

**Downtown Evanston Executive Committee Meeting**  
**Thursday, January 12, 2017, 4:00-5:00pm**  
**One Rotary Center, 1C**

**Attendees**

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

Annie Coakley  
Laura Brown

Andrew McDonald commenced meeting at 4:10pm with a quorum present.

**Meeting Minutes**

Andrew asked to approve the meeting minutes from December 15, 2016. Chris motioned to approve minutes; Hank seconded. Meeting minutes approved.

**Staff Reports**

Advertising

Annie presented 2017 Advertising Budget noting the following changes:

- XRT campaign of \$15K is the biggest addition
- DNAInfo.com partner profile
- Additionally looking at Patch.com and Metra (at Davis St. Station)
- Other sponsorship opportunities offer advertising as part of the package such as Fountain Square, Race Against Hate, etc.

Fountain Square construction advertising

- Video produced by City of Evanston
- Signage on the construction barriers for each business
- Decoration/art installations along the construction barriers
- Bi-weekly in-person meetings "Cereal Talks" to provide construction updates and let people air their grievances

Events

- Fundraising Event for Public Art: "Eat Your Art Out"
  - o Davis Street Restaurants
  - o Terra & Vine
- Winter HeARTh: Talking Trees
- Shopping Bloggers Tour

Capacity Building with Northwestern Marketing

- Students assigned to businesses
- Social media, Google Ads, self-promotion
  - o Chris noted that Google ran a contest for college students to train local business
- Gift Card – Instagift
  - o Outreach to businesses

Placemaking Grant

- \$5K grant for public project
- People spot

**Treasurers Report**

- Chris commented on the variances with the marketing/advertising numbers because if we are not spending all of the money, the organization could be at risk to not receive same funding in the future

- Annie commented that is part of the reason we are vamping up the advertising dollars (XRT)
- Professional development line item over but we are not going to any conferences this year that require travel
- Graphic design spending was lower, but will increase in 2017
- Some of the numbers are still evening out with December payments

**Executive Committee Member**

- Still waiting to hear from Hilton Garden Inn about new general manager who could serve on the Executive Committee board, but we can also invite others (does not have to be from the Hilton Garden Inn)
- Who else on the Board would be interested in participating on the Executive Committee?
  - Annie suggested Paul Kogol from First Bank & Trust or Alan Anderson, Northwestern

**Meeting Adjourned**

Andrew adjourned meeting at 5:04pm