

**Downtown Evanston Executive Committee Meeting
Thursday, December 5, 9am
Industrious Evanston, 909 Davis St., Ste. 500**

Attendees

Andrew McDonald, *Chair*
Marilyn Faklis Ruiz, *Secretary*
Mike Smylie

Staff

Annie Coakley
Laura Brown

Andrew McDonald commenced meeting at 9:05am

Meeting Minutes

Committee reviewed the meeting notes from September 12, 2019. Marilyn moved to approve. Mike seconded. Meeting minutes approved.

Treasurers Report: Annie Coakley

- \$65K still owed from City of Evanston; paying Jan. 1, 2020; Annie checking to make sure it is okay with our accounting; ask for City to date check 12/31 and we deposit late on 12/31/19
- Full year funding will be received in fall 2020 b/c we are restarting the SSA; we need to get a line of credit around \$300K and will pay off in full in fall 2020; Annie initiating discussions with Byline and Wintrust
- Shifting banner money to holiday décor
- Audit approved; Annie sharing with Board

Staff Reports: Annie Coakley

Events

- Kits, Cats & Kids: met with NU to discuss how to revive the event
- Fall Crawl: last minute but good turnout and response from businesses
- Small Business Saturday: not as strong as last year but continuing Shopping passport through holidays
- Warm Bevvv Walk: 12/5
- Tree Lighting: 12/7
- Hygge Fest: month long events

Economic Development

- SSA Reconstitution – passed at Council; 60 day waiting period and final meeting to pass the ordinance
- Restaurant Marketing/Branding – VIP dining group/membership - \$10 to receive the invitation first → set up program (Lakeview has a successful program)
- 37 Oaks Training – Holiday Workshop on 11/7; proposal for a series of retail/ecommerce workshops
 - o Online shopping training for merchants backed up with additional classes for online shopping – one-on-one consultation as incentive to complete the courses; discount for retailers
 - o City to help subsidize; reconvene with Paul to discuss a program

- Retail Task Force
- Closings
 - o Market Fresh space
 - o Freshii
 - o Homestead will be closing for 6 months b/c purchased by Graduate Hotels

Marketing

- Banner program: Mike suggested having the beer packaging artist to be featured on the banners; create a call to artists for the banners
- Holiday décor

Administration

- IRS/SurePayroll figuring out issue re money owed Evmark
- Hire new accountant/bookkeeper
- Board development
 - o Executive Committee members: Eric, Wheel & Sprocket

Other announcements

- Marilyn reported that Emily Guthrie reached out about First Night Evanston requesting \$1500 from Downtown Evanston; we have already allocated our sponsorship dollars for 2019 and due to the late request we cannot provide a donation for 2019 First Night Evanston

Meeting Adjourned

Andrew adjourned meeting at 10:38am

Upcoming Meetings

- Board Meeting is **Thursday, December 12, 4-5:30pm** at One River School, 1033 Davis St.
- Executive Board Meeting is Thursday, January 9, 9am at Industrious Evanston