



**Downtown Evanston Board Meeting  
October 19, 2020, 3pm  
Zoom Meeting  
Meeting Minutes**

**Attendees**

Andrew McDonald, *Board Chair*, Rotary International  
Marilyn Ruiz Faklis, *Secretary*, downtown Evanston resident  
Eric Krzystofiak, Wheel & Sprocket  
Mike Smylie, *Executive Committee*, Smylie Brothers Brewing Co.  
Marty Cless, Core & Rind Hospitality (1026 Davis St.)  
Carol Bass, downtown resident  
Angela Valavanis, Creative Coworking  
Paul Zalmazek, City of Evanston  
Amy Schultz, McCaffery Interests

**Guests**

K Sliteris, McCaffery Interests

**Staff**

Annie Coakley  
Laura Brown

Andrew McDonald called the meeting to order at 3:08pm. Andrew welcomed attendees.

**Approval of Meeting Notes**

Andrew called for approval of May 21, 2020 meeting minutes. Marilyn moved to approve and Angela seconded. Board unanimously approved meeting minutes.

**Treasurers Report: Annie Coakley**

- Remaining levy of \$299,000 will be received by end of the year.
- Due to Covid, DTE has underspent in several categories. Shifting some of the funds and carrying over some to 2021.
  - Maintenance: \$6K variance will be spent on rat mesh for above ground planters (Executive Committee approved)
  - Public Aesthetics: \$4K to be spent on extra holiday lighting at Fountain Square (Executive Committee approved)
  - Map & Guide: \$16K will go into carryover
  - Admin: \$15K will go into carryover
- Reviewed 2021 Budget
  - Income: carryover is about \$40K; loss collection is \$61K; sponsorship is questionable b/c based on events but included at \$22K; NU contribution is \$13K

- Expenses: similar categories but shift in amount
  - Advertising – increase
  - Special Events – decrease
  - Public Way Maintenance – same
  - Tenant Retention & Attraction – decrease
  - Website Improvements – shift from Map & Guide
  - Admin, Non-Peronnel – same
  - Admin – same
- Andrew asked for questions and comments on the proposed 2021 Budget. No comments. Board unanimously approved the budget.
- Next steps: Annie will present budget to Economic Development Committee next Wednesday, Oct. 28 after which it is passed onto City Council for approval.

#### **Downtown Evanston Presentation: Annie Coakley**

- **Covid-19 Recovery:** Recovery Playbook; post pandemic playbook; raised money for LEND to give grants to small businesses; marketing/signage throughout the pandemic
- **Activation events:** Evanston Art Connects (May); Sidewalk Sale (July); Art Under Glass with Evanston Made in vacant storefronts; Maker’s Market (Oct. 18); Make Lemonade activation and scavenger hunt (Oct. 15-Nov. 15);
- **Advertising:** Continued to advertise heavily on radio throughout the summer on WDRV, WGN and The Score (special “The Last Dance”); digital billboard ads to promote Evanston as a weekend getaway; new banners going up before Thanksgiving; email marketing through third party buyer;
- **Events**
  - Small Business Saturday (Nov. 28) – shopping passport to spend over \$100 for free mug
  - Winter Walk Wednesday: late night shopping
  - Window Decorating Contest: silver lining
  - Zoom Visits with Santa
  - Virtual Tree Lighting with Dinners To-Go
  - Hygge-At-Home (January & February)
- **Business News:** reviewed openings & closings in downtown

**Andrew adjourned the meeting at 3:45pm**