

Downtown Evanston Executive Committee Meeting
Thursday, December 14, 4:00 to 5:30pm
Smylie Brothers – 1615 Oak Ave.

Attendees

Andrew McDonald, *Chair*
Lori Stein
Paul Kogol
Tony Marco
Hank Goldman
Chris Mailing

Guest

Dan Kelch, owner Taco Diablo, Lulus and Five & Dime

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 November 9, 2017. Chris Mailing commented to add him to the meeting attendees. Hank motioned to approve meeting minutes as amended. Lori seconded. Meeting minutes approved.

Annie announced that Mike McGuigan has resigned from the Hilton Orrington and will no longer be on the Downtown Evanston Board of Directors.

Treasurers Report: Chris Mailing

- November YTD Budget
 - o Chris reported that the numbers represent trends that have been well established throughout the year and forecasting a more favorable amount, about \$10K negative
 - o Revenue numbers are on target and we did well with sponsorships this year
 - o Annie commented that moving into 2018 the two major items are the \$10K from Albion that DTE will use for additional advertising related to the project and that the City of Evanston is looking to help offset some of our costs related to Fountain Square construction. Annie also met with Mike Yohanan at First Bank & Trust about 2018 sponsorship for \$6500 to support a variety of events.
- 2018 Meeting Calendar
 - o Andrew mentioned adding meeting topics to the meeting dates such as new board members, term limits, budget discussions, etc.
 - Chris noted that one example is to discuss term limits in March prior to the annual meeting in May
 - Annie moving up the budget discussion in August to allow for more discussion prior to the presentation to CoE Economic Development Committee
 - o Hank motioned to vote on the meeting schedule; Chris seconded. Andrew asked for all to vote. Meeting schedule approved unanimously.

Staff Reports: Annie Coakley

Special Events

- Small Business Saturday, November 25
 - o Shopping Passport – free giveaway was successful addition to the event demonstrated by the fact that 72 passports spent a total of \$10K
 - o Cookie Crawl
 - o Boltwood hosted a Kick-Off Brunch (\$5 mimosas, 10% off the bill)
- Warm Bevy Walk – December 7, 5-8pm: Not as successful but we checked in 175 people and generated almost \$800 for YWCA Northshore/Evanston
- Tree Lighting – December 9, 5-8pm: Good turnout approximately 300 people
- Holiday Window Decorating Contest – Dec. 1-18: generates
- InSidewalk Sale: planning for end of January or February
- CVB Restaurant Month (February 1-28): hosting a kick-off event at Five & Dime, partnering with Lyft to offer discounted “Safe & Sober” rides, additional advertising, Instagram tour, etc.
 - o Dan commented that we should have DTE branding on the downtown Evanston restaurant materials – give restaurants a template to use to promote their menus

- Shopping Bloggers Tour: timed with InSidewalk Sale to promote local shopping
- We Love Evanston campaign: promote the photo contest in January/February with Winter Hearth and InSidewalk Sale

Economic Development

- Instagram Class (Nov. 30) had a good turnout but not the best presentation. We are having another class with different instructors
- Amy Meadows – retail consultant for businesses (cost-sharing opportunity): organize a window consultant lottery
- NU Capacity Building Class: identified the businesses and the partnerships will begin in January/February
- Panhandling Meeting with Mayor Hagerty in January with businesses (Target) and residents

Placemaking

- EMAP presented at last board meeting about mural projects
- Terra & Vine fundraising event for a mural in downtown Evanston (February) to raise awareness
- Dan commented that he thinks there should be a strong push for residents to contribute to beautification projects (i.e. murals) that take place in downtown Evanston.
 - o Chris commented that be careful not to say “residents only” but open to all donations and all donors invited to a view proposals and unveiling of the mural design, etc.
 - o Hank commented that a number of residents in his building are artists, sculptors that would be interested in this type of project
 - o Dan commented that one of the reasons residents are a part of the board is to connect to downtown Evanston residents
 - o Annie: send Hank info on February event and future mural projects and how to get involved – sign up sheet to receive more information

Retail News

- Sherman Plaza commercial is for sale
- Floyd’s Barbershop opening on Sherman Ave.
- Colectivo Coffee opening at Radioshack space
- Pono Ono Poke opened in Park Evanston building

Landscaping/Maintenance – Brightview

- Met with Paul D’Agostino from City of Evanston and Brightview reps to review the plan and maintenance details—contract begins in 2 weeks
- Annie to send contact info to Hank

Reconstitution RFPs

- Recommended starting this process early so that we are fully prepared for this process
- Hank commented that both BDI and Teska Associates are in Evanston and understand the history of Evanston
- Next step is for everyone to review the proposals and email the preferred firm to Andrew. Depending on outcomes, Andrew will invite the firm to present at the January meeting

Meeting Adjourned

Andrew adjourned meeting at 5:18pm

Upcoming Meetings

- Next Executive Committee meeting is Thursday, January 11, 4:00-5:00pm at 820 Davis St. 106