



APPROVED

**Central Street Evanston
Board Meeting Minutes
Wednesday, July 12, 2023, 9:00am
Zoom Meeting**

Attendees

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

Staff:

Angela Shaffer

Not Present:

Mari Barnes

Minutes

1. **Governance:** Peter O'Malley
 - a. Peter announced that we have a quorum and the meeting was called to order at 9:02am.
 - b. Peter asked if anyone would like to motion to approve the **5/10/23 Board Meeting Minutes**. Aim motioned to approve the meeting minutes. Kelly seconded the motion. **The Board unanimously agreed to approve the minutes.**
2. **Treasurer's Report:** Kelly Mack
 - a. Kelly reported the total cash in the bank as of 7/11/23 = **\$199,187.49**
SSA 7 - \$158,130.42
SSA 8 - \$41,057.07
 - b. **SSA Tax Deposit**
June 14 - Angela deposited our first Tax Collection of the year: \$108,617.26
SSA 7 = \$77,111.87
SSA 8 = \$31,505.39

- c. **Central Street Audit:** Extension filed and Angela is working with bookkeeper Amy Ceisel to gather and submit documentation.

3. Governance: Peter O'Malley

- a. Peter mentioned that Angela is still working on finding a time to get the Central Street Board together with Dave Davis and the potential non-voting NU representatives, Rebekah Sigman and Jim Conrad.
- b. **Board Development:** Peter announced that he spent some time reviewing the Central Street bylaws. He mentioned that the bylaws allow for a term to be extended another two years. He understands that the Board Slate will go out one week before the Annual Meeting to be voted on by the community. Anyone in attendance at the Annual Meeting will have an equal vote. Peter likes the diversity we have on the Board right now.

3. Marketing Updates: Angela Shaffer

Angela gave a **slideshow presentation with an overview of marketing projects, beautification, and events.**

- a. **Website:** After continued research, Angela learned that the current Fabricaa platform for our website directory is still the best option. The website plan going forward will be to keep our directory as is, update it with new photos and information, and add the Squarespace platform for all our main content.
- b. **Plein Air Festival:** Angela showed a slide with the Central Street sponsorship logo supporting the \$250 sponsorship level and shared the news that the Plein Air Festival would be making its way to Central Street this week. She also announced that DeSalvo's will be a host for the Central Street awards ceremony.
- c. Angela showed a slide and shared that Central Street was a sponsor of the annual [Juneteenth celebration](#).
- d. Angela received notification from Dave Davis at Northwestern that they had an excess amount of marketing dollars, \$12K in a fund. He said they would like to give the funds to Central Street, since they have given funds to the other SSAs in the past. Angela and Dave discussed the possibility of using the funds for Gateway signage, but the funds could also be used for general marketing projects. On July 6, 2023 Angela reached out to the Board via email to ask for a vote to accept the funds, and to consider using the funds for Gateway signage.

The Board voted on July 7, 2023, via email, to accept the funds and consider allocating them to Gateway signage. Angela reached back out to Dave Davis for next steps.

4. Beautification: Gateway Signage and General Signage Discussion

- a. Angela reached out to the All Together team to see how much they initially quoted for Gateway signage pillars during the Central Street rebranding process. All Together said they were initially quoted \$7K-\$9K for fabrication and installation of a pillar sign. Costs could vary depending on permits from the City and the time since the original quote.

Peter and Kelly both mentioned that they would like to see us consider signage at both the east and west ends of Central Street.

Paul suggested that we please consider the signage options proposed by the Evanston Thrives team, and Angela confirmed that the signage she looked into is part of the Evanston Thrives proposal.

Paul mentioned that the City is working with Clear Channel on some new initiatives around signage and billboards. Paul also suggested that some ARPA funds might be available for wayfinding signage, if we use the Northwestern funds for something else.

- b. **Evanston Thrives Initiative:** Paul Zalmezak
Paul provided updates regarding the budget for SSA initiatives. He said at the next Economic Development Committee meeting they will be presenting a matrix where the Committee will score the various priorities. It will help with the process of prioritizing how to spend the \$3M ARPA funds.

Paul suggested that he thinks the dining strip outside of Independence Park should also be a priority from the funds and important to get done.

5. **Events/Other Updates:** Angela Shaffer

- a. **Takeout Picnic Updates:** Angela reported that this year's Takeout Picnic was a great success with 430 RSVPs via Eventbrite and approximately 450+ attendees. She said eight (8) businesses participated with a special meal/promotion for the event. Angela thanked Aim and Dylan for helping with setup. Angela also sent a feedback survey out to the participating businesses.

Stacia reported that she felt the Takeout Picnic was highly successful and something the community really enjoys participating in. She said they had lots of pre-orders and felt it was a success from a restaurant perspective.

Peter said the weather was perfect, and that Angela did a great job on her presentation and a great job of explaining the SSA and the Central Street Evanston organization.

- b. **Wellness Wednesdays:** Angela reported that the program kicked off and is going strong. Blended Evanston and Walsh Natural Health are business sponsors of the Program and are offering discounts to class participants. Classes have been averaging 15-20 participants.
- c. **Sidewalk Sales:** Angela reported that we're ready to kick off our annual Sidewalk Sale. Banners are up. Direct mail piece went out to 10K households. Angela is collecting sale information from retailers and working on getting restaurant participation. Angela secured live jazz, reiki, tarot card reading, and a water station in the park to help keep people hydrated while they shop. New this year, Angela will run a contest for a \$100 gift card to a favorite Central Street restaurant, in exchange for collecting email addresses for the newsletter.
- d. Next up, Halloween and Holiday Events

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

- a. **Independence Park:** Angela attended the final Independence Park meeting. She said the project is over budget, and it will most likely now be built out in stages, with the playground area being first priority.

Angela said a lot of community members were disappointed that there was no room in the budget for a park bathroom, and that it would cost \$1.67M to add.

Paul said the City is working on a public washroom plan for Independence Park, including a crosswalk situation.

Peter said during the 4th of July parade people were coming into Beer on Central to use their bathroom since there is no public washroom on the street.

- b. **New/Closed Business:** Angela announced several new businesses coming to Central Street: The Alchemist's Wife, Endoscopy Center of the North Shore, TJ Cullen Jeweler, Growing up Green, and Rogue Dog Grooming on Prairie. Angela announced that Beth's Little Bake Shop closed.

Paul said he had the opportunity to meet Dr. Mehta with Endoscopy Center of the North Shore and said he's a great guy and spent over \$2M on his space buildout. He said Dr. Mehta cares a lot about aesthetics and the future of health service.

- c. **City News/Legislative:** Paul said the Fair Workweek Ordinance was put on hold and the Bag Tax will kick off August 1. Minimum Wage and Cashless Ban Ordinances are also on hold.
- d. **NU Stadium Updates:** Paul Zalmezak
Paul said the City is putting together an economic impact study and it will be released sometime in August. This will help determine the business impact of the stadium.

Paul said he sent the Central Street Wish List to different folks in the City, including the Mayor.

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

- a. Angela to continue work on the scheduling of a meeting with the Board and NU to meet with potential non-voting members
- b. Angela to work on getting firm quotes on website development and Gateway signage to determine if we should do one or both.
- c. Peter to set up a meeting with Angela, Peter, and Mayor
- d. Angela to work on setting up a meeting with Paul

Meeting adjourned at 10:01am.