

Downtown Evanston Executive Committee Meeting
Thursday, December 15, 2016, 4:00-5:30pm
Terra & Vine, 1501 Maple Ave.

Attendees

Andrew McDonald, *Chair*
Hank Goldman, *Secretary*
Chris Mailing
Mike McGuigan

Annie Coakley
Laura Brown

Andrew McDonald commenced meeting at 4:30pm with a quorum present.

Meeting Minutes

Andrew asked to approve the meeting minutes from November 9, 2016. Hank motioned to approve minutes; Chris seconded. Meeting minutes approved.

Staff Reports

Annie presented the Business Engagement report to demonstrate the impact of the events, newsletters and advertising efforts.

Executive Director Report

- Business attraction: cooking school (Davis & Oak); Bowling alley at 27 Live space – Annie meeting with company in early 2017
- Gift card program: big push in January to recruit business participation for new program
- Restaurant workforce development: meeting with Pyramid Career Institute to provide hiring services for restaurants. National Able at EPL to liaise
- Panhandling: approximately \$1000 collected to date
- Annie: requested that people provide input about a city to visit for a Benchmarking Activity in the spring 2017; follow up with potential dates (preferably Thursday or Friday) to get on people's calendars; reserve Hilton van (Mike)

Treasurers Report

- Chris: Actual vs. Budget Variance Analysis
- Annie commented that next year numbers will shake out after new budget format has been in place
- Andrew: budget books close January 1

SMART Goals

- Chris: this provides a greater sense of accountability for Executive Director's job and responsibilities for the year
- Andrew asked for comments on SMART goals. Hank moved to approve. Chris seconded. SMART goals approved.

Meeting Adjourned

Andrew adjourned meeting at 5:26pm