

**Downtown Evanston Executive Committee Meeting**  
**Thursday, July 13, 2017, 4:00-5:00pm**  
**Rotary International – 1560 Sherman Ave. 1C**

**Attendees**

Andrew McDonald, *Chair*  
Hank Goldman, *Secretary*  
Lori Stein  
Paul Kogol  
Tony Marco  
Mike McGuigan, *Vice-Chair*

**Staff**

Annie Coakley

**Guest**

Ed Strebb, Board Member, President of Church Street Station

Andrew McDonald commenced meeting at 4:05pm with a quorum present.

**Meeting Minutes**

Andrew asked to approve the meeting minutes from May 11, 2017. There were two suggested changes to the meeting minutes.

- Andrew noted to remove the paragraph about the discussion about the Executive Committee nominees
- Chris noted that Hagerty is misspelled

Hank motioned to approve minutes with these changes; seconded. Meeting minutes approved.

**Treasurers Report**

- Annie noted that additional expense from social media coordinator to assist during Laura's maternity leave (3 months)

**Staff Reports: Annie Coakley**

Special Events

- Thursday Night Live – driver to our website; possibility of starting at 6pm next year for office workers and families with young children
- Wine Walk, June 22: very successful event with lots of happy businesses
- Bike to Work Week: not very successful
- Sidewalk Sale, July 28-30
  - o XRT, EvanstonNow, RoundTable advertising
  - o Posters and social media promotion (Instagram contest)
- MashUp, September 12
  - o Working with Accuity to engage younger crowd through other social events leading up to MashUp
- Kits, Cats, Kids Block Party, September 14
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Committees

- Resident Advisory Group
  - o Would like to make downtown feel like more of a neighborhood community
  - o Suggestion from group for DE to take over the Fountain Square events such as the art fairs, etc.

### Economic Development

- Restaurant/Workforce Development – meeting with Cook County and CVB for tourism sector about having a job fair for hospitality sector, perhaps similar to Choose Chicago's event
- Google Ads workshop by Zephyr Media in August
- Benchmarking Field Trip to downtown Milwaukee in the 3<sup>rd</sup> Ward neighborhood; ask someone local to guide the trip; Annie sending out doodle poll to finalize a date
- Street Banner Program: installed and final changes July 14
- Crain's 50 Fastest Growing Companies—reaching out to try to attract these companies with video and general info
- Panhandling Meeting with Connections, COE Dept. of Health, EPD to provide a “plan” to merchants to reach out about panhandling issues

### Placemaking

- Illinois Real Estate Association Grant – \$5K grant for “People Spot” still in process; decorated by local artists
- Fountain Square Art Installation – Annie presented to Arts Council but cannot afford the piece so are going DIY and working with another local artist
- CoE funding some temporary art projects in the Bookends/Alley Gallery alley

### Holiday Décor

- Annie researching rent-to-own options but very expensive
- Holiday Tree Lighting will be at Church Street Plaza

### **Meeting Adjourned**

Andrew adjourned meeting at 5:15pm

Next Executive Committee meeting is Thursday, August 10, 4:00-5:00pm at 820 Davis St. 106