

**Downtown Evanston Executive Board Meeting
Wednesday, February 10, 8:00 – 9:30 am
820 Davis St., First Floor Conference Room
Meeting Minutes**

Present were

Executive Board members: Jim Corirossi, Dan Kelch, Andrew McDonald, Lori Stein, Chris Mailing, Adrian Brewington, Mike McGuigan

Staff: Annie Coakley, Laura Brown

Board Member: Hank Goldman

Guest: Paul Zalmazek, City of Evanston

Call to order

Chris Mailing called the meeting to order officially at 8:04 am when a quorum was present.

Minutes approved

Chris asked those present to review and approve the minutes as amended (see amendment below). Jim motioned to approve; Andrew seconded; minutes approved.

- Remove the comment by Hank about the bylaws; it is not accurately recorded.

Meeting Minutes

Please note meeting minutes are as interpreted by Downtown Evanston staff.

Treasurer's Report: Dan Kelch

- Redoing the template of how financial information is reported
 - Shifting to a landscape format to include all information on one spreadsheet and comparisons to past year and for forecasting purposes
 - Add/change some line items
- Request for Executive Board members to review the changes and template and send any comments, suggestions to Annie
- Annie commented that she and Kristin are working on comparing last vs this year but difficult because categories are different
- Chris: would be interested in seeing individual events P&L
 - Ex: Oktoberfest – revenue for sponsorship, tickets vs expenses (advertising, equipment, staff, etc.)
 - Suggested using QuickBooks "Class" category
- Andrew: Asked why there are two spreadsheets reporting different numbers for the same month
 - Annie commented that Kristin is pulling together numbers and consolidating reports

Executive Director Report: Annie Coakley

- Bylaw Revisions
 - Annie discussed the process of making changes and working with Chris and Andrew
 - Chris asked if anyone else wanted to be a part of the bylaws proposal. No one interested so Chris, Andrew and Annie will meet to draft proposal and present to Executive Board at a future meeting
- Strategic Plan
 - Annie asked Board to review Final Report and approve for publishing on website
 - Comments:

- Dan: Where is the 51,000 employees from? Can PLACE site source?
 - Annie: change Downtown Evanston, Inc. to Downtown Evanston as it has not been approved by Board
 - Annie: We can change our name as we are still operating as Evmark, Inc. DBA Downtown Evanston
- Show the Love (February 13): fundraiser event for Foundation 65; parachute drop; businesses giving back to Foundation 65
- 2015 Annual Report: Board members will review draft when designed
- Landscaping Contract: Teska Associates consultant for horticultural designs
- Panhandling: Due to legal issues with COE, we can place meters in planters to be more like public art, education campaign targeting NU students
- Thursday Night Live! Adding art walk component
- Daytime Farmer's Market on Thursdays, 8am to 1pm at Orrington Plaza
- Sidewalk Sale enhancements to increase attendance and make more family-friendly
- Visited The National Market in Chicago, a food hall place on the ground floor of an office building

Paul Zalmezak, City of Evanston

- Touched on some of the major issues and focus areas/projects in downtown Evanston
 - Retail: Focus on experiential, activity-based businesses, family-oriented
 - TIF concept: looking at broad area extended from Noyes Street to Grove Street to possibly include funding for these types of projects, similar to City of Chicago Transit TIF concept - long-range infrastructure investment plan
 - Transportation: Davis, Noyes, Foster stations
 - Arts: Noyes Cultural Arts Center, downtown Performing Arts Center
 - Parks within the area
 - Infrastructure: CTA and Metra viaducts
 - Comments:
 - D.Kelch: impacts of TIF on Downtown Evanston's revenue stream
 - Create legislation to shift money back to DE and/or schools
 - D.Kelch: size of TIF and where funds go (Davis St. vs Noyes St. station)
 - Chris: TIF vs SSA – TIF trumps SSA?
 - Annie provided overview of SSA vs TIF
 - Dan: legislation for putting a cap on and specifying spending of SSA dollars. At one point there was an SSA created just for infrastructure funding that is still on tax bill
 - Dan suggested revisiting SSA4 borders—opportunity to expand borders, redraw the map when we renew
- Davis Street Development (27-story residential w/Chase Bank on first floor)
 - Development company meeting with COE
 - Rental vs Condo discussion – market will tell
- Office Space
 - Market right for more office but has to be built for specific user
 - Barriers
 - Rent for spec office space in Evanston is \$55/sq ft but can go to Chicago and get \$30/sq ft
 - Most office is Class B
 - In Downtown Evanston, 94% of office space is occupied
 - Dan: Elk Grove Village advertising as destination for office, warehouse. Position Evanston as place that is good for businesses to office
 - DE will look into advertising for this type of “Office Here” campaign
- Focusing on retail that will create place
 - Identifying niche clusters for retail and reaching out/following up with information
 - Lori: traditional retail is really hard to attract – difficult with taxes, rents, proximity to Old Orchard (radius restrictions)

- Pop Up Retail Concept
 - Inviting Chicago boutiques to “test-out” the retail market in the Galleria space
 - BoomBox: pitch to place a “mobile retail “box” at vacant lot near Prairie Moon; DE provide funding and set up a different program (entrepreneur, startup retailer, maker/designer, etc.) each month to draw up interest and increase foot traffic to that area

Meeting Adjourned at 9:30 am