Angela said we seem to be struggling a bit with event buy-in, and that's because this is a new concept that businesses are trying to wrap their minds around. She created a [brainstorm document](#), kicked off by Kelly Mack.
- b. **Takeout Picnic Updates:** Angela is working on the planning around this year's event. She asked whether the Board had an opinion or feedback regarding last year's performers, since she's planning to invite them back again. No one had any feedback either way. Angela will move forward.
- c. **Spoon University:** Angela met with a representative of Northwestern's Spoon University to brainstorm ideas for connecting the foodie groups at Northwestern with Central Street. There was discussion around a possible restaurant week that timed well with student schedules, or possibly even a social media campaign of some sort.
- d. Angela presented the event schedule for the rest of the year.

- e. Independence Park: Angela mentioned that the park plans are coming along and that the next meeting is scheduled for March 23. She encouraged everyone to attend.

**5. Other/City Updates:** Angela/Paul Zalmezak

- a. **Business Update/Empty Storefront Windows:** Angela shared her frustration around the brown paper on the empty storefront windows. Paul Zalmezak mentioned that she could call 311 to complain anonymously about the paper in the windows. Paul said there is an ordinance with guidelines that should be followed. He said Paul Berry is the owner of the property where Prairie Joes restaurant was located.
- b. **New Business:** Angela announced two new businesses on the west end: [Famous TacoBurger](#) and [Harmelin Gallery](#).

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

- a. Angela will set up an Events Committee Meeting

Meeting adjourned at 10:01am.