

**Downtown Evanston Executive Committee Meeting**  
**Wednesday, October 19, 2016, 9:00-10:15am**  
**One Rotary Center – Room 1C**

**Meeting Minutes**

**Attendees**

Executive Committee Members

Andrew McDonald, *Chair*, Rotary International  
Dan Kelch, *Treasurer*  
Hank Goldman, Resident  
Chris Mailing, Owner of 1026 Davis St. (on phone)  
Mike McGuigan, Hilton Orrington

Guests

Ami Mayo, 1603 Orrington (*Board member*)  
Marilyn Ruiz, resident (*Board member*)  
Jason Smith, Hilton Garden Inn  
Jodi Mariano, Teska Associates  
Stephanie Levine, City of Evanston  
Mike Kerr, Christopher B. Burke Engineering

Staff

Annie Coakley  
Laura Brown

Andrew officially called meeting to order at 9:03am with a quorum present

**Presentation on Fountain Square Renovation**

- Overview of project area, importance of Fountain Square to City of Evanston
- Changes to traffic patterns to make the area more pedestrian friendly
- Comments:
  - Traffic generated from restaurant services such as grease pick up, food deliveries, etc. will cause back-ups on Sherman Ave.
  - Watering trucks for south public space
  - Rotary building has a lot of buses, taxis, etc. on Sherman Ave. that will cause back-ups
- Other comments can be submitted at: [cityofevanston.org/publicworks/my-fountain-square](http://cityofevanston.org/publicworks/my-fountain-square)
- Annie will share presentation with Board and encourage people to provide comments and/or share photos with Stephanie Levine

**Minutes**

- Chris noted to change his affiliation to building owner at 1026 Davis St. and correct the next meeting date
- Mike moved to approve; Chris seconded. Meeting minutes approved.

**Treasurers Report: Annie**

- Under spending in marketing but will even out with holiday advertising
- Oktoberfest: still not sure if we made money on the event, but think we will break event
- EAV went down \$1M but it will not impact funding next year
- Annie commented that the funding request to the COE should be the same or lower than last year
  - New SSA is not asking for any additional funding
  - Washington TIF expiration
- Next Board meeting will have a more detailed 2017 budget to review – different line items removed/added

- Comments:
  - Chris suggested looking at other beer fest sponsorship structures for national or regional sponsor opportunities; recommended showing variances from Actual and YTD columns; asked about the banner program sponsorships; noted that DE is under on program expenses
  - Andrew noted that at the Nov. 9 Executive Committee meeting we will approve the budget to present at the November 17 Board meeting
  - Annie commented that the banner program will shift to spring 2017

#### **Executive Director Report**

- New report structure shows focus on retail attraction which is primarily experience-based businesses like cooking school, bowling

#### **Meeting Dates**

Andrew asked to send out a proposed list of meeting dates for next few months and a poll for preferred times

#### **Meeting Adjourned**

Andrew adjourned the meeting at 10:02am

#### **Save the Dates**

- **Executive Committee Meeting**  
Wednesday, November 9, 9:00 am (location TBD)
- **Board Meetings**  
Thursday, November 17, 3:30-5:00 pm (Hyatt House)