

Downtown Evanston Executive Committee Meeting
Wednesday, April 11, 8-9am
820 Davis St., Ste. 106

Attendees

Andrew McDonald, Chairperson
Lori Stein
Paul Kogol
Chris Mailing

Staff

Annie Coakley
Laura Brown

Meeting started at 8:05am with staff reports; Andrew McDonald officially commenced meeting at 8:15am with a quorum present.

Meeting Minutes

Andrew asked for a motion to approve the meeting minutes from April 11, 2018. Chris noted to correct the spelling of Wally Bobciewicz name. Chris motioned to approve meeting minutes with correction. Paul seconded. Meeting minutes approved.

Treasurers Report: Chris Mailing

- Chris noted that advertising, print, materials almost half spent – this is due to up front payment for EvanstonNow
- EMAP/Art Encounter expense not planned for so will shift funds from business attraction line item
- Benefits—Annie will check with CoE HR about benefit payments
- Every month redoing the full year forecast to see if there are any trends, etc. so that when an unplanned expenditure comes along we can see where we can make adjustments
- Move Professional Development to Administrative

Board Meeting Plan

- Send draft agenda to Executive Committee to review
 - o Thanks to “retiring” Board Members
 - o Treasurers Report – send Chris an updated budget
 - o Marketing/Events
 - o Survey Results

Staff Reports: Annie Coakley

Fountain Square Advertising/Public Relations

- Annie presenting to Economic Development Commission about additional funding for PR project, movie screen, etc. (building blocks vs. sandwich boards)
- Sandwich board program
 - o Possibly replacing the building blocks with a “sandwich” board program where DTE pays half and business pays half
 - o Lori commented that we should brand with Downtown Evanston logos

Events

- Thursday Night Live: bands announced, marketing, advertising
- Downtown employee appreciation event to help introduce employees to restaurants “Lunch Adventure” (coupon instead of a tasting)
- Sidewalk Sale Chalk Art – businesses interested
- Lock Chicago Scavenger Hunt in downtown Evanston (family-friendly event) “Unlock Evanston”
- CVB Bike Tour – coordinate with Bike to Work week in June

Economic Development

- Restaurant workforce development – possible partnership with National Able Network to bring restaurants to an existing event
- Instagram class – June 27 at Evanston Rocks
- Influencer Food Tours – May 22 and June
- Windows Matter workshop – waiting for CoE to commit funding
- Attending ICSC event 5/10 in Lincoln Park

Placemaking

- \$5K Real Estate grant – working toward a signage concept for Fountain Square plaza (small signs “Welcome” in different languages)
- Church Street Mural: artists selected – Anthony Lewellyn and Andrew Zimmerman; have total \$26K for the project; artists will collaborate on the two walls
- Banner Program: reaching out to businesses late May – installation by September 15

Marketing/Communications

- Ripple was selected for PR project; will confirm contract once CoE confirms funding for Fountain Square

SSA Reconstitution

- Kick off SSA reconstitution at the annual meeting
- Reach out to restaurants
- PLACE would like to have a 10-person advisory committee, not necessarily Board members; Annie reaching out to stakeholders that would be vocal and support the reconstitution

Meeting Adjourned

Andrew adjourned meeting at 9:14am

Upcoming Meetings

- Next Executive Committee meeting is Wednesday, June 13, 8:00 am at 820 Davis St. 106