

Downtown Evanston Executive Committee Meeting
Thursday, August 10, 4:00 to 5:30pm
Downtown Evanston – 820 Davis St.

Attendees

Andrew McDonald, *Chair*
Hank Goldman, *Secretary*
Lori Stein (on phone)
Paul Kogol
Tony Marco

Staff

Annie Coakley

Guest

Marilyn Ruiz Falkis, Board Member, President of Optima

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

Meeting Minutes

Andrew asked to approve the meeting minutes from May 11, 2017. There were two suggested changes to the May 11 meeting minutes.

Hank motioned to approve minutes with these changes; Paul seconded. Meeting minutes approved.

Treasurers Report: Chris Mailing

- Chris commented that revenue is where it is supposed to be
- Questions on administrative and payroll
 - o Forecasts – change based on trends from last 7 months:
 - Part-time: change \$4000 to \$5500
 - Full-time:
 - Staff benefits: on point
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Staff Reports: Annie Coakley

Special Events

- Thursday Night Live – canceled Aug. 10 concert due to weather so are rescheduling for a daytime concert on Aug. 17
- Sidewalk Sale, July 28-30
- Mini MashUp event for “Evanston Rising Professionals”, August 10
 - o 75 attendees
 - o Paul Kogol commented that 6 people from his office attended and had a great time
 - o Building a list/following of younger professionals to reach out to for other events and attend Downtown Evanston events
- Kits, Cats, Kids Block Party, September 14
 - o Back to school, live music, games, food trucks
- Evanston Oktoberfest, October 15
 - o Same weekend as Open House Chicago (6 downtown locations)
 - o Sponsorships are coming in – Centrum Evanston, The Main, FB&T, Boxed Water (in-kind), and others
 - o SPACE Evanston booking the bands (TBD)
 - o Volunteer opportunities
- Halloween, October 28

- Farmer's Market has existing programs
- 1-3pm: Trick-or-treat parade in downtown Evanston
- 3-6pm: Screening "Thriller" with dance lesson and screening movie
- Community Picnic, September 17
 - Potluck event for downtown residents
- Big Bite Night, October 1, 3-5pm
- 2018 Fountain Square Events
 - Putting together a list of events and working on proposed budget to review at next Executive Committee meeting

Committees

- Resident Advisory Group
 - Community Picnic Idea
- Marketing Committee
 - Meeting August 17 to review upcoming events and new campaign "We Love Evanston" – kick off and design/branding

Economic Development

- Restaurant/Workforce Development – meeting with Cook County and CVB for tourism sector; hosted at Hilton Garden Inn in September (TBD)
- Google Ads workshop by Zephyr Media on August 14
- Benchmarking Field Trip to downtown Milwaukee in the 3rd Ward neighborhood; proposed date is Sept. 15 – director review strategic plan, discuss real estate landscape, talk about retail attraction, lunch → confirm with the executive committee
- Panhandling Meeting with Connections, COE Dept. of Health, EPD to provide a "plan" to merchants to reach out about panhandling issues; working on scheduling the meeting
 - Provided research on No Sit, Stand and Lie ordinances from other communities
- NU Capacity Building Program – professors teach classes based on retailer needs; Candy Lee will select downtown Evanston businesses for student projects

Placemaking

- Illinois Real Estate Association Grant – \$5K grant for "People Spot"; have a design/rendering; meter generates \$2900/year
- Fountain Square Art Installation – reviewed the proposal by Jason Brown using former street pole banners to decorate the fencing

Retail

- Cooking School – still working on it
- Davis Street Fish Market is carving up the space to rent to multiple tenants
- Market Study on Downtown Evanston – received a proposal for \$7500 to conduct a study; perhaps include in 2018 budget – Annie will send the proposals to EC to review
 - Paul asked if this is data we will need for reconstitution in 2019
 - Annie responded that will need all the PIN analysis, etc.
 - Ask Target if they can provide their in-house market study?

Maintenance

- Power washing complete late July
- Meeting with CoE Public Works August 11 to figure out the landscaping map of downtown Evanston – who is responsible for what, etc. especially as move forward with the new RFP
- Annie to send video about trees in downtown districts

To Discuss

- Set-up meetings with board members and businesses (Ayla's, Becky & Me Toys, Spice & Tea Exchange) to have "focus groups"
- Target Talk
 - Chris commented that it is all about service for the small retailers – WSJ article "Wal-Mart: What Will It Cost to Compete with Amazon"

- Focus on who are your clients and how to provide special services
- Chris motioned to vote yes; Hank seconded
- Lease Expires on September 30 so we can renew at same price (\$1200)
- Office lease expires September 30
 - Annie proposed to continue with lease at same rate \$1200
 - EC voted to approve continuation of lease
- Andrew asked for a vote on the proposal by Eilts & Associates for this year's audit
 - Chris brought up the timing of audit and Downtown Evanston will send out an RFP for next year's audit
 - Chris motioned to approve; Hank seconded. Audit proposal accepted.

Meeting Adjourned

Andrew adjourned meeting at 5:19pm

Next Executive Committee meeting is Thursday, September 10, 4:00-5:00pm at 820 Davis St.

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