

**Downtown Evanston Executive Committee Meeting**  
**Thursday, April 13, 2017, 4:00-5:00pm**  
**Downtown Evanston • 820 Davis St., #106**

**Attendees**

Andrew McDonald, *Chair*  
Hank Goldman, *Secretary*  
Lori Stein  
Chris Mailing (on phone)

Annie Coakley  
Laura Brown

Andrew McDonald commenced meeting at 4:03pm 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 March 9, 2017.

- Chris noted one change in notes. At last meeting he asked to have year-to-date actuals to compare to budget for that same time frame (i.e. January to March).

Hank motioned to approve minutes; Chris seconded. Meeting minutes approved.

**Treasurers Report**

- Nothing out of the ordinary to report
- Chris noted that he meant to add the year to date actuals to compare to budget (for whatever time frame). Rename the last column to budget to “2017 Budget”

**Staff Reports: Annie Coakley**

Special Events

- Winter Hearth: Talking Trees—March 19 Celtic Knot, Evanston Public Library hosting storytelling & visual art events
- Women’s Weekend of Fun – April 28-30
- Get Healthy Week – June 12-16
- Eat Your HeART Out – Summer TBD
- Thursday Night Live – June to August

Economic Development

- Restaurant/Workforce Development – on hold
- Google Ads workshop by Zephyr Media in late May
- Benchmarking Field Trip (May) – Annie sent out a doodle poll; Mike providing transportation; Andrew suggested pushing the trip until June/July when the new Executive Committee is formed
- Cents & Sensibilities Workshop on April 6 – good information for business owners and managers
- Gift Card Program: on hold – additional research and discussion with merchants needed
  - Chris commented on way to capture funds on gift cards that don’t get redeemed - is there a way to direct that unused money toward a charity?
- Street Banner Program: sold 117; installation in early May
- Panhandling: potential to create ordinance like a “no stand and lean”; Annie is meeting with Mayor-elect Steve Hagerty and that is on the list of items to discuss

### Placemaking

- Illinois Real Estate Association Grant – \$5K grant for “People Spot” still in process; decorated by local artists
- Sherman Plaza – storefront art installation in May
- Fountain Square Art Installation – Annie presenting to Arts Council next week for funding for project

### Fountain Square

- Additional promotion for impacted businesses such as video, signage, XRT advertisements, assistance with valet parking and outdoor dining issues
- DE hosting bi-weekly meetings open to public and attending weekly meetings with engineering firm, construction company, City folks

### Retail Attraction

- Business Development
  - o Cook, Cork & Fork (cooking school and retail) moving forward
  - o Arcadia Theatre/Rock ‘N Ravioli signed lease at 27 Live
- New developments
  - o Residential retail development on Sherman between Lake and Grove (Tommy Nevin’s up to Creperie Saint Germain)
  - o Library Parking Lot office development – developer presenting to City Council on Monday, April 18
- Post Office redevelopment concept on hold. Annie will discuss with Mayor elect Steve Haggerty
- City of Evanston retail consultant to analyze downtown Evanston as a shopping district

### Items to discuss

#### Downtown Evanston May Board Meeting

- Date: Thursday, May 18, 3:30-5pm, Hilton Orrington
- Proposed Agenda
  - o Meeting Minute Approval
  - o Board Member and Executive Committee Voting
  - o Keith Lord, Lord Companies: Current State of Retail
  - o Steve Haggerty
  - o Fountain Square Update
  - o Annie Coakley Report

#### Board Elections

- Reviewed 2017 Board changes to vote on at the May Board meeting. Annie will conduct outreach to Board members whose terms are up and prepare a voting document for the May 18 meeting.

#### Discussion about Downtown Evanston Taking a Stance on Development Project

- What is responsible development?
- What does the organization gain?
- If there were a situation where Downtown Evanston could push a development from an “irresponsible” to “responsible” should the organization get involved?

### **Meeting Adjourned**

Andrew adjourned meeting at 5:24pm