

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
 - o Philz Coffee signed (1030 Davis St.)
 - o Salon Lofts & E-gaming at Church Street Plaza
 - o Newport Coffee at former Cheesie's
 - o 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.