

Downtown Evanston Executive Committee Meeting
Thursday, October 12, 4:00 to 5:30pm
Downtown Evanston – 820 Davis St.

Attendees

Mike McGuigan, *Vice Chair*
Lori Stein
Paul Kogol
Toni Marco

Staff

Annie Coakley
Laura Brown

Mike McGuigan commenced meeting at 4:11pm with a quorum present.

Meeting Minutes

Mike asked for a motion to approve the meeting minutes from August 10, 2017. Lori Stein motioned to approve minutes; Paul Kogol seconded. Meeting minutes approved.

Treasurers Report: Mike McGuigan

- September Budget
 - o Request from Lori to redo/rearrange budget columns and add variance column
 - o Separate banner income from other sponsorships
 - o Forecast column can change from month to month
 - o Expenses
 - Health insurance costs are high; Annie researching other options
 - Lori commented that 22-25% is standard rate for employee benefits
 - 401K?
 - o Annie will work with accountant to revise budget
- 2018 Proposed Budget
 - o Annie explained that for 2018 DTE's request is higher than last year because we are applying the allowed tax rate (.1464) to the 2017 EAV which increased since last year. This will add about \$44K to budget
 - o Cost of business increasing approximately \$35K due to maintenance (Fountain Square), health care costs, and consulting company for reconstitution (to help the story of the benefits of downtown Evanston for reconstituting in 2019)
 - o Paul Zalmazek, City of Evanston
 - Confirmed that City of Evanston is asking for the full amount at the (.1463) rate so will increase budget by \$44,000 (depends on the tax collection)
 - Discussed with Cook County and last year the City asked for an amount from Cook County that was lower than the allowed tax rate
 - Marty Lyons agrees to ask for full amount if DTE board approves
 - Mentioned that there might be some additional expenses related to Fountain Square next year and wants Board to be aware that City is aware of this and wants to be alerted as soon as challenges/concerns come up
 - o Next Steps:
 - DTE Executive Committee votes to increase the tax rate to the allowed amount
 - City Council approves the proposed budget/increase
 - City of Evanston requests new amount from Cook County
 - o Annie explained that we will be \$4K under budget but hopeful that we can make that money from the Oktoberfest event

- Annie also mentioned the “reserve” fund; it was noted to add this to the budget in some capacity as a reminder that it exists
- Executive Committee Votes
 - **2018 Budget**
Decided that we need to vote on the 2018 budget at the next meeting to get additional input and review
 - **Increased Tax Levy**
Paul moves that we ask the City of Evanston to apply the full rate (.1463) to the EAV to increase the tax levy. Lori seconded. Unanimous decision to approve the new tax rate.

Staff Reports: Annie Coakley

Special Events

- Big Bite Night, October 1, 3-5pm
 - Approximately 1300 students
- Evanston Oktoberfest, October 15
 - Same weekend as Open House Chicago (6 downtown locations)
 - Sponsorships are coming in – Centrum Evanston, The Main, FB&T, Boxed Water (in-kind), and others
 - SPACE Evanston booking the bands (TBD)
 - Volunteer opportunities
- Halloween, October 28
 - Farmer’s Market Fall Fest event (9am-12pm)
 - 12-3pm: Trick-or-treat parade in downtown Evanston
 - 3-6pm: DJ, arts and crafts, candy station at Holiday Inn
- 2018 Fountain Square Events
 - Putting together a list of events and working on proposed budget to review at next Executive Committee meeting

Meeting Adjourned

Lori motioned to adjourn the meeting. Mike adjourned meeting at 5:22pm

Next Executive Committee meeting is Thursday, November 9, 4:00-5:00pm at 820 Davis St. 106