

**Downtown Evanston Executive Committee Meeting**  
**Tuesday, November 6, 8am**  
**909 Davis St., Ste. 500**

**Attendees**

Andrew McDonald, Chairperson  
Marilyn Ruiz  
Mike Smylie

**Staff**

Annie Coakley  
Laura Brown

**Guest**

Paul Zalmazek, City of Evanston

Andrew McDonald commenced meeting at 8:11am.

**Meeting Minutes**

Committee reviewed the meeting notes from Oct. 17, 2018 but did not approve because no quorum

**Treasurers Report: Chris Mailing**

- Banner and Oktoberfest sponsorships at \$41,530.88 which exceeds projected sponsorship of \$25,000
- Shift printing dollars to events because we have enough brochures to last us until early 2019
- Currently have about \$100K in reserve; \$30K will be used for PLACE Consulting

**Staff Reports: Annie Coakley**

Events

- Halloween Trick or Treat Stroll and Party: successful but not going to host the party next year
- Oktoberfest: success but making changes including date, name, etc.
- Small Business Saturday: passport program with giveaway, PR firm to boost outreach for small businesses
- Tree Lighting on December 8 at Fountain Square

Placemaking

- Banners installed with holiday décor
- Utility box project to paint/wrap in 2019

Opening

- Colectivo Coffee opening on Nov. 15
- Xfinity Mobile moving into 1608 Sherman Ave. (former Evereve)

Committees

- Parking meeting at Wintrust → form a Parking Committee to meet regularly
- Albion funded "Freight Farm" → possible partnership with Downtown Evanston but still figuring out the financing

**Meeting Adjourned**

Andrew adjourned meeting at 8:45am

**Upcoming Meetings**

- Annual Board Meeting is on Thursday, November 15, 3-5pm at Holiday Inn
- Next Executive Committee is Wednesday, December 12, 8am