

Downtown Evanston Executive Board Meeting
Wednesday, May 47, 8:00 – 9:30 am
820 Davis St., 2nd Floor Conference Room
Meeting Minutes

Present were

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

Staff: Annie Coakley, Laura Brown

Call to order

Chris Mailing called the meeting to order officially at 8:07 am.

Minutes approved

Chris asked those present to review and approve the April 27 minutes. Dan moved to approve; Jim seconded. Meeting minutes approved.

Meeting Minutes

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

Treasurer's Report: Dan Kelch

- New format presented at the meeting
- Not a lot of activity since the last time discussed meeting in regards to income and expenditures
- Questions
 - Dan: Public Art budget is \$10,000 – Annie explained that it is placemaking projects such as the chalkboard, ping pong table, etc.
 - Chris: Administrative line item is already 50% of budgeted amount – Annie explained that phone expenses should decrease and other expenses are one time/up front so should not go over
 - Miscellaneous category – what is included in this category and/or can we remove?
- Dan requested to send out the budget to all Executive Committee members prior to meeting so everyone can review in advance
- Dan requested that board members should review the budget categories and compare and benchmark with other nonprofits recognizing variety of types of organizations and structures

Bylaw Update and Approval to Distribute to Board of Directors

- Chris asked if there were additional comments. No additional comments by Executive Committee members.
- Chris asked for a motion to approve the bylaw revisions. Andrew moved to approve the bylaws. Adrian seconded. Bylaw revisions approved to send to Board of Directors in advance of May 19 Board meeting.
- Annie will send to Board of Directors by May 9 (10 days prior to the meeting) and highlight the major changes in the email

Board and Executive Committee Officer Nomination

- How to determine and vote on the Board of Directors and the Executive Committee officers
 - Class II: Figure out the top 10 property owners – there are a few vacancies. If cannot reach the property owners/representatives, then move down the list.

- Chris requested to document the outreach to all property owners in a memo to have a record
 - Class IV:
 - Howard Kain is recommending a representative from First Bank & Trust
 - Lynn Robinson attends the meetings; waiting on response
 - Jim Nash: nominated a tenant at Hahn Building to be on the Board
 - Rob Gilbert: interested in staying on the Board
 - Other office representative: interested in inviting a representative from Haggerty Consulting (already involved in downtown Evanston issues)
 - Restaurant representative: Amy Morton, Alpana Singh
 - Class V:
 - Marilyn Ruiz, president of Optima Towers interested in being the third resident
- Annie will determine the even/odd

May Board Meeting

- Date changed from May 12 to May 19; Mike McGuigan offered to host at Hilton Orrington
- Important to have a 2/3 quorum in order to vote on the following:
 - Adopting new bylaws
 - Electing Executive Committee officers and members
- Annie will follow up with all board members to determine number of years on board and interest in 1 (odd) or 2 (even) year term

Staff Reports

Annie Coakley

- Northwestern University Strategic Framework – Annie provided feedback to Alan Anderson to increase economic development impact of NU in Evanston
 - NU Flex Plan extension into downtown Evanston restaurants
 - July contest for retailers – prize is video developed by NU Medill students
 - Kellogg students leading business workshops
 - Building relationship with NU Arts Circle (Block Museum, Theater, etc.)
- Focus Groups → Committee development
 - Condo Board President Meeting – May 11
 - Retailer meeting to discuss rodents and panhandling
 - Think & Drink with office workers and “young” residents – June
 - NU Students – meeting with fraternity and sorority
 - Restaurant Committee – June 14
- Pop-Up Mobile Art
 - New provider (Mobile Mini) to pilot the project and gauge success
 - Idea is to install in July during Independent Retailers Month
- Panhandling
 - Having meters painted at Evanston Made for Kids event – community wide
- Pop-Up Retail at former Galleria space
 - Moving forward with this project in June with Chicago retailers (Study Hall and Paperish Mess)
- Benchmarking Activity
 - Field trip to Milwaukee to do a comparison
 - Week of June 20 – potentially a Thursday or Friday?
- Thursday Night Live
- Retail Retention: Here Campaign almost ready to launch
- Walking Tour App for Downtown Evanston
- Open House Chicago//Pop-Up Retail at restaurants – October 15-16

Sidewalk Sale

- Something to signify that retailers are participating in the sale – balloons

- Interactive Art projects, ping pong, big games
- Activate Raymond Park to connect to Dempster/Main Sidewalk Sale (same weekend)
- Nonprofit tables to host a kid's activity
- Life Rhythms drum circle at 1603 Orrington plaza

Get Healthy Week

- Inviting fitness/health businesses to teach free classes June 27-July 1
- Coincides with Divvy bikes in Evanston

Food Truck Ordinance

- Proposal to pay into SSA for services such as trash pick-up if operate within downtown Evanston district
- Need to figure out a one-time fee based on what commercial properties are paying

Chris adjourned meeting at 9:27am