



**Downtown Evanston Board Meeting  
May 16, 2019, 3:00-5:00pm  
Hilton Garden Inn Chicago North Shore**

**Meeting Minutes**

**Attendees**

Andrew McDonald, *Board Chair*, Rotary International  
Marilyn Ruiz Faklis, *Secretary*, downtown Evanston resident  
Paul Zalmazek, City of Evanston  
Angela Valavanis, Creative Coworking  
Mike Smylie, *Executive Committee*, Smylie Brothers Brewing Co.  
Marty Cless, Core & Rind Hospitality (1026 Davis St.)  
Carol Bass, downtown resident  
Stefanie Olencheck, *Executive Committee*, Hyatt House  
Katie Deitch, 1007 Church St.  
Allie Schotz, NAI Hiffman (on behalf of Patti McDermott)  
Ed Strebb, downtown resident  
Gregory Stewart, downtown resident

**Guests**

Gina Speckman, Chicago's North Shore CVB  
Dan Kelch, Core & Rind Hospitality  
Rachel Ruttenberg, Gather  
Alan Moy, Viet Nom Nom  
Ayla Pizzo, Ayla's Originals  
Jim Nash, Farnsworth Hill  
Kristin Robledo  
Ryan Caturan, Aligned Modern Health  
Julie Rosen, One Evanston  
Eric Krzystofiak, Wheel & Sprocket  
Ashley Abbott, Optima Horizons  
Jane Grover, CMAP  
Lindsay Bailey, CMAP

**Staff**

Annie Coakley  
Laura Brown

Andrew McDonald called the meeting to order at 3:25pm. Andrew welcomed attendees and asked for introductions.

**Approval of Meeting Notes**

Andrew called for approval of November 15, 2018 meeting minutes. Mike Smylie motioned to approve and Andrew seconded. Board unanimously approved meeting minutes.

**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 as approved by the Executive Committee. Mike Smylie motioned to approve and Gregory Stewart seconded. Board unanimously approved the board changes.

**Class 2 Changes:**

- Patti McDermott, NAI Hiffman (909 Davis St.) to replace Carrie Strazinski
- Katie Deitch, Transwestern (1007 Church St.) to fill vacancy
- Becky Layton, Park Evanston (1630 Chicago Ave.) to fill vacancy
- Ranee Berliant, Colliers International (500 Davis St.) to replace Chris Hawxhurst
- Christy Luna, E2 (1890 Maple Ave.) to fill vacancy

**Class 5 Change:**

- Carol Bass, downtown resident to replace Ed Strebb

**Treasurers Report: Annie Coakley**

Annie presented the 2019 budget which was approved at the November 15 Board Meeting.

- Carried over \$20,000 from last year; \$10,000 was from Albion development of which we have spent about \$6500 on printing, advertisements, street pole banners and a PR firm
- \$5000 of carry over was added to the supply column to give more premiums throughout the year
- \$5000 will go toward professional development for conferences (National Main Street and IDA)
- Remaining money from carryover will be spent on additional programming around Fountain Square

**Guest Presentation: Lyndsay Bailey, CMAP**

Lyndsay presented on parking ideas and solutions related to the City of Evanston's parking situation with a voting activity about parking preferences.

- Gina: Recommendation to do an advertising campaign around the Park Evanston app. Annie noted that the City of Evanston created a video that we will share.
- Eric: suggested having a leave behind marketing collateral for customers about garages, parking app, etc. Annie noted that the City of Evanston is doing this.

**Downtown Evanston Presentation: Annie Coakley & Laura Brown**

Staff provided an update on the following:

- **SSA reconstitution** including an activity where attendees put "SSA bucks" into buckets representing areas of SSA spending (customer attraction, safety programs, public way aesthetics, economic/business development, public art and sustainability and public places). Showed a recent video completed for the outreach process and discussed the major changes including expanded boundary and residential contributions.

- **Special events** Tree Lighting, Hygge Fest, Wellness Crawl and upcoming events such as Thursday Night Live, Sip & Stroll, Get Fit Fridays and others. Vintage Garage Chicago is May 19 at the Maple Ave. Garage.
- **Advertising** plan includes another 10-week campaign with XRT; new this year is a 6-month trial campaign with Patch.com focused on dining
- **Marketing** focused on working with social media influencers to promote shops and working with a PR Firm around Mothers Day promotions
- **Placemaking** projects include utility box painting with One River School, free Bears mural, piano painted by local artist to remain at Fountain Square and a grant for a sidewalk mural submitted to AARP.
- **Public Maintenance:** 19 additional planters around Fountain Square; power washing happening in mid-June before the NU graduation on June 21
- **Businesses Closed/Opened:** more closed than opened but looking forward to new businesses opening soon

### Questions

- Marty Cless asked about the recent news of Northlight Theater going in on Church Street. Annie provided an overview of the project and that Downtown Evanston is supportive of the theater as it will bring more people downtown to support the restaurants. [Link here for article.](#)

**Andrew adjourned the meeting at 5:10pm.**