

**Downtown Evanston Executive Committee Meeting**  
**Thursday, November 9, 4:00 to 5:30pm**  
**Downtown Evanston – 820 Davis St.**

**Attendees**

Andrew McDonald, *Chair*  
Mike McGuigan, *Vice Chair*  
Lori Stein  
Paul Kogol  
Toni Marco  
Hank Goldman

**Staff**

Annie Coakley  
Laura Brown

Andrew McDonald commenced meeting at 4:08pm with a quorum present.

**Meeting Minutes**

Andrew asked for a motion to approve the meeting minutes from October 12, 2017. Paul Kogol motioned to approve minutes; Mike McGuigan seconded. Meeting minutes approved.

**Full Board Meeting Agenda – November 16 at Evanston Rocks (1012 Church St.)**

- 2018 Budget
- Evanston Mural Arts Program (EMAP) presentation
- DTE Report

**Treasurers Report: Chris Mailing**

- October YTD Budget
  - o Chris reported that budget is on target. There is additional income from sponsorships this year. DTE will use some of this for additional holiday advertising/marketing.
- 2018 Proposed Budget
  - o Landscaping Contract
    - Annie presented that there are two landscaping proposals: Brightview & LCM. Brightview has been very responsive and has a less expensive proposal and has the contract for a few buildings in downtown – 1007 Church St. and Hilton Orrington.
    - Lori motioned to approve the Brightview Landscaping contract. Board unanimously approved to move forward with Brightview for the 2018 Downtown Evanston landscaping contract.
  - o Marketing/Advertising Budget Proposal
    - Annie presented the overall advertising program for 2018 which is very similar to 2017 with additional Facebook ads.
    - Andrew noted to provide a column from last year to have a comparison
    - Paul Kogol commented to talk to Michael Yohanan about Metra advertisements
  - o Income
    - At last meeting the Exec. Committee approved increasing the SSA4 tax levy to the full amount which added approximately \$44K. This increase will be approved at 11/13 City Council meeting.
  - o Expenses
    - Reconstitution Consultant
      - SSA4 ordinance terminates December 31, 2018 so DTE is hiring a consultant to oversee the reconstitution process
      - DTE received three proposals which Annie will send to Board to review and at December meeting we will review the proposals and have presentations from firms if necessary
      - Annie noted that we can utilize funding from the organization's reserves as it is a one-time expense
      - DTE will no longer receive any funding from the City of Evanston Economic Development Fund so we need to consider ways to maintain/increase current income:
        - o Increase tax rate b/c it is one of the lower SSA tax rates and combined with an increased EAV the budget will increase

- Paul: will the consultant help us through the decision to expand the territory/boundary of the SSA?
  - Discussed adding two properties: The Margarita Inn and The Homestead
  - North Downtown Plan: expansion would also increase expenses
- Employee Benefits
  - Annie is researching other options to try to decrease costs and will provide more information at December meeting
- Map/Guide
- Hank motioned to vote on the budget; Andrew seconded. Executive Committee unanimously approved the 2018 Downtown Evanston budget.

### **Albion Project Update & Additional Funding**

- City Council voting on project Monday, Nov. 13
- Albion offered to provide \$10K for additional advertising, signage, gift cards for the impacted businesses. Albion would give the money to Downtown Evanston to manage and coordinate with the local businesses.
- Discussion about charging Albion an administrative fee concluded in Chris proposing that DTE request an additional \$2000 in administration fees to manage the funding. "Downtown Evanston will accept the \$10K for extra advertising and marketing efforts but my Board requested an additional \$2000 in administration fees to manage the funding"
- Chris motioned to vote on the funding; Hank seconded. Executive committee unanimously approved accepting the \$10K from Albion for purposes of marketing and advertising the businesses impacted by the development process.

### **Staff Reports: Annie Coakley**

#### Special Events

- Evanston Oktoberfest, October 15
  - Great event – over 1000 attendees and made approximately \$8K
  - Next year thinking of having a 2-day event partnering with the Farmer's Market for a Saturday night food pairing festival and makers market on Sunday
- Halloween, October 28
  - 12-3pm: About 200 families trick-or-treating in downtown Evanston
  - 3-6pm: about 150 people at Halloween party at Holiday Inn
- Small Business Saturday, November 25
  - Shopping Passport – free giveaway
  - Cookie Crawl
  - Boltwood hosting a Kick-Off Brunch (\$5 mimosas, 10% off the bill)
- Warm Bevvly Walk – December 7, 5-8pm
- Tree Lighting – December 9, 5-8pm
- Holiday Window Decorating Contest – Dec. 1-18

#### Economic Development

- XRT T-Shirt Giveaway – Nov. 21
- Instagram Class – Nov. 30
- Kovet Boutique – Nov. 30 Sip 'n Shop with Mayor, Mayor's wife
- Amy Meadows – retail consultant for businesses (cost-sharing opportunity)

#### Placemaking

- \$5K grant from Illinois Real Estate but need to find additional funding

#### Panhandling

- Mayor Hagerty is aware of the issue in downtown. Annie has discussed with Alderman Suffredin to work together on this issue
- Research Oak Park's panhandling ordinance – relationship to Target

### **Meeting Adjourned**

Lori motioned to adjourn the meeting. Andrew adjourned meeting at 5:17pm

### **Upcoming Meetings**

- Board Meeting is next Thursday, November 16, 3:30pm at Rock 'N Ravioli, 1012 Church St.
- Next Executive Committee meeting is Thursday, December 14, 4:00-5:00pm at 820 Davis St. 106