

**Downtown Evanston Executive Committee Meeting
Thursday, August 11, 2022, 9am
Industrious Evanston, 909 Davis St.**

Attendees

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

Paul Zalmezak

Staff

Annie Coakley

Approval of Meeting Minutes

Angela called for approval of meeting minutes from July 14th meeting. Alan moved to approve; Marilyn seconded; Board approved meeting minutes.

Treasurers Report: Andrew McDonald

The budget now reflects the board's decision to transfer \$15,000 from Tenant attraction and retention to general advertising

Expenses:

- There is a \$3150 expense under event expenses for new premiums (aka swag) for the new brand which includes sticker, sunglasses, reusable cups, pins, coasters and java jackets. Perhaps we create a new line item titled premiums under advertising.
- We have \$11,800 in Map and Guide which will likely not be allocated this year. We can reserve for anything that may come up the end of the year or transfer it to Public Way aesthetics under holiday décor. Andrew asked Annie to speak to possible new game plan for holiday décor this year.
- Holiday lighting re-do that we are thinking could make a bigger impact. Annie meeting with Scott Parish to discuss new ideas. Wrapping trees specifically.

Executive Director Update: Annie Coakley shared a presentation and went through her report.

Andrew mentioned Rotary is back October 3rd – 3 days/week mandatory.

Marilyn met a resident recently who questions how can we create a more nighttime economy. Music scene or how to attract a gay bar.

Alan asked how can DTE/COE help with workforce development. Subsidized parking, CTA reimburse? What other perks can be brought to small businesses, either County or State as well as it relates to

attraction talent. Alan asked if we could benchmark with other cities on how they are helping restaurants find staff.

Mike Smylie mentioned still very hard to get workers. Lunch service especially. Marilyn suggests a welcome back rotary promotion. Create a swag bag with coupons to give employees, set up on October 3rd in their lobby.

Meeting with Mayor – everyone needs to complete doodle. Agenda to include the letter and EPD. Perception of crime is reality. We are losing business and we need assistance for a safer district to bring people back. We need clear requests to him.

Paul mentions council approval at Sept 12th meeting for the Clean Team contract.

Trilogy has a program on that needs to be vetted, which might be similar to the request for a social worker ambassador program.

Smylie - We need more response from city on cleaning up public maintained areas, ie: alleys

Email communication from Annie to board before the meeting with mayor.

Meeting adjourned 10:11