

**Downtown Evanston Executive Committee Meeting
Tuesday, November 17, 9am
Zoom Meeting**

Attendees

Andrew McDonald, *Chair*
Marilyn Falkis Ruiz, *Secretary*
Mike Smylie, *Vice Chair*
Paul Zalmezak
Renata Gherghiceanu

Staff

Annie Coakley
Laura Brown

Mike, Vice Chair, motioned to start meeting in Andrew's absence. *Andrew arrived to meeting at 9:30am.*

Meeting Minutes

Andrew reviewed meeting minutes from October 9, 2020. Mike motioned to approve. Marilyn seconded. Meeting minutes approved.

Treasurers Report: Annie Coakley

- DTE received the remaining levy
- Remaining expenses
 - Maintenance: rat mesh was installed
 - Holiday décor: installation starts today 11/17
 - Carryover \$46,036 for 2020 for which Annie suggests paying off the line of credit in full so we would not incur additional interest charges
- Vote on Line of Credit Payment
 - Andrew presented the vote to approve paying off the line of credit in full. Mike motioned to approve; Marilyn seconded Board approved.
- 2021 & 2022 income might be impacted due to collection loss

Executive Committee

- Annie reported that Stefanie Olencheck is no longer at Hyatt House so we need a new committee member and Treasurer
- Marilyn noted that DTE should recruit a minority-owned business owner for the Board and Executive Committee
- Annie commented that DTE has had initial conversations with the owner of 37 Oaks company that works with minority and women-owned businesses for pop up markets and other types of business development opportunities

Staff Reports: Annie Coakley

Events

- Autobarn & Evanston Loves Rotary Drive-In Movie – good turnout and benefit to DTE restaurants; 3 remaining movie nights
- Tree Lighting (Dec. 5): drive by the tree lighting, view Santa and Actors Gymnasium characters

Economic Development

- Covid-19 Task Force meetings continue

- Downtown Gift Card: Yiftee e-cards for participating businesses – still recruiting businesses
- Small Business Saturday: receive a mug if you spend \$100 starting Nov. 28 through December; creating a coupon book and pushing curbside and local delivery
- Shop Unique video to promote local shops
- Art Under Glass ongoing in vacant storefronts
- Make Lemonade Placemaking project with scavenger hunt (Eventzee) had 96 participants: good press coverage and recognition of the placemaking event

Advertising/Marketing

- Rocklin Irving: WLS radio ads ongoing plus targeted emails in Nov. and Dec.
- Local advertising: EvanstonNow, CVB, FB/Instagram

Retail

- The Basement – sports gear store opened at 1717 Sherman Ave. (owned by Campus Gear)
- Fountain Square building has been sold and there are plans for renovation/update exterior and interior
- 2021: focus on working with landlords on retail attraction
- Updates on 1603 Orrington Ave. tenants from Renata
 - Naf Naf Grill – not yet open
 - Next of Kin – closed on Oct. 28 temporarily
 - 10% of building employees returned
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Meeting adjourned at 10am