Executive Committee Meeting

Approval of Meeting Minutes
Mike Smylie, Vice Chair called for approval of meeting minutes from May 13, 2021. Mike moved to approve; Marilyn Ruiz seconded. Board approved.

Treasurers Report: Annie Coakley
- Received $111K in collections for the SSA $299,214 for collections
- Approved for $34K in PPP
- Sponsorship of $2500 from Byline for Thursday Night Market
- Line of credit: still owe $240K which will be paid off once we receive collections in the spring

Staff Reports: Annie Coakley

Events
- ASAPIA Heritage event on May 22
- Thursday Night Market
  - First one on June 3 at Fountain Square was a success – 17 vendors, 200 attendees
- Evanston Farmer’s Market – City is going to send an MOU

Economic Development
- Covid Task Force presented draft recovery plan and request for funding focused on economic development; continue to meet with local officials regularly to advocate for funding for economic development (workforce development and parking)
- Evanston Gift Card: launched on May 15 with a BOGO offer sponsored by Evanston Community Bank & Trust (Wintrust)
- Sokoni Retail Incubator: presented to Economic Development Committee for funding to have a retail incubator program and space in downtown Evanston primarily to support women and minority owned businesses
- Extended CTA Express: ongoing discussion to extend the hours of the Purple Line Express to encourage people to stay later in Evanston and provide employees better public transportation in the evening

Placemaking
• Mural on Davis Street Metra is on hold. Union Pacific is going to remediate the viaducts so have to wait to do a mural
• Pitch Place: working with Evanston Arts Council to create a program for public art installation at Fountain Square

Marketing & Events
• ERL Drive in movies continue
• Thursday Night Market: monthly market from June to October with retailers and Evanston artists/makers and light entertainment; possibly close street or have some vendors on the 1603 Orrington Plaza
• Spring Shop & Stroll (May 8): promoting Mother’s Day specials; providing giveaway from Kilwin’s
• Makers Market: monthly market at Maple Avenue Garage (Saturday during Farmer’s Market)
• Farmer’s Market: DTE to operate in 2022

Retail Attraction/Retention
• “This Is” campaign to engage/attract new companies; working with commercial brokers

Open/Close Businesses
• Annie reviewed the status of new and/or businesses reopening
• Orrington Hotel: opened June 9 for NU graduation
• NEW BUSINESSES
  o Tennis Ballerz
  o Ridgeville (former Bar Louie location)
  o Madison Grace | 612 Davis Street
  o Urban Athlete | 1026 Davis Street
  o Purple Acai Bowl (former Verizon space near Potbelly’s)
  o Cinnaholics (former Freshii space)

Landscaping
• Power washing starts Friday, June 11 – 2 weeks to complete
• Post Office Clean-up: Nature’s perspective
• Enhanced Landscaping: Brightview proposal on how to triage most critical areas of downtown landscaping. Annie will share proposal with board to review.

Organizational
• Kicked off the strategic planning at the annual meeting on May 13
• In discussion with YWCA for Equity Training program for Executive Committee

Meeting adjourned at 10:25am

Linda del Bosque, resident commented:
- 2017-2018 discussed with Paul Zalmezak to open a women’s business center in Evanston so is interested in learning about a
- Andrew confirmed that businesses looking to move to Evanston can reach out to Annie or Paul to get started on the process
- Paul responded that we are typically “middle-men” in the process with landlord and tenant
- The first step in any business formation is to find a broker to tell space needs and
- $250K in economic development funding through City of Evanston
  o Small entrepreneurship grants
  o Façade improvement grants

Andrew called a closed session for the Executive Committee. Laura and Linda left the meeting.