

**Downtown Evanston Executive Committee Meeting**  
**Thursday, March 14, 4:00-5:30pm**  
**Hilton Garden Inn Chicago North Shore/Evanston, 1818 Maple Ave.**

**Attendees**

Andrew McDonald, *Chair*  
Tony Marco, *Treasurer*  
Marilyn Faklis Ruiz, *Secretary*

**Guest**

Paul Zalmazek, City of Evanston

**Staff**

Annie Coakley  
Laura Brown

Andrew McDonald commenced meeting at 4:06pm

**Meeting Minutes**

Committee reviewed the meeting notes from February 21, 2019. Marilyn noted that Mike adjourned meeting; change to Andrew. Tony moved to approve. Marilyn seconded. Meeting minutes approved.

**Treasurers Report: Tony Marco**

- Meeting to review P&L statement and reformatted to help clarify income/expense categories; provide descriptions in addition to variances
- Added the carry-over amount (\$24K) to FY Forecast to reflect it is in income
  - o Andrew suggested adding it in income to reflect it will be spent
  - o Discussion about ensuring that this does not impact City contribution and/or public understanding of our P&L
- Discussion about adding advertising to our website to generate some additional income

**Staff Reports: Annie Coakley**

Regional Tourism

- House Bill introduced new processing tax for hotels and retailers and impact on business
- CVB will lobby against and asking local hoteliers to lobby

Events

- Clean Up Event—Saturday, April 27
  - o Mayor Hagerty meeting with businesses/property managers on April 5 to discuss
  - o Recruit volunteers (organizations and companies) to participate in a clean-up day and coordinate with City of Evanston to recruit volunteers
  - o Possible sponsorship from Tide or another cleaning product company?
  - o Reach out to Rotary for volunteers and ETHS, Girl Scouts, Boy Scouts
- Hygge Fest – great turnout, positive feedback from businesses
- Thursday Night Live – 53 bands; will decide in early to mid April
- JCC Chicago Film Fest – partnering with restaurants/
- IL APA Conference – tour of Fountain Square (Sept)
- ICCMA Conference – May

Economic Development

- SSA Reconstitution
  - o “What is an SSA/Downtown Evanston video” will be ready in 2 weeks
- Panhandling: Connections for the Homeless is hosting a meeting for retailers, restaurants on how to deal with panhandlers
- Meeting with Groot and Director of Public Works to discuss alley cleanliness

Retail

- Retail Strategy
  - o Meeting with Teska Associates (Friday, March 15)

- Paul commented that it isn't a programming problem of Downtown Evanston, more macro-level planning (adding density—residential, office), parking,
- Next meeting have a mapping exercise to look at retail clusters and areas of improvement
- WGN Morning News “Ana Belaval” on Thursday, March 21
- Annie having one-on-one meetings with retailers to hear about concerns/issues (parking, cleanliness)
- 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
  - Williams Shoes (618 Church St.) – for sale
- Loyalty Program for retailers and restaurants
- Lifestyle Influencer tour of downtown Evanston (early April)
- Restaurant Group
  - Ramp up PR for restaurants (Patch.com ads)
  - VIP Dinner Group
- NU Medill Marketing Program for businesses (Assembly Creators, Frida's, Little Mexican Café, Pop Up Gallery Evanston)

#### 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?

#### **Meeting Adjourned**

Mike adjourned meeting at 5:05pm

#### **Upcoming Meetings**

- Next Executive Committee is **Thursday, April 11, 4pm** at Industrious Evanston, 909 Davis St., Ste. 500