

**Downtown Evanston Executive Committee Meeting**  
**Wednesday, February 15, 2017, 4:00-5:00pm**  
**Downtown Evanston • 820 Davis St., #106**

**Attendees**

Andrew McDonald, *Chair*  
Dan Kelch, *Treasurer*  
Chris Mailing  
Lori Stein

Annie Coakley  
Laura Brown

Andrew McDonald commenced meeting at 4:08pm with a quorum present.

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

**Meeting Minutes**

Andrew asked to approve the meeting minutes from January 12, 2017. Chris motioned to approve minutes; Lori seconded. Meeting minutes approved.

**Treasurers Report**

- Income
  - o \$129K income is CoE 4<sup>th</sup> quarter payment received in January 2017
  - o Northwestern University payment received in 2017
- Andrew commented to have two sheets, one through December 2016 and one for January 2017
- Comment to change title to 2017
- Expenditures
  - o Special event permit fees to CoE
  - o ISCS membership fees (professional development)
  - o Overpayment for phone/internet (will even out next month)

**Staff Reports**

Special Events

- "Eat Your HeART Out" fundraising events originally for murals but considering using events to contribute toward the Fountain Square art installation. Does Downtown Evanston want to contribute to this piece of art?
  - o Dan: concern that Fountain Square is the center of the community and there isn't any outreach to community. Shared process about the Sherman Plaza art installation.
  - o Figure out how the Art Council should present installation ideas/concepts to the community
- Winter HeARTh – Feb/March
  - o March 19: Celtic Knot, Evanston Public Library hosting storytelling & visual art events
- Women's Weekend of Fun – April 28-29
- Get Healthy Week – end of June
- Thursday Night Live – June to August
  - o 10 concerts
  - o Additional kid-friendly activities (bubbles with DE labels, Twister, etc)

Economic Development

- Google Ad Workshop with Zephyr Media (March TBD)
- "Cents & Sensibilities" Workshop (April 6)

- NU Capacity Building Program – 8 businesses receiving marketing assistance
- Street Banner Program – outreach February; installation late-March or April
- Gift Card Program
  - o New program in the works; 20 businesses currently interested; moving forward with next steps

#### Placemaking

- Illinois Real Estate Association Grant – \$5K grant for “People Spot”
- Storefront Art Installation – Sherman Plaza vacancies
- Fountain Square Art Installation – CoE has some funding to support the project but overall project 1-month delayed

#### Business News

- Insomnia Cookies passed

#### **Executive Committee Member**

- Alan Anderson unable to join the Exec. Committee
- Annie will continue outreach to other board members

#### **Meeting Adjourned**

Andrew adjourned meeting at 5:06pm