

**Downtown Evanston Executive Committee Meeting**  
**Tuesday, January 14, 2021, 9am**  
**Zoom Meeting**

**Attendees**

Andrew McDonald, *Chair*  
Mike Smylie, *Vice Chair*  
Erik Kryztofiak  
Gretchen Burns  
Marilyn Falkis

Paul Zalmezak

**Staff**

Annie Coakley  
Laura Brown

Andrew called the meeting to order at 9:05am.

**Meeting Minutes**

Andrew reviewed meeting minutes from December 10, 2020. Mike motioned to approve. Eric seconded. Meeting minutes approved.

**Board Member Vote**

- o Renata Gherghiceanu as Treasurer
- o Raneer Berliant as Executive Board member
- o Andrew called for a motion to vote. Mike moved to vote. Eric seconded. Board approved new treasurer and executive committee member.

**Treasurers Report: Annie Coakley**

- o Reviewed “Joint Fundraising Income” which captures money raised for fundraising projects and distributed (T-shirt, Raffle and Drive-In movies)
- o Carryover for 2020 is about \$40K
  - o Underspent in Maps & Guide, maintenance and events
- o Amy Ceisel recommended to pay off interest on the loan when the spring collection is received
- o 2021 & 2022 income might be impacted due to collection loss – there is a loss collection line item of \$51K for 2021

**Staff Reports: Annie Coakley**

Events

- o Drive By Santa Sighting (Dec. 12): about 200 cars drove by; positive feedback
- o Winter Games Challenge (Feb): citywide event to encourage people to get outside – physical and mental health – and support businesses; Eventzee scavenger hunt app
- o Hygge at Home (Jan-Feb): virtual at home events
  - o Hygge Kit through Baccalash
- o Restaurant Month (Feb): take-out version and then an in-person version
- o Summer
  - o Thursday Night Market (monthly) to replace TNL concerts and add a pop-up project

Economic Development

- o Covid-19 Task Force
  - o Advocacy for businesses who haven’t received funds
  - o Rent continues to be a top issue for businesses

- DTE hired Backline Consulting to present on tax implications for loans and grants at a workshop on Jan. 27
- Eric asked if the City has discussed Covid vaccinations for retailers/small businesses
- Paul commented that City is shifting to Phase 1B as determined by the State of Illinois
- Downtown Gift Card – push for March launch
- Shop Unique video to promote local shops
- Art Under Glass ongoing in vacant storefronts
- Tier 2: no indoor dining is allowed

#### Advertising/Marketing

- Radio/TV/Email: Shifting to month-to-month contract to promote specific events
- Local advertising: EvanstonNow, CVB, FB/Instagram

#### Retail

- Placer: data analysis program
- Closings: CycleBar
- 2021: focus on working with property owners on retail and office attraction

#### Organizational

- Annual Report (Jan/Feb) – in-house design this year
- Strategic Plan
- Farmers Market Management
  - Erika Storlie presented opportunity for DTE to manage the Farmer's Market
  - Paul commented that City is really focusing on service delivery and the market does not fall under that umbrella; Paul will share expense/income report which shows it is a net-positive operation
  - Annie noted possibility of moving it to Fountain Square
- Next meeting – Thursday, February 11, 9am

Meeting adjourned at 10am