



FINAL

**Central Street Evanston
Board Meeting Minutes
Wednesday, September 13, 2023, 9:00am
Zoom Meeting**

Attendees

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

Staff:

Angela Shaffer

Not Present:

Paul Zalmezak

Minutes

1. **Governance:** Peter O'Malley
 - a. Peter announced that we have a quorum and the meeting was called to order at 9:05am. Peter mentioned that a portion of the meeting will be a closed meeting to discuss Board matters.
 - b. Peter asked if anyone would like to motion to approve the **7/12/23 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 8/31/23 = **\$178,561**
SSA 7 - \$143,898
SSA 8 - \$34,664
 - b. **2024 Draft Budget:** Kelly announced that Angela sent the Board the 2024 draft budget, and that the approved budget is due to the City this Friday by EOD, September 15. The City moved up the budget deadline for SSAs this year. Angela will ask for an official 2024 budget approval Board vote via email.

The increased income for 2024 is due to compounding carryover funds from careful spending due to the unpredictable tax levy situation. All the SSAs have a large carryover going into 2024. Kelly announced that next year we could essentially get three tax levy payments, so we needed to account for that in the 2024 budget.

Kelly also reported that our monthly burn rate is approximately \$16K. The goal is to leave three months of reserves, amounting to at least \$50K.

3. Governance: Peter O'Malley

- a. **Northwestern Representation:** Peter reiterated that he would like us to add Jim Konrad to our Board Slate as a non-voting member for 2024. The Board unanimously agreed to this decision.
- b. **General:** Peter referenced the current Board Term sheet that was sent out in the packet. Board Terms were reviewed. He asked Angela to confirm the current terms of each Board member. Angela reviewed the document. Peter mentioned we would discuss the terms in detail during our closed session today.
- c. **Annual Meeting Process:** Peter reviewed and confirmed the Annual Meeting process. **An Executive Committee made up of Kelly, Aim, and Dylan was established to determine who should be on the Board Slate this year.** Peter also reviewed the requirement for sending the Board Slate out to the business members one week in advance of the Annual Meeting. Angela confirmed that information was accurate and we do that to make sure the business members have the chance to object or make further Board recommendations prior to the Annual Meeting taking place. Angela reiterated that we will have a final Board Slate to announce at the 2024 Annual Meeting.
- d. **2024 Budget:** Peter referenced Angela's proposed salary increase in the 2024 budget. Angela mentioned she had not asked for a salary increase since she started her position in 2021. **Peter suggested that he meet with Angela to have a formal review, and that he would gather feedback from the Board during today's closed session.**

Angela asked the Board when everyone could take a look at the 2024 Budget and vote on it prior to Friday. **Mari suggested comments be submitted to Angela by the EOD today, and that we have a vote by noon tomorrow. The Board agreed. Angela will email a Google Form link for the official budget vote.**

- e. **Kelly announced that she will be stepping back and leaving the Board after the Annual Meeting.** With her new educational tutoring business and Mack's, she doesn't have the time to commit to Central Street right now.

3. Marketing/Events: Angela Shaffer

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

- a. **2023 Spending Recommendations:** Angela presented ideas for spending the remaining 2023 budget. She suggested the following ideas:
 - 1) Leaning into the holiday events with extras, like a cookie crawl/shopping event, and enhanced entertainment;
 - 2) A first-ever holiday direct mail piece to 20K households;
 - 3) Create branded collateral/marketing;
 - 4) Look into additional lighting options for our district to also include Mustard's on the east end;
 - 5) Enhance our Annual Meeting with food and beverages and create a really nice event for our businesses; and
 - 6) Kick off gateway signage initiatives with All Together as a consultant.
- b. **2024 Spending Recommendations:** Angela presented ideas for spending in 2024 to include: 1) Additional signage/placemaking initiatives; 2) Quarterly business meetups for our members; 3) Incorporate more arts/music into our

events; 4) Create a printed marketing piece to be used by real estate agents; 5) Increased initiatives to engage Northwestern Students.

- c. Angela announced she would be welcoming a tour group of visitors from the International Downtown Association to Central Street to talk about Central Street projects and challenges.
- d. **Central Street Trick or Treat** - October 21. Ready to go. Last year we had approximately 800 visitors to the district.
- e. **Annual Holiday Stroll and Tree Lighting** - November 11. Angela is finalizing details for this event, but it's coming along nicely. This year the goal is to get all businesses to put lights in their windows.
- f. Angela talked briefly about the logistics of the Annual Meeting.
- g. Angela gave an overview of the results from Wellness Wednesdays and the positive impact - new visitors to the district and larger classes overall.
- h. Angela shared feedback from the annual Sidewalk Sale. Some businesses claimed their best year ever. Event extras included the hiring of a local jazz band, a raffle for a \$100 Central Street restaurant gift certificate, and a water station. Marketing initiatives: IG engagement up by 13% overall, and we reached 11K accounts/15% non-followers, and 190,963 impressions.
- i. Angela announced 10 new businesses coming: The Fat Shallot, Third Coast Pediatric Dentistry, Lapin Systems expansion, Rogue Dog Grooming, Gameday Spirit, Growing up Green, Enclave Co-working, Endoscopy Center of the North Shore, The Alchemist's Wife, Massage business. Page One Books is closing.
- j. Another new mural was added to the district on the side of Sew Design Studio.

Board went into a Closed Session at 9:37am

Meeting adjourned at 10:13am