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  
  - Andrew suggested adding it in income to reflect it will be spent  
  - 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  
  - Mayor Hagerty meeting with businesses/property managers on April 5 to discuss  
  - Recruit volunteers (organizations and companies) to participate in a clean-up day and coordinate with City of Evanston to recruit volunteers  
  - Possible sponsorship from Tide or another cleaning product company?  
  - 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  
  - “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  
  - 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