

**Downtown Evanston Executive Board Meeting**  
**Wednesday, March 9, 8:00 – 9:30 am**  
**820 Davis St., 2nd Floor Conference Room**  
**Meeting Minutes**

**Present were**

Executive Board members: Dan Kelch, Mike McGuigan, Lori Stein (on phone), Chris Mailing (on phone)

Staff: Annie Coakley, Laura Brown

Board Member: Hank Goldman

**Call to order**

Chris Mailing called the meeting to order officially at 8:04 am.

**Minutes approved**

Chris asked those present to review and approve the February 10 meeting minutes. Without a quorum the minutes were not approved.

**Meeting Minutes**

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

**Treasurer's Report: Dan Kelch**

- New budget template still in the process of being completed
  - Additional information is helpful, but there are still some inconsistencies with the numbers and different line items
  - Consistent prorated amount for line items or per month
- Chris: Thrilled that we are working on this and have made great progress toward revising the budget. A couple of comments:
  - Breakdown the budget for each line item based on historical information. Example: if we have \$12K for printing and know that we spend about \$6K in July, split up the other \$6K among the other month
  - As we put together budget for 2017, create a one-page write up for each line item about assumptions, major events, why putting \$XX amount toward this category (cost drivers) so it can be documented for future Board members
  - When presenting and reviewing a budget, should be prepared to answer these questions:
    - What do you need \$XX amount for?
    - Why the change this year vs last year?
- Dan had a few questions about specific line items:
  - Sponsorship (4030): late holiday sponsorship (not accounted for in 2015)
  - Advertising
    - Late co-op payments with CVB (CAF, CTA)
    - Commented that co-op ads with merchants currently manageable, but if program expands we should develop a process and plan to prevent late payment (formalize language)
  - Meeting Expenses (7109): over budget already in February?
    - Paid the Merion this year for our November 2015 Annual Meeting, but looking into whether there is enough budgeted for this category
  - Computer and Prof Services: new laptops and printer; conference registrations
    - Do we need to adjust these line items or will we fall within the budget?
- Annie will report these changes back to Kristin and also use the Chicago North Shore CVB budget template to revise and present at April meeting

## **Executive Director Report: Annie Coakley**

- Changes to the Bylaws
  - Report to the Board that Annie, Andrew and Chris are working on proposed changes to bylaws and all are invited to provide input by attending meeting or in writing
  - 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 in April
- Strategic Plan
  - Annie asked Board to review Final Strategic Plan and approve for publishing on website
  - Comments:
    - 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): 75 people attended parachute drop; raised \$700 for Foundation 65
- **Increasing newsletter subscription** – please share with networks to sign up on our homepage
- Researching more “artsy” brochure holders/kiosks to increase the presence in downtown
- **Food Truck Ordinance** proposal on City Council agenda (3/7) was tabled to have discussions with restaurant owners and City staff
  - Dan
    - This is an issue that Board might want to address not only because it impacts restaurants but also residents and property owners impacted by the exhaust, food smells
    - Responsibility to notify all potential affected stakeholder categories in downtown Evanston
    - Another issue for this organization is increase of garbage as we are in charge of cleanup
  - Chris: Who will advocate that this is something that we need to pass through? Will there be public support?
  - Lori: What is the time frame?
    - Food trucks will be allowed every day, all day (no restrictions)
  - Annie: DE role is to help convene restaurants to discuss the issues with this ordinance; not to take a side and/or advocate
  - Dan: food trucks benefit from the downtown area without having contributed to any of the services provided by this organization (as all other commercial properties are contributing through rent or directly through taxes)
  - Chris: DE will move forward with providing a forum for people to discuss
- **Panhandling**: moving forward with installing meters in planters; City installing for up to 9 months and will also be painted by school districts; education campaign is underway working with Connections for the Homeless to develop 2 collateral pieces, resource guide to provide to homeless and educational piece for students, residents, business owners
- **Galleria space**: Annie recruited two Chicago retailers to participate in a pop-up shop during May to test out the market
- **Landscape Contract**:
  - COE asked us to remove recycling from our contract with Landscape Management Concept and handle trash only; COE will handle all recycling
  - Teska provided horticultural recommendations; LCM providing bids on these new plants that would enhance the existing plants (nearby Metra station)
- **Marketing Committee Meeting**
  - Shop Local campaigns throughout the year to constantly remind people. First one will be the “Here” campaign, a series of posters with Shop Here, Eat/Drink

Here, etc. that will be up May to July. The second one will be a reminder of for every \$1 spent, X goes back to your community.

- Reviewed and made recommendations on the advertising budget
- Health Fair – 3<sup>rd</sup> week in June coinciding with Evanston Bike to Work Week
  - Health businesses will host classes outside at Fountain Square or plaza near American Apparel and other health businesses invited to share information about their businesses
  - Dan would like to host yoga on the rooftop of his new restaurant
- How to reach daytime office workers? Reaching out to big businesses to find out what amenities these people want?
- Parking: use this message in North Shore, Rogers Park
- Sidewalk Sale enhancements to increase attendance and make more family-friendly
- Constitution of the Board at the May Meeting

#### **Boombox**

- Working with City to purchase/own the Boombox and DE would rent it to have in downtown

#### **Sidewalk Enhancements/Placemaking**

- Partner with nonprofits to promote their organizations but also host a children's activity – DE could provide the big games to be overseen by the organization's staff
- Hop scotch
- Ping Pong Tables in public places

#### **“Hello Neighbor” Welcome Baskets**

- Welcome baskets for new residents in Wilmette, Rogers Park, Winnetka, Skokie, etc. – reach out to real estate companies to see if they would be interested in providing this to their clients

#### **Tour with Hotel Staff**

- Dan will host a lunch on the tour

**Meeting Adjourned at 9:00 am**