Downtown Evanston Executive Committee Meeting  
Wednesday, February 10, 2021, 9am  
Zoom Meeting

Attendees
Andrew McDonald, Chair  
Renata Gherghiceanu, Treasurer  
Gretchen Burns  
Paul Zalmezak

Meeting was not called to order. There was not a quorum, therefore this meeting was strictly informational, no votes were taken.

Treasurers Report: Renata Gherghiceanu
- Carry Over from 2020 is 38,300
- Our first payment of $12,500 from the city has been deposited – this is the maintenance re-imbursement, total of $50,000 (deposited in Feb)
- Our first invoice to city for $152,748 will be issued soon, however, the Spring Collection for SSA #9 has not yet been sent from the County to the City of Evanston. Annie has checked in with the County and they don’t have an estimated time when this will happen
- We are still in ok shape due to the line of credit
- The Winter Games event is a total of $21,000 however $11,500 will be covered by partnerships and sponsorship
- Most other expenditures are due to timing, events, more events to advertise, etc.

Staff Reports: Annie Coakley

Events
Winter Games Challenge (Feb): citywide event to encourage people to get outside – physical and mental health – and support businesses; Eventzee scavenger hunt app, 200 sign ups, creating additional social media challenges to bring in people who don’t want to download an app. Getting coverage in media. Events are planned too including Ice Carving Demo on Feb 20 at Ft. Square
- Hygge at Home (Jan-Feb): virtual at home events – workshops seem popular
- Introducing a replacement for Thursday Night Live called Thursday Night Market, first Thursdays of the month this summer.
- Partnering with Evanston Made on Winter Wonderland running now and Makers Market for 1 Saturday each month this summer/fall to coincide with the Farmer’s Market
- Discussion of DTE taking over the 2022 Farmer’s Market and moving it to Fountain Square.

Economic Development
- Covid-19 Task Force
  - Advocacy for CARES Act money to funnel to economic development initiatives.
    - $5K Grant Program for biz to create new marketing or strategies to re-invent
    - Hire a retail consultant or retail advocate on a short term basis
    - Buy demographic information to turn into new collateral for attraction purposes
    - Work on branding campaign for all of Evanston
    - Advocate for a later purple line express train
- Evanston Gift Card – working with community partners for a city-wide card, DTE will run it in other districts to support.
- Pop Up Project – DTE to create a leasing program with entrepreneurs and landlords for short runs with low rent.
- Sokoni – DTE to work with Paul Z to bring a small retail incubator to DTE.

Advertising/Marketing
- Shifting to month-to-month contract to promote specific events.

Retail
- 2021: focus on working with property owners on retail and office attraction.
- Dollop opening in Albion building.

Organizational
- Annual Report (Jan/Feb) – draft shared, will email to board for feedback.
- Strategic Plan – kick off meeting with Board in March.
- Marilyn issue a letter to Evanston candidates what we do and how we are funded.
- Discussion of how DTE can be more inclusive. DTE hired a graphic designer to create a Black History Month poster, printed them and distributed to Evanston black owned businesses. We are working with EMAP to install a black American themed mural on Davis Street. We are working with Sokoni to create a minority run and operated retail incubator.

Meeting adjourned at 10am.