

Downtown Evanston Executive Committee Meeting
Thursday, March 8, 4:00 to 5:00pm
820 Davis St., Ste. 106

Attendees

Andrew McDonald, Chairperson
Tony Marco
Hank Goldman
Chris Mailing

Staff

Annie Coakley
Laura Brown

Guest

Paul Zalmazek

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

Meeting Minutes

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

Treasurers Report: Chris Mailing

- Chris noted that there were differences in the full-time staff line items; Annie explained that it was based on number of pay periods per month and it will even out

Staff Reports: Annie Coakley

Events

- #WeLoveEvanston Ice Carving Event a successful first event at the Fountain Square Plaza
- North Shore Restaurant Month: Lyft partnership was a success - halfway through Restaurant Month 250 people had taken advantage of the promotion
- Pop Up Market at Terra & Vine on March 31: 20 vendors
- Safety Workshop with EPD at The Firehouse Grill, Feb. 16 – 40 attendees from both districts

Economic Development

- Retail 1-2-3 Workshop for retailers
- Host a broker event – lunch with tour of downtown Evanston (June once Fountain Square is complete)
- Self-guided Bike Tour (partnership with CVB)
- Panhandling – CoE presented a revised ordinance but it has been tabled

Placemaking

- \$5K grant to go toward Colectivo Coffee parklet – Colectivo to handle storage, etc.
- Sponsorship for murals on Church St. co-funded by McCaffery, NAI Hiffman, Evanston Rocks, 1007 Church, CoE, Dan Kelch
- Banner Program: reviewing new design and program at Marketing Meeting

Marketing/Communications

- RFP for Fountain Square PR
 - o Annie will send the two proposals to board to review in next 48 hours
 - o Annie will send a ballot via email
 - o Determine when the consultant should start (May or June)

Business News

- Target open!
- Colectivo Coffee opening in May/June
- Pilates Connection moving to Oak St.
- Prairie Moon moving to Dave's Italian Kitchen
- Performing Arts Center not happening on 1700 Sherman Ave. – City exploring other sites
- Yeero Revolution closed

SSA Reconstitution

- Should the SSA include residents?
 - o Alderman Fiske thought it would be a good idea to engage residents in the SSA if DTE provided snow removal
 - Chris brought up two types of snow removal – pay set fee or pay as it snows
 - Does City of Evanston shovel snow? Yes, but not regularly and it is considered a “courtesy pass”
 - Hank commented that providing snow removal for residents wouldn't really be a benefit as the property owners or businesses are currently responsible
 - o Alderman Don Wilson does not recommend engaging residents as part of the SSA and recommended continuing to request Economic Development funding from the City of Evanston (~\$96,000).
 - Paul Z. commented that Don Wilson was very firm about not including residents because Downtown Evanston currently has a good thing going so there is no “real” reason to add residents for purpose of increasing budget
 - o Based on discussion it was decided that Downtown Evanston does not focus on engaging residents as part of the SSA reconstitution
- **Vote on the Consultant for the SSA Reconstitution Consultant**
 - o Without the need to engage residents and conduct extensive community engagement, the consensus among the Executive Committee is to hire PLACE Consulting
 - o Hank motioned to hire PLACE Consulting, Chris seconded. Unanimous decision to hire PLACE Consulting as the SSA Reconstitution consultant

Executive Committee Decisions

- Executive Committee Meeting Date/Time
 - o Proposal to change the meeting date/time to accommodate Lori Stein's new work schedule because she would like to remain a part of the Executive Committee
 - o New meeting time is Wednesday, 8am-9am
- Changes to Board
 - o Lynn Robinson, Chris Mailing, Jim Nash and Rob Gilbert have reached their maximum number of terms and will step off the board in May
 - o Find out who is interested in joining the Board and the Executive Committee
 - o Annie will distribute a table with all the upcoming board and executive committee changes

Meeting Adjourned

Andrew adjourned meeting at 5:02pm

Upcoming Meetings

- Next Executive Committee meeting is Wednesday, April 11, 8:00 am to 9:00am at 820 Davis St. 106