

Downtown Evanston Executive Committee Meeting
Thursday, December 13, 2018, 4:30-5:30pm
909 Davis St., Ste. 500

Attendees

Andrew McDonald, Chairperson
Marilyn Ruiz
Mike Smylie
Katrina Meckes

Staff

Annie Coakley
Laura Brown

Guest

Dan Kelch, Core & Rind Hospitality
Paul Zalmazek, City of Evanston

Andrew McDonald commenced meeting at 4:35pm

Meeting Minutes

Committee reviewed the meeting notes from Nov. Mike Smylie moved to approve. Katrina seconded. Meeting minutes approved.

Treasurers Report: Annie Coakley

- Carrying over \$80,000 into 2019: sponsorship dollars, remaining Albion funding, professional development, map/guide, public way aesthetics
- \$3,000 still coming in from banner payments, co-op advertising

Staff Reports: Annie Coakley

Events

- Small Business Saturday: passport program with giveaway
- Warm Bevvv Walk: December 6
- Tree Lighting on December 8 at Fountain Square
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Reconstitution

- What is an SSA/Downtown Evanston video
- February Advisory Meeting
- Panhandling: ongoing discussion

Committees

- Restaurant Group
 - o Ramp up PR for restaurants (advertising, dedicated map/guide, A la Card)
 - o Additional marketing dollars from State of Illinois
- Parking meeting at Wintrust → form a Parking Committee to meet regularly

Placemaking

- Utility box art (~\$1000/box for artist to paint)
- Banner & décor is up
- State of Illinois infrastructure grant to assist with public art

Business News

- Brokers event in February or March at Church Street Plaza
- Colectivo Coffee
- Philz Coffee
- Kilwin's
- Assembly Creators

Albion Development

- Freight Farm public benefit – at park across the street from Albion building

- Downtown restaurants purchase greens, herbs from Freight Farm
- Annie met with City of Evanston

Sponsorship

- Katrina is interested in reviewing and assisting with raising money for events and in general
- Forming committees – scheduling meetings

Comments

- Dan Kelch commented that he doesn't feel it is right to drop maintenance support so that DTE can use extra money (TIF, etc) to do additional marketing, events. He is advocating that this should be a formal agenda item and discuss next steps
- Is it possible to split up the maintenance costs between DTE, City and residents (if they become part of the SSA contribution)?
- Annie responded that we can revise our maintenance contract to peel back on spending (less garbage pickups in winter; more in summer) but her understanding was always that once the TIF expired City contribution would be less
- Dan feels that DTE should push back on having to pay for the full maintenance
- DTE can do the maintenance for much less than the City of Evanston
- Paul noted that it will require going in front of Council and asking for the funding
- Andrew commented that we are in a sympathetic position –
- Mike commented that we should discontinue trash pick up
- DTE needs to go to the elected officials to request the funding for the maintenance so that DTE can use more of the budget for marketing
- For 2019, revise contract

Meeting Adjourned

Andrew adjourned meeting at 5:37pm

Upcoming Meetings

- Next Executive Committee is Thursday, Jan 10th at 4pm and will be the second Thursday each month at 4pm for 2019