Andrew McDonald commenced meeting at 4:03 pm 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