



**Downtown Evanston Executive Committee Meeting**  
**Meeting Notes**  
**Thursday, July 13, 2023, 9am**  
**Creative Coworking, 922 Davis St.**

**Attendees**

Angela Valavanis, *Vice Chair*  
Andrew McDonald, Treasurer  
Nathan Kostant (on call)  
Gretchen Baurer  
Izzy Libmann  
Jazmine Lee

**Absent**

Mike Smylie, *Chair*

**Staff**

Laura Brown

**Meeting Minutes**

Angela motioned to approve June 8, 2023 meeting minutes. Andrew seconded. Meeting minutes approved.

**Treasurers Report: Laura**

- **Income**
  - Byline Bank Loan: Confirmed that half of the loan was paid off
  - Sponsorship: submitted an invoice for \$5000 sponsorship to Avidor
  - Emailed businesses about outstanding banner invoices
  - DTE following up on \$50K reimbursement from City of Evanston
- **Expenses**
  - All are on track; no major expenses in June

**Staff Update: Laura ([Link for Presentation](#))**

- **Advertising:** digital and social ads running; local media ads

- **Special Events:**
  - Thursday Night Markets: July 6 market well attended
  - Evanston en Plein Air Fest: well attended and successful closing ceremony with Evanston Made
  - Sidewalk Sale & Chalk Art Contest: anecdotally heard that it was a busy weekend for retailers; chalk art helped draw people to businesses
  - Evanston en Blanc: tickets “on sale”
- **Public Way Aesthetics**
  - DuSable Sculpture installation at Fountain Square led by Evanston Arts Council taking place in late August (TBD)
  - Working on Theatre Plaza RFP
  - AR Installation: Need to decide on AR installations
  - Holiday Lights: increase for 2023
- **Attraction & Retention**
  - Advertising the DowntownEvanstonWorks.com campaign on LinkedIn
  - Bisnow event
  - Evanston Thrives: EDC meeting July 26 to discuss priorities for the \$3 million allocated to Evanston Thrives projects
  - Reviewed Open/Closed/Coming Soon businesses

### **Meeting adjournment**

Angela motioned to adjourn the meeting; Izzy seconded. Meeting adjourned at 10:03am