

**Downtown Evanston Executive Committee Meeting**  
**Thursday, February 8, 4:00 to 5:30pm**  
**820 Davis St., Ste. 106**

**Attendees**

Andrew McDonald, Chairperson  
Tony Marco  
Hank Goldman  
Chris Mailing

**Staff**

Annie Coakley  
Laura Brown

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

**Meeting Minutes**

Andrew asked for a motion to approve the meeting minutes from January 11, 2018. Chris noted a change to comments on Treasurers report.

- Finished the year with a \$3K profit instead of the forecasted \$41K short fall; did not use \$44K so suggested bolder forecasting in 2018

Hank motioned to approve meeting minutes. Chris seconded. Meeting minutes approved.

**Treasurers Report**

- Nothing to report as there has not been much activity in 2018

**Staff Reports: Annie Coakley**

**Events**

- #WeLoveEvanston Ice Sculpture event this Saturday, February 10 at Fountain Square
- North Shore Restaurant Month and Lyft partnership
- Yelp Elite event at Five & Dime
- Pop Up Market at Terra & Vine
- Wine Tasting Fundraiser on Feb. 28 at Terra & Vine
- CVB Bike Touring Kick-Off (June) – send map to Exec. Committee

**Economic Development**

- Workforce development event with CVB and Hilton Garden Inn
- Safety Meeting for Businesses at Firehouse Grill on Feb. 16
- Windows Matter consultation (partially funded by CoE)
- Capacity Building Class with Candy Lee
- Panhandling meeting with CoE legal department; Hank attended; City working on amending the ordinance

**Placemaking**

- \$5K grant to go toward Colectivo Coffee parklet – Colectivo to handle storage, etc.
- Murals on Church St. co-funded by McCaffery, NAI Hiffman, Evanston Rocks, 1007 Church, CoE
- Proposal for items for special events at Fountain Square
  - o Large building blocks
- Banner Program
  - o Developing policy on banners from outside organizations because we have received a couple of requests
  - o Next banner program features #WeLoveEvanston

**Marketing/Communications**

- Sent out RFP for communications to promote Fountain Square

**Business News**

- Sherman Plaza new owner
- Audio Consulting for sale
- Performing Arts Center not happening on 1700 Sherman Ave.

**Maintenance**

- Brightview is working out well
- New landscaping/plants for planters at Sherman Plaza

**Reconstitution**

- At January meeting we discussed possibility of combining both firms to utilize their strengths. Proposal would be to hire Teska and they subcontract Place Consulting to handle the numbers component of the project
- Hank and Chris both noted that engaging the residents is an important outcome for this process
- What are the "ulterior goals" of the reconstitution:
  - o Resident engagement
  - o Increase commercial rate or decrease if residents are added to the SSA
- Chris suggested reaching out to Alderman Judy Fiske, Alderman Peter Braithwaite, and Alderman Don Wilson to discuss these options
- Annie suggested putting together two scenarios based on our discussion to share with Exec. Committee and wait to vote until next meeting with full committee

**Executive Committee Decisions**

- Changes to the Executive Committee members

**Meeting Adjourned**

Andrew adjourned meeting at 5:18pm

**Upcoming Meetings**

- Next Executive Committee meeting is Thursday, March 8, 4:00-5:00pm at 820 Davis St. 106