



**Downtown Evanston Executive Committee Meeting**  
**Thursday, February 9, 2023, 9am**  
**Zoom Meeting**

**Attendees**

Mike Smylie, *Chair*  
Angela Valavanis, *Vice Chair*  
Andrew McDonald, *Treasurer*  
Marilyn Faklis-Ruiz, *Secretary*  
Alan Moy  
Nathan Kostant

**Absent**

Gretchen Brauer

**Staff**

Annie Coakley  
Laura Brown

**Guest**

Paul Zalmezak, City of Evanston

**Mike called the meeting to order.**

**Approval of Meeting Minutes**

Approval of meeting minutes from January meeting. Mike noted that he was at the meeting. Staff will update meeting notes. Mike motioned to approve with changes; Andrew seconded; Board approved meeting minutes.

**Treasurers Report: Andrew McDonald**

- **Income**
  - City still waiting to receive collections from Cook County
  - Paul reported that the funds have been received; should get by next Thursday
  - Annie submitting invoice for \$50,000 to City for maintenance reimbursement
  - Northwestern invoiced for their contribution \$18,000
  - Waiting on a few sponsorship/banner payments
- **Expenses:** Not much to discuss because waiting to hear about funds

**Staff Report: Annie Coakley**

- **Events**
  - Hygge Fest: moving along with lots of workshops, shopping & dining specials
  - North Shore Restaurant Month
  - Shifting focus from Fall Fest to an interactive winter event
    - AR (augmented reality) program with smart
    - Exterior building projection

- Ice carving with interactive activity
  - Make sure to integrate businesses' existing systems/infrastructures into event ideas – not asking for them to restructure what they are already doing
- **Economic Development**
  - Business District Plan Draft
    - Evanston Thrives Public Meeting – 2/9 at 6pm via zoom
  - DTE Office Attraction – Open House in 2023 hosted by TJ Callahan
  - Capacity Building –planning a series of workshops for 2023
- **Retail/Office Attraction**
  - Openings
    - Le Tour – opened Nov.
    - Mas Salud – opening March/April
    - Becon Academy – opened Feb.
    - Fonda – opened Feb. 8
    - Thomas & Dutch – March
    - Bookends & Beginnings – opening February
  - Building Security: Meeting with police, office buildings and hotels to discuss safety/security at these buildings
  - City Ordinance Proposals
    - Bag Tax
    - Fair Work Week
      - Proposed ordinance is temporarily tabled to provide additional research and get feedback from business owners
    - Cashless Ban
    - Group discussed the City process and how to improve communication about upcoming ordinances, proposals, etc.
    - DTE to send out bullet points about ordinances?
- **Advertising/Marketing**
  - Meeting with CVB to discuss co-op advertising options
  - Figuring out radio advertising
  - Updated map/guide for hotels
- **Maintenance**
  - Brightview is contractor for 2023
  - Garbage removal is under the Street Clean Team

## **Meeting Adjourned**

Mike adjourned the meeting at 10:22am.