



Downtown Evanston Executive Board Meeting
Wednesday, September 7, 9am

Board Members

Mike Smylie, *Chair*
Angela Valavanis, *Vice Chair*
Marilyn Faklis Ruiz
Gretchen Brauer
Nathan Konstant
Alan Moy

Absent

Andrew McDonald

Staff

Annie Coakley
Laura Brown

Meeting Minutes

Mike asked the Board to approve meeting minutes. Angela motioned. Marilyn seconded. Minutes approved.

Amy Ceisel Presentation

Annie introduced Amy Ceisel, accountant, to provide an overview of the financial process including the fraudulent clause which is part of the audit. Amy is a certified CPA and Fraud Risk Examiner. Below is a breakdown of her role to illustrate segregation of duties.

- Manages Payables
 - limited to pay invoices totaling \$25,000 per day
- Receivables
 - Initiates collection invoices to City
 - Staff sends invoices to Amy to pay
- Deposits
 - Staff makes all deposits; Amy does not handle any checks
 - Posts the transaction when they are received

Financial Breakdown

- Budget vs Actual YTD (Jan 2022 to current month)
 - Actual transactions
 - Budget through August (not the rest of the year)
 - Review variances
- Statement of Activity by Month
 - What activities happen per month - easy to identify any variances that might have occurred
- Statement
 - Reports assets and liabilities for the organization
 - What is in the bank and what was in the bank last year?
 - Current assets and payables
 - Liabilities - example long-term loan

Treasury Report: Annie Coakley

- Advertising: looking into WBEZ co-op advertising and increase social media ads for the winter months
- Events: \$15,650 remaining; anticipate about \$8,000 remaining after Fall/Winter events
 - Fall Fest - Oct. 9, 12-5pm
 - Holiday Light Celebration - Dec. 3, 5-7pm
- Holiday Decor: \$60,000
 - Working with Scott Parrish to add holiday lights to trees on Orrington, Davis, Sherman
 - Working with larger properties to contribute to holiday lighting expenses
- Public Way Maintenance
 - Street level planters are complete - one time expense
 - City issued the clean team RFP - vote is on Monday, September 12 and asking for business support
- Budget 2023: will starting putting together after the vote on Monday b/c that will determine funds available

Staff Report: Annie Coakley

- Connections for the Homeless - permanent shelter at Margarita Inn
 - Hosting Listening Sessions including one for business owners on Sept. 1
 - Other meetings for residents in September
 - One idea is to create a voucher program to provide to people asking for money that can be used at local businesses - encourage people to purchase these instead of giving cash
- Events
 - Small Business Saturday - Nov. 26
 - Evanston wide trolley
 - Local shopping passports

- Theme is sustainability and working on a shop local campaign with environmental impacts of online shopping
- Holiday Light Celebration
 - Booking Santa and other entertainment/performers
- Retail District Action Strategy: working with consultants on the survey, stakeholder meetings
- City of Evanston initiatives
 - Bag Tax
 - Legacy Program
- Public Maintenance
 - Viaduct work tentatively starting on Davis on September 19
- Board Development
 - Meeting with Mike in 2023 - Angela commented we could wait for the meeting
- Audit: issuing an RFP
- Landscaping: issuing an RFP

Angela motioned to approve; Marilyn seconded. Meeting adjourned
 Mike Smylie adjourned the meeting at 10:16am