

Downtown Evanston Executive Committee Meeting
Thursday, March 9, 2017, 4:00-5:00pm
Downtown Evanston • 820 Davis St., #106

Attendees

Andrew McDonald, *Chair*
Dan Kelch, *Treasurer*
Hank Goldman, *Secretary*
Chris Mailing (on phone)
Mike McGuigan

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 February 15, 2017. Hank motioned to approve minutes; Mike seconded. Meeting minutes approved.

Treasurers Report: Dan Kelch

- Nothing out of the ordinary to report
 - o Banners income (to date have sold about 100)
- Chris commented to add a column for year-to-date actuals for the current time frame to compare to budget for same time frame. Rename column 2017 Budget. (*Note that this is edited per Chris' request at April 13 meeting*).

Staff Reports: Annie Coakley

Items to discuss

- *EvanstonNow* advertising and Fortify Evanston situation
 - o Annie reviewed the situation and there was discussion about next steps
 - o Chris suggested to ignore the situation
 - o Andrew agreed with suggestion unless we start to hear about businesses being bothered by the issue
- Downtown Evanston May Board Meeting
 - o Thursday, May 18, 3:30-5pm at Hilton Orrington
 - o Annie suggested having Keith Lord present and discuss the current state of retail; Board agreed

Retail Attraction

- Parking Consultant: City is hiring parking consultant to review/analyze parking situation and consider other types of parking systems such as the pay boxes
- Retail rents are fairly high in downtown Evanston; researching examples of other BIDs where property owners are being "fined" if they do not rent property (having received offers and/or after a certain period of time)
 - o Dan commented that it is also an overestimation of business in downtown Evanston and need more density; free market so rents will come down when owners feel they need to make those adjustments
 - o At 1st/4th ward meeting Annie reported that there were a lot of comments against buildings/density - not making connection with density and good retail
- Post Office: potential for redevelopment into more of an entertainment/boutique hotel venue; Annie meeting with company to further discuss
- Business Development
 - o Cook, Cork & Fork (cooking school and retail) moving forward

- Arcadia Theatre/Rock 'N Ravioli signed lease at 27 Live

Economic Development

- Gift Card: new program on hold at the moment; going to continue to research loyalty and gift card programs
- Zephyr Media to host a Google Ads workshop in May
- Benchmarking Field Trip (May) – Annie will send out a doodle poll

Placemaking

- Illinois Real Estate Association Grant – \$5K grant for “People Spot” still in process
- Sherman Plaza – storefront art installation in April/May
- Fountain Square Art Installation – CoE public works reported that there won't be any mesh on the fence due to wind conditions so cannot move forward with our art installation proposal

Special Events

- Winter Hearth: Talking Trees—March 19 Celtic Knot, Evanston Public Library hosting storytelling & visual art events
- Women's Weekend of Fun – April 28-29
- Get Healthy Week – June 12-16
- Eat Your HeART Out – Summer TBD → dinner with raffle
- Thursday Night Live – June to August
 - 10 concerts
 - Additional kid-friendly activities (bubbles with DE labels, Twister, etc)
- March Madness: yard signs, basketball decorating

Executive Committee Member

- Annie will continue outreach to other board members

Meeting Adjourned

Andrew adjourned meeting at 5:26pm