



**Downtown Evanston Executive Board Meeting  
Thursday, October 13, 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 the minutes. Alan motioned. Marilyn seconded. Minutes approved.

**Treasury Report: Annie Coakley**

- Drafting 2023 budget but City of Evanston is putting in \$610,995 levy for 2023; Annie will set up call to review draft budget
  - Will have \$100,000 that is not being used from maintenance to use toward budget
- Advertising: \$14,500 remaining and getting a \$3000 credit from CVB for WBBM ads
- Events: \$5,500 remaining
  - Fall Fest – Oct. 9 | \$4,000 in expenses after income from sponsorship, t-shirts, beer
  - Small Business Saturday – Nov. 26 | Giveaway for Shopping Passport
  - Warm Bevvvy Walk – Dec. 1, 4-7pm
  - Holiday Light Celebration – Dec. 3, 5-7pm

- Holiday Decor: \$65,000
  - Scott Parrish, Illuminight proposal to wrap tree trunks along Sherman, Davis, Orrington and Church
  - Working with larger properties (Rotary, 1603 Orrington, Church Street Plaza) to contribute to holiday lighting expenses
  - Businesses pay for electricity for tree lights
    - Mike motioned to vote that holiday lighting expenses should not exceed \$65,000
    - Board voted unanimously to approve that lighting expenses should not exceed \$65,000
- Public Way Maintenance/Landscaping
  - City approved Street level planters are complete - one-time expense
  - DTE still has a contract with Brightview to provide garbage removal services through Dec. 2022 but with Streetsplus starting in November we will have \$18K credit from Brightview
    - Use money to power clean business awnings – Church/Davis

**Staff Report: Annie Coakley**

- Events
  - Big Bite Night – Oct. 16
  - Small Business Saturday - Nov. 26
    - Local shopping passports with gifts (Evanston Gift Card, t-shirts, beanies)
    - Celebrate Sustainably theme for window decorating contest, highlight businesses with sustainable practices
  - Holiday Light Celebration
    - Booking Santa, Actors Gymnasium characters, Evanston Own It, Evanston Children's Choir
- Retail District Action Strategy: working with consultants on the survey, stakeholder meetings
- Banners
  - 65 banners reserved; income is \$10,200 and expenses are \$8,200; sending to print
- New company with 250 employees is considering a move to 1603 Orrington. Requesting an illuminated sign on top of the building. DTE supports having 250 employees downtown but will remain neutral on the signage issue.
- City of Evanston initiatives
  - Bag Tax - getting additional information from Cara Pratt; discussion at Environment Board Meeting on Oct. 13

Mike Smylie adjourned the meeting at 10:25am