



**Downtown Evanston Executive Committee Meeting  
Meeting Notes  
Thursday, May 11, 2023, 9am  
Creative Coworking, 922 Davis St.**

**Attendees**

Mike Smylie, *Chair*  
Angela Valavanis, *Vice Chair*  
Nathan Kostant (*on phone*)  
Jazmine Lee  
Isabelle Libbman

**Absent**

Gretchen Brauer  
Andrew McDonald

**Staff**

Laura Brown

**Meeting Minutes**

Mike asked for a motion to approve March 9, 2023 meeting minutes. Angela motioned to approve; Nathan seconded. Meeting minutes approved.

**Treasurers Report: Laura**

**Byline Bank Loan**

- Accountant recommends paying down half of the Byline Bank loan after receive the spring collection in early June, to reduce the interest payment. Pay down the rest of the loan when receive fall 2023 collections depending on revenue stream.
- **Mike motioned to approve paying half of the Byline Bank loan upon receipt of the spring 2022 collection pending a positive financial outlook. Angela seconded. Motion approved.**
- Follow Up: Accountant to report the number of months of expenses available if DTE pays down half of the loan by fall 2023.

**Advertising Categories**

- Laura discussed that with shift from radio/tv to digital to merge the advertising categories into one digital advertising category
- **Mike motioned to combine radio/tv and digital advertising line items on budget spreadsheet. Isabelle motioned to approve. Mike seconded. Motion approved.**

**Audit**

- Contract with Cheryl Rohlfs to complete audit. Cheryl is requesting extension for 2022 990 and 2022 audit

### **Public Way Aesthetics**

- **Holiday lights:** budgeted \$75,000 but will only cost \$65,000 so have some additional money to spend if necessary
  - o Nathan: asked if Illuminights could put the tree lights back up at Orrington Plaza
  - o Singing Tree was deinstalled; possible to install at Church Street
- **Public Art:** Board approved \$8,000 for mural refresh at Church Street viaduct and panel installation at Church Street plaza kiosk area; EMAP is also sending information about a mural extension on Metra wall (2024)
- **Placemaking:** is AR (augmented reality) considered placemaking

### **Attraction & Retention**

- How do we allocate the \$20K for DTE Works campaign advertising?
  - o Nathan suggested talking to Steve Degodny, Golub
  - o Mike suggested talking to Will Flatt
- Mike and Angela noted that we built this website so should continue to showcase it and drive people to the website

### **Evanston Thrives**

- Mike suggested a shipping container to use for pop-up bar or vendor station at Fountain Square or elsewhere
- Laura will report out on next steps for Evanston Thrives

### **Meeting adjournment**

Mike motioned to adjourn the meeting; Jazmine seconded. Meeting adjourned at 10:03am