



**Downtown Evanston Board Meeting  
November 15, 2018, 3-4:30pm  
Holiday Inn Chicago North Evanston**

**Attendees**

**Board Members**

Andrew McDonald, *Board Chair*, Rotary International  
Alan Anderson, Northwestern University  
Marilyn Ruiz Faklis, downtown Evanston resident  
Paul Zalmazek, City of Evanston  
Wally Bobciewicz, City of Evanston  
Chris Hawxhurst, Colliers International (500 Davis St.)  
Angela Valavanis, Creative Coworking  
Mike Smylie, Smylie Brothers Brewing Co.  
Marty Cless, Core & Rind Hospitality (1026 Davis St.)  
Katrina Meckes, Industrious Evanston

**Guests**

Liz Crompton, Holiday Inn Chicago North Evanston  
Gina Speckman, Chicago's North Shore CVB  
Dan Kelch, Core & Rind Hospitality

**Staff**

Annie Coakley  
Laura Brown

Andrew called the meeting to order at 3:25pm. Andrew welcomed and asked attendees to introduce themselves.

**Approval of Meeting Notes**

Andrew called for approval of May 17, 2018 Meeting minutes. Board unanimously approved meeting minutes.

**Treasurers Report: Andrew McDonald**

Andrew presented the 2019 budget for approval. Board unanimously approved the 2019 Budget.

- City of Evanston contributions and Northwestern contributions have been received for the 2018 fiscal year.
- Projected to receive \$25,000 in sponsorship income, actual amount is \$41,530. These amounts include events sponsorships and event income (Oktoberfest) and Street Pole Banner income.
- Under Public Way Aesthetics we added a Public Art Column and transferred \$5000 from Professional Development to this line item to contribute to the Church Street Mural.
- Under the Map and Guide Printing line item we budgeted \$17,000. Due to the carry over of a larger print order from the end of 2017, we did not need to print as many this year. The remaining \$12,000 in this category will be spent at the holiday tree lighting event, as our budget costs exceeded what was anticipated; this is in large part to the new events that took place at the new fountain square this summer.

## **2019 Budget Explanations:**

- 1) In 2015 the EAV for the district = \$225,208,890 X our rate .1463 provided a levy of \$329,592
- 2) In 2016 the EAV for the district = \$262,007,050 X our rate .1258 provided a levy of \$329,592 (The EAV increased by \$36.7M)
- 3) In 2018 the EAV for the district is \$300,003,990 X our rate.1463 and the elimination of the TIF district will provide a levy of \$525,000
- 4) In 2018 for the 2019 budget DTE Executive Board approved to request the City of Evanston to submit a levy request to the county for the \$525,000 at its October 17<sup>th</sup> meeting. This is our last request with the current taxing district. The additional request to the city will be for \$50,000 out of their Economic Development Fund.
- 5) Cost of doing business will increase in 2019.
  - a. Insurance in 2018 remains much higher than previous years. The City of Evanston's insurance package with BCBS to = \$48,000 for two full time staff.
  - b. We will be adding services to landscape contract for fountain square RFP has been issued, waiting for responses. Approximately an increase of \$10,000
- 6) Need board approval for an overall request to the city for the **2019 budget of \$575,000.**

## **Board of Directors Nominations & Vote: Andrew McDonald**

Andrew reviewed the Board of Directors class structure and presented the list of Board nominations for 2019-2020. Board unanimously approved the board changes.

## **Officer Changes:**

- Tony Marco, General Manager of the Hilton Garden Inn Chicago NorthShore to be voted as Board Treasurer (Replacing Paul Kogol)
- Marilyn Ruiz, downtown resident, to be voted as Board Secretary (Replacing Tony Marco)
- Michael Smylie, owner of Smylie Brothers, to be votes as Vice Chair (Replacing Lori Stein)

## **Class 2 Changes:**

- Stefanie Olencheck General Manger of Hyatt House will replace Sarah Kvamme, previously with Evanston Hyatt House.
- Katrina Meckes, Community Manager with Industrious will replace Lori Stein, previously with Church Street Plaza.

## **Class 4 Change:**

- Dave Davis, Executive Director of Community Development, Northwestern University will replace Alan Anderson, previously with Northwestern University.

## **Guest Presentation: Dave Davis, Northwestern University**

Dave Davis provided an overview of the role of the Northwestern Neighborhood & Community Relations focusing on the economic development initiatives.

## **Downtown Evanston Presentation: Annie Coakley**

Annie provided an update on marketing and advertising, placemaking, maintenance, mural project, business retention and attraction efforts, open/closed businesses and reconstitution.

**Andrew adjourned the meeting at 4:40pm.**