



APPROVED

**Central Street Evanston  
Board Meeting Minutes  
Wednesday, May 10, 2023, 9:00am  
Zoom Meeting**

**Attendees**

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

**Staff:**

Angela Shaffer

Not present: Paul Zalmezak  
Paula Danoff left the meeting at 9:30am

**Minutes**

1. **Governance:** Peter O'Malley
  - a. Meeting called to order at 9:02am. Mari motioned to approve all meeting minutes. Kelly seconded the motion. **3/8/23 Board meeting minutes were approved.**
2. **Treasurer's Report:** Kelly Mack
  - a. Total cash in the bank as of 4/30/23 = **\$140,999.70**  
**SSA 7 - \$116,511.89**  
**SSA 8 - \$24,487.81**  
**Large expense remaining: Holiday lights for \$25,900**
  - b. **Central Street Audit:** We hired Cheryl Rohlf's again and we're ready to move forward. Cheryl is filing an extension on our behalf.  
  
**First 2022 tax installment expected June 1.**
3. **Governance:** Peter O'Malley
  - a. Welsh Ryan Arena/[Northwestern Non-Voting Board Representatives](#)  
Based on continued conversations with Dave Davis from Northwestern, he recommended that the following NU representatives become non-voting

members of the Central Street Evanston Board of Directors. 1) [Jim Konrad](#), Assistant VP for Procurement, Payment, and Logistics Services, and 2) [Rebekah Sigman](#), Assistant Director of Community Relations. The purpose of having these non-voting members become a part of the Central Street Board is to keep Central Street informed of the stadium initiatives and help strengthen our relations with Northwestern. Angela will schedule a meeting with the Board, Dave, Jim, and Rebecca prior to the Annual Meeting, so the Board can further weigh in on the recommended Board members.

### 3. **Marketing/Beautification:** Angela Shaffer

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

- a. **Tote Bags:** Angela reported that the first Central Street tote bags were released into the community. We gave out 134 bags in total with 44 free totes going to our event sponsors. 90 totes were given out to shoppers as part of our \$25 spending pledge, which means \$2500 was spent in our district to acquire the tote. Based on seeing the receipts, first-hand, Angela also reported that the majority of shoppers spent more than \$25 each.
- b. **Website:** Angela received quotes for updates to our website.
  - Angela received a minimum quote of \$5500 from our current website developer, with a possible finish date of around Labor Day.
  - Angela connected with Downtown Evanston to learn about their website updates and how much they spent. For approximately \$2K+ they were able to make some minimal and impactful improvements from the same developer that Central Street also uses.
  - Angela received an approximate quote from the All Together team for a website revamp via the Squarespace platform. A quote of \$12K-\$14K was received.

Angela asked the Board to weigh in on the question: **How important is our website to us?** She asked whether we put money into a website that is still a bit clunky? Or do we revamp our website completely, which we won't be able to do on our budget and have something that's more contemporary and user-friendly.

Adam commented that he believes our website is well worth the investment. He thinks Central Street is becoming a brand. With the new park construction and all that's been happening on Central Street, he believes the community sees Central Street as a special business community that's safe, clean, and professional. Adam suggested we ask about the user interface for blogs, such as WordPress.

Aim and Mari believe we need to also have a plan in place for keeping it up-to-date, once we have a new site in place.

[Overall, the Board would like to see something that's more contemporary and user-friendly and believes the website is still a great asset.](#) Angela agreed to continue to learn as much as possible about website options.

- c. **Evanston RoundTable:** Angela reported that we have a new beat editor, Jim Brown, who is a community member that lives on Central Street and wants to promote the Central Street Businesses. Angela will continue to supply stories and

ideas to Jim for consideration.

- d. **Common Place Projects:** Angela took a meeting with an independent placemaking company that reached out to her about possible placemaking initiatives for Central Street. They presented her with some ideas for Central Street. They have a kindness booth activation they've been bringing to community events, and it's a great idea. The cost is approximately \$1000+.
- e. **Plein Air Festival:** Angela shared information about the Plein Air festival, presented by Evanston Made. This is coming to the entire Evanston community July 9-16. This year's program is expanded to include 75 participating artists, and last year they engaged over 3000 people. Angela asked if the Board would like to sponsor the festival at the \$250 level. This would get our name and logo on their website and mentioned in social media. **The Board agreed to sponsor the event at the \$250 level.**

#### **Beautification:**

Angela reported that the harsh and extended winter conditions caused damage to our banners and the spring plantings. She is working with the banner company to have replacement banners installed and the replacement plants that got damaged due to the freeze.

4. **4th Of July:** Angela reported that the 4th of July parade is happening on Central Street this year. It's the 100th anniversary of the parade. Angela is working with Sergeant Sophier to discuss security plans for the event. They will be placing officers on the top of buildings. Angela is helping them make connections with Central Street business owners.

#### **5. Event Updates:** Angela Shaffer

- a. **Experience Central Street Event Updates:** Angela reported on the spring event. A new event concept was tried this year, where we asked businesses to host an experience at their business to engage the community over a week.
  - We had 14 participating businesses at the Evanston Art Center opening event.
  - We had 30 participating businesses overall, and 28 experiences.
  - Feedback received:
    - Shorten the timeline to 2-3 days.
    - The event concept should be simplified a bit, to make it easier for businesses to participate and come up with ideas.
    - The tote bag release should have had a \$40 shopping requirement instead of \$25.
- b. **Takeout Picnic Updates:** Angela reported that the entertainment has been hired and the event is taking shape and next steps are to reach out to restaurants for their participation.
- c. **Wellness Wednesdays:** The planning is underway, and we currently have Heaven Meets Earth Yoga on board.
- d. **Sidewalk Sales:** Next steps are to start planning. Simone expressed interest in being the main event contact for Sidewalk Sales.

#### **6. Other/City Updates:** Angela

- a. **Independence Park:** Angela mentioned that the park plans are coming along and that the next and final meeting is scheduled for July 7. She encouraged everyone to attend.

- b. The City passed the \$3M budget for the Evanston Thrives Retail District Action Plan.
- c. **New Business:** Angela announced two new businesses on the east end:  
The Alchemist's Wife, Endoscopy Center of the North Shore
- d. **Businesses outside the SSA** - It has been determined that Mustard's Last Stand is outside of the SSA Business District.

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

- a. Angela will set up a Sidewalk Sale planning meeting.
- b. Angela will continue to engage businesses for upcoming events.
- c. Angela will schedule a meeting with the Board and NU to meet with the potential non-voting members.

Meeting adjourned at 10:01am.