

Downtown Evanston Executive Committee Meeting
Thursday, January 10, 2019, 4:00-5:00pm
909 Davis St., Ste. 500

Attendees

Marilyn Ruiz, Secretary
Mike Smylie, *Vice Chair*
Tony Marco, *Treasurer*
Stefanie Olencheck

Staff

Annie Coakley
Laura Brown

Mike Smylie commenced meeting at 4:03

Meeting Minutes

Committee reviewed the meeting notes from December 13, 2018. Stefanie moved to approve. Marilyn seconded. Meeting minutes approved.

Treasurers Report: Tony Marco

- Income up about \$25K due to sponsorship/events
- Expenses
 - o Supplies were up higher than projected due to special event materials
 - o Public art line item – moved money from professional development to contribute to the Church Street Mural project
 - o Administrative costs are over budget due to PLACE Consulting for SSA reconstitution; this will actually be paid for by money from the reserve but that is not yet reflected in the budget
- Overall, we are ending the year with about \$16K

Staff Reports: Annie Coakley

Maintenance Contract

- Annie is meeting with Ald. Wilson (date TBD) to discuss the maintenance contract/agreement with the City of Evanston
- Meeting with tenants on Sherman Ave. to discuss sidewalk repairs taking place March to May

Advertising Plan 2019

- Reviewed advertising plan for 2019
- Annie asked for EC to vote on the plan so we can move forward with signing the ad contracts (XRT, Patch.com, CTA ad EvanstonNow)
- DTE will ask Bill to adjust contract to \$10K
- Vote: Mike Smylie motioned to approve; Marilyn seconded. Advertising budget approved.

CVB Restaurant Month

- Downtown Evanston is working with Lyft to get promotional codes for safe and sober rides
- Webpage on our site with downtown Evanston restaurants, parking info and Lyft info

Reconstitution

- Working with digital media firm to create a “What is an SSA/Downtown Evanston video” to use during outreach for reconstitution
- Next Advisory Meeting is in February (date TBD)

Panhandling/Homelessness

- Annie met with Peer Services, Connections for the Homeless, City of Evanston to discuss panhandling/homelessness in downtown
- Connections for the Homeless is putting together a workshop series for business owners/staff in 2019
- Long-term plan is for Connections for the Homeless to hire a part-time outreach person for downtown Evanston (co-funded by Connections, City of Evanston)

Committees

- Restaurant Group
 - o Ramp up PR for restaurants (advertising, dedicated map/guide, "A la Card" program)
 - o Additional marketing dollars from State of Illinois
 - o Dining Guide for the hotels
- Parking Committee
- Marketing Committee

Placemaking

- Utility box art (~\$1000/box for artist to paint); reach out to sponsors for each box; logo on box
- State of Illinois infrastructure grant to assist with public art
- Mural program in spring 2019
- Parking meter painting in spring 2019; partnership with One River School Evanston

Business News

- Brokers event in March at Church Street Plaza
- Boltwood closed
- Philz Coffee signed (1030 Davis St.)
- Salon Lofts & E-gaming at Church Street Plaza
- Newport Coffee at former Cheesie's
- Frida's – Mexican breakfast/lunch at former Bistro Bordeaux (618 Church St.)

Meeting Adjourned

Mike adjourned meeting at 5:05pm

Upcoming Meetings

- Next Executive Committee is Thursday, February 21, 4pm