

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

Attendees

Andrew McDonald, Chairperson
Tony Marco
Lori Stein
Paul Kogol
Chris Mailing

Staff

Annie Coakley
Laura Brown

Andrew McDonald commenced meeting at 8:00am with a quorum present.

Meeting Minutes

Andrew asked for a motion to approve the meeting minutes from March 8, 2018. Chris motioned to approve meeting minutes. Lori seconded. Meeting minutes approved.

Treasurers Report: Chris Mailing

- Chris noted that there is no much to comment on except for Northwestern's contribution – Annie will follow up about invoice; annual fee for web hosting was paid which is why half of computer/professional service
- Tony noted sponsorship income is less but this is due to invoices out and that these come in later in the year

Board of Directors

Proposed additions to the Board of Directors

- Class 1: Linda Larkin, executive director of Evanston Chamber of Commerce
- Class 2: Sarah Kvamme, GM for the Hyatt House; Colleen Shumaker of 1007 Church St.; Carri Strazinski, NAI Hiffman (909 Davis St.),
- Class 3: Paul Zalmazek, CoE;
- Class 4: Marty Cless, owner of 1026 Davis St.; Angela Valvanis, Creative Coworking, Mike Smylie, Smylie Brothers
- Class 5: Gregory, nomination from Sherman Plaza

Proposed additions to the Executive Committee

- Andrew McDonald, Chair
- Lori Stein, Executive Chair
- Paul Kogol, Treasurer
- Tony Marco, Secretary
- Sarah Kvamme
- Mike Smylie
- Marilyn Ruiz

Andrew noted to check the bylaws re CoE board members

Should we have a resident on the Executive Board member?

- While we are not adding residents to the SSA contributions it will be helpful to have a resident representative for the SSA reconstitution process

Annie will send a final list of nominations by Friday after meeting with Gregory

Andrew pending the final list of nominations. Chris moved to nominate the list of board members with potential final list; Lori seconded. Board nominations approved unanimously.

Staff Reports: Annie Coakley

Fountain Square Advertising/Public Relations

- Wally Bobcoweizc requested a list of projects related to advertising and public relations to help support the businesses around and overall promotion of Fountain Square
- Annie asking Johanna Leonard to review this list before formally proposing to the Economic Development committee
 - 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
- Board agreed to include both options

Events

- Pop Up Market at Terra & Vine on March 31: 19 vendors
- Dan Kelch would like to host a mini-pop up market to kick off Five & Dime brunch service; it will be a ticketed event to benefit Downtown Evanston mural
- Thursday Night Live: bands selected, confirming dates, working with restaurants to provide TNL specials
- Downtown employee appreciation event to help introduce employees to restaurants “Lunch Adventure”
 - o Lori commented to do a coupon instead of a tasting
- Sidewalk Sale Chalk Art contest where families/individuals take over the front of a storefront business to do chalk art; Blick is donating chalk; prize for winning family to donate \$XX to charity of their choice
- Lock Chicago Scavenger Hunt in downtown Evanston (family-friendly event)
-

Economic Development

- Restaurant workforce development? Annie reaching out to Gina to host another one
- CVB hosting an Instagram class – DTE promoting the event
- Windows Matter workshop – 16 businesses are interested and we can pay for 6 with CoE ED funding so we are going to set up a lottery
 - o Chris commented that consultant could score the windows, work with consultant and then if they get a certain score they can receive partial funding
- Medill Marketing videos – successful partnership

Placemaking

- \$5K Real Estate grant cannot be used for a parklet so we are considering a signage concept for Fountain Square plaza (small signs “Welcome” in different languages)
- Sponsorship for murals on Church St. co-funded by McCaffery, Evanston Rocks, 1007 Church, Dan Kelch, City of Evanston
- Banner Program: Marketing Committee reviewing new design; start outreach in May/June
- Maintenance
 - o Spring seasonal plantings going in tomorrow
 - o Sherman Plaza planter boxes (outside of Target); original agreement has CoE as responsible

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, May 9, 8:00 am at 820 Davis St. 106