

Downtown Evanston Executive Committee Meeting
Wednesday, June 13, 8:00am
820 Davis St., Ste. 106

Attendees

Andrew McDonald, *Chairperson*
Tony Marco, *Secretary*
Paul Kogol, *Treasurer*
Marilyn Ruiz

Staff

Annie Coakley
Laura Brown

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 May 9, 2018. Paul motioned to approve meeting minutes with correction. Marilyn seconded. Meeting minutes approved.

Executive Committee changes

Lori Stein no longer with McCaffery Interests/Church Street Plaza so the company is going to suggest a replacement
Other members: Mike Smylie, Sarah Kvamme

Treasurers Report: Paul Kogol

- Paul commented that 5 months into year budget is
- Sponsorships YTD favorable with about \$3000
- Total income is about \$8K under but that is a timing issue
- Public Art: budgeted \$15K for professional development to purchase demographic information but reallocating \$5K for the EMAP mural on Church Street
 - o Tony noted to lower the professional development forecast to \$10K to reflect this shift
- Full time staff benefits is lower than the budget by about \$4K but we are leaving this as is because insurance could change
- At this point forecasting a surplus of \$16K we can have a decision about moving to the reserve or prepaying the consultant

Staff Reports: Annie Coakley

Fountain Square

- Annie presented mid-year report to Economic Development on May XX at which she was going to request additional funding for PR project, movie screen, etc. (building blocks vs. sandwich boards) but opted not to with recent CoE budget cuts, discussions
- Hosting pop up events at Fountain Square and reaching out to sponsors and/or businesses are hosting events for free (Get Fit Friday)
- CoE is providing funding for the PR consultant which will start next week – meeting on June 20

Events

- Thursday Night Live starts tomorrow
- 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 12
- Windows Matter workshop – waiting for CoE to commit funding
- Attended ICSC event 5/10 in Lincoln Park
- Panhandling: noticed an increase, not at Fountain Square; nothing will really change until ordinance is updated, etc.

Placemaking

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

SSA Reconstitution

- PLACE presented an overview of the process at the annual meeting
- About 5 people have committed to be a part of the advisory committee
- Requirements: Attend 4 meetings led by PLACE, attend public hearing
- Andrew commented that all of the Executive Committee should be a part of the Advisory Committee; reach back out to the Executive Committee and Board about joining
- Discussed timing of the reconstitution process: should we push to complete it by end of 2018 or hold off/extend process into 2019?
 - o Paul commented that it is dependent on the reaction at the first meeting – if enthusiastic/positive, move forward; if skeptical or concerned, hold off

Meeting Adjourned

Andrew adjourned meeting at 9:00am

Upcoming Meetings

- Next Executive Committee meeting is Wednesday, July 11, 8:00 am at 820 Davis St. 106

Brochures at Fountain Square for graduation weekend
 Look at Rex’s Place online form
 Promote Bike to Work week/CVB Bike Tour
 FB&T Shredding Event