

**Downtown Evanston Executive Board Meeting**  
**Wednesday, June 22, 8:00 – 9:00 am**  
**820 Davis St., 2nd Floor Conference Room**  
**Meeting Minutes**

**Present were**

Executive Board members: Andrew McDonald, Dan Kelch, Lori Stein, Chris Mailing, Adrian Brewington, Hank Goldman

Staff: Annie Coakley, Laura Brown

**Call to order**

Andrew McDonald called the meeting to order officially at 8:00 am.

**Minutes approved**

Andrew asked those present to review and approve the May 4 minutes. Chris moved to approve; Hank seconded. Meeting minutes approved.

**Meeting Minutes**

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

**Housekeeping**

- Andrew requested that DE staff to send out agenda, meeting minutes, staff reports a week in advance so that Board members to review in advance and provide comments, questions

**Treasurer's Report: Dan Kelch**

- Miscellaneous category: double what the budget is already
- Public Improvements: over annual budget
  - Annie: Teska horticultural study (\$5K); mesh for planters on Church Street from Orrington to Sherman and COE covering half of cost
  - Annie will get the detailed reports for these categories to send to Board
- Chris suggested adding a "Explanation" column to provide brief description for a variance/overage in budget
- Lori added Month to Date and Year to Date column; Accrual vs. Cash base to address fact that not waiting on bills to come in; more up to date/time

**Staff Reports**

**Annie Coakley**

- Wine Walk, June 23, 5-8pm: over 300 people registered and 20 participating businesses
- Get Healthy Week, June 27-July 1: businesses hosting free workshops, classes
- Windows Matter Workshop, July 13: Amy Meadows, former designer for Marshall Fields, leading 1 hour workshop for small businesses – window design and retail tips
- Blade Sign Program
  - CoSign taking program on the road – DE submitting application in July
- Northwestern University "Cat Cash" at downtown businesses
  - Annie meeting with NU rep to discuss logistics about the program including costs to businesses
- Business Workshop Series
  - Launch in fall with NU professors leading some of the workshops
  - Incentive to attend is complimentary video for one of the businesses
- Committee development

- Think & Drink with office workers and “young” residents on June 9; good feedback about events → letter writing campaign/petition for extra Purple Line train
- Downtown resident meeting
- Restaurant Committee meeting – TBD
- **Panhandling Campaign**
  - Meters painted at Evanston Made for Kids event; Lemoi cutting poles and assembling; City will install throughout downtown – exact locations TBD
    - Reach out to Whole Foods and other businesses to install in their planters
- **Benchmarking Exercise to Milwaukee**
  - Mike organizing transportation
  - August date?
- **Sidewalk Sale, July 29-31**
  - Figuring out something to signify that retailers are participating in the sale – balloons, streamer installations → Bon Events
  - Interactive Art projects, ping pong, big games at Fountain Square and on Church St. near American Apparel
  - Cross promote with Main-Dempster Mile which is hosting a sidewalk sale the same weekend
- **NU Family Weekend, November 5-6**
  - Pop-up retail in larger restaurants, event spaces for Evanston/Chicago artists
  - Impromptu reunions for families, alums so might organize a progressive dinner or something that people could hook onto that weekend
- **Hotel Concierge Walking Tour**
  - Reach out to Skokie, Wilmette hotels as well
- **Travel/Food Bloggers/Instagrammers Event with CVB**
  - Meeting with Gina in July
- **Gift Card Program vs Loyalty/Reward Program**
  - Researching restaurants/retailers to see what loyalty programs they currently use and researching what they might be interested in joining

Andrew adjourned meeting at 9:01am

**Next Executive Committee Meeting – Wednesday, July 20 at Sherman Plaza Condo**