

**Downtown Evanston Executive Committee Meeting**  
**Wednesday, November 9, 2016, 8:00-9:00am**  
**One Rotary Center – Room 1C**

**Meeting Minutes**

Number: 267-930-4000  
Host: 832-051-100  
Participants: 416-025-550

**Attendees**

Executive Committee Members

Andrew McDonald, *Chair*, Rotary International  
Dan Kelch, *Treasurer*  
Hank Goldman, Resident  
Chris Mailing, Owner of 1027 Davis St. (*on phone*)  
Lori Stein, McCaffery Interests (*on phone*)

Staff

Annie Coakley  
Laura Brown

Andrew officially called meeting to order at 8:04am with a quorum present

**Meeting Date/Time**

- Majority of committee members preferred second Thursdays, 3:00 or 4:00 pm
- Staff will create a schedule and send calendar invitations

**Minutes**

- Chris noted to change his address to 1027 from 1026 Davis St.
- Hank moved to approve; Dan seconded. Meeting minutes approved.

**Treasurers Report: Dan**

- Annie discussed transaction report to provide details on Oktoberfest expenses which were more than budgeted for
- Overall budget is fine with some questions:
  - Public Way/Banner: we did not do this in 2016 but are going to start outreach in December for banner installation in spring
  - Sponsorship line items
- 2017 Budget
  - Request to City of Evanston for 2017 is \$510,266.00
  - At next meeting, work on a budget activity where we fill in all essential line items (rent, staff, maps, etc.) and then develop the budget
  - Downtown Evanston is asking for \$15,000 less from City of Evanston (from \$98K to \$83K) but will submit an additional request specifically for Fountain Square advertising and marketing – DE will present a plan for this to City at date TBD
  - SSA4 line item stays the same (actually increased \$6000)
  - Annie will send out budget template for everyone to review in advance of next meeting
- Chris requested additional explanations about the YTD and Actual budget variances, especially on the bigger differences (ex: banners)
- Dan asked about the rationale about City asking DE to request less money from the City
  - City wants us to demonstrate that DE can support ourselves without City funding
  - With introduction of new SSA (Main-Dempster Mile) that is not receiving extra money from City, there is more pressure on DE from City Council to raise sponsorship funds

- Dan expressed concern with the situation and that we'll accept the \$15,000 cut but it will impact the services in downtown Evanston
- Annie commented that she is already reviewing budget and figuring out where to make cuts
- Dan: when we make the presentation to EDC we should make it clear how we differ from the other SSA, what we do above and beyond and how the \$15,000 reduction will impact the downtown district. For proper positioning of this organization in minds of council and of the public, need to clarify what DE provides above and beyond City services and that SSA funding is for marketing
  - Present it as an issue – without XX money we cannot provide YY services and/or does Council have suggestions on what services to cut?
  - SSA is not required to do maintenance services but funding is earmarked for marketing and other extra “special” services
- TIF discussion:
  - Annie has a meeting with Marty Lyons and a Cook County representative to discuss the TIF
  - Dan: make sure when the TIF ends that the City does not get the TIF surplus money
  - Annie does not feel like there will be TIF surplus as the City are trying to spend it (Fountain Square), but once TIF is expired DE should be receiving the full percent (w/out the TIF decrease)
  - Annie discussed the invoicing system compared with City of Chicago SSAs that receive money directly from Cook County whereas we are on an invoice system
- Chris asked for a budget presentation by end of day Friday to review with detailed programs that will be funded by 2017 budget (SSA, COE, NU, etc.)— how we justify spending all the money

### **Board Meeting**

- At Board Meeting Executive Committee will:
  - Recommend Jason Smith to replace Adrian as Board member and Executive Committee for 1-year term (fill up obligation)
  - Recommend Hank Goldman as Secretary
- Guest presentations
  - Jennifer Lasik to speak to public art projects
  - Larry Suffredin to speak to minimum wage, soda tax and possibly the Cook County tax assessments (informational, not political)
- Andrew asked for a tentative agenda by Friday

### **Executive Director Report**

- Pop Up Evanston: first attempt at another NU-focused event to provide additional entertainment events in downtown Evanston for NU families
- Holiday Events
  - Small Business Saturday – Nov. 26
  - Warm Bevvv Walk – Dec. 8
  - Tree Lighting – Dec. 9
  - Twelve Days of Evanston – Dec. 4-17: promote existing and/or new holiday events at businesses
- Retail Committee: Chris and Annie met with Candy Lee, NU professor to discuss workshops for retailers
- Restaurant Committee: first meeting on Friday, Nov. 11 to discuss hiring issues; organizing a downtown restaurant job fair
- Resident Committee: hosted meeting at the library; second meeting scheduled for Dec. 5
- Panhandling: feedback from NU students to get more involved – DE to do more outreach via clubs

- Retail Attraction/Retention
  - Attended ICSC and it was pretty depressing
  - Cusi bankrupt; probably closing in next 30 days
  - Bat 17 for sale
  - Zoba Noodle closed
  - Boiling Point is at 608 Davis St. (former Phoenix Inn)
  - Sent video to bowling company that is interested in Evanston
  - Lori commented that Fahlstrom's Fish Market is coming and that Cycle Bar is opening soon and offering free two weeks right after Thanksgiving

**Meeting Adjourned**

Andrew adjourned the meeting at 9:15am