Downtown Evanston Executive Committee Meeting
Thursday, February 21, 4:00-5:00pm
909 Davis St., Ste. 500

Attendees
Andrew McDonald, Chair
Tony Marco, Treasurer
Katrina Meckes

Staff
Annie Coakley
Laura Brown

Andrew McDonald commenced meeting at 4:11pm

Meeting Minutes
Committee reviewed the meeting notes from January 10, 2019. Katrina moved to approve. Tony seconded. Meeting minutes approved.

Treasurers Report: Tony Marco
- Proposal to move Internet/DSL to professional and computer services because internet is included in rent
- Carrying over $24K from 2018 (sponsorship and some map/guide.) How should that be incorporated into the budget sheet and/or how should that be budgeted?
  o Kristin will divide up the carry over funds into categories
  o At the next meeting we will vote on how to use these funds in 2019
- Is there a policy in place to determine how the reserve funds can be spent? Do we need to have this type of policy?
- Annie, Kristin and Tony will meet to discuss/clarify changes to the budget and update/revise based on actual expenditures (this will be reflected in 2020 budget)

Staff Reports: Annie Coakley

Events
- North Shore Restaurant Month: set up the Lyft promo; additional advertising on Patch.com
- “Tidying Up” Event—April 27
  o Mayor Hagerty meeting with businesses/property managers to suggest clean up activities (window washing, power washing, sweeping, etc.)
  o Recruit volunteers (organizations and companies) to participate in a clean-up day and coordinate with City of Evanston to recruit volunteers
- Hygge Fest – great turnout, positive feedback from businesses
- Thursday Night Live – sending out call for artists; vote on bands early April
- JCC Chicago Film Fest – partnering with restaurants
- IL APA Conference – tour of Fountain Square (Sept)

Economic Development
- SSA Reconstitution
  o Working on the “What is an SSA/Downtown Evanston video” to use during outreach for reconstitution; filming next week
  o Next Advisory Meeting is in February 26 at 9:30am
- Panhandling—no update
- Restaurant Group
  o Ramp up PR for restaurants
  o VIP Dinner Group
- NU Medill Marketing Program for businesses

Placemaking
- Utility box art – One River School adopting these boxes to paint/decorate
- Donation Stations – One River School & Blick will repaint
- Mural program in spring 2019 – Byline sponsoring; Wintrust will contribute
Retail
- Retail Strategy: Clean-up effort; researching retail consultant to do an intensive market study
- Brokers event at Church Street Plaza (date TBD)
- Openings/Closings
  - 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.)
- Loyalty Program for retailers and restaurants
- Lifestyle Influencer tour of downtown Evanston

Maintenance Contract
- Sherman Ave Sidewalk Improvements starting in March

Meeting Adjourned
Mike adjourned meeting at 5:05pm

Upcoming Meetings
- Next Executive Committee is Thursday, March 14, 4pm at Hilton Garden Inn followed by tour of renovated rooms, common areas, etc.