



**Downtown Evanston Executive Committee Meeting
Thursday, December 8, 2022, 9am
Industrious Evanston, 909 Davis St.**

Attendees

Andrew McDonald, *Treasurer*
Angela Valavanis, *Vice Chair*
Alan Moy
Gretchen Brauer
Nathan Kostant via zoom

Absent

Mike Smylie, *Chair*
Marilyn Faklis-Ruiz, *Secretary*

Staff

Annie Coakley
Laura Brown

Guest

Paul Zalmezak, City of Evanston

Angela called the meeting to order.

Approval of Meeting Minutes

Approval of meeting minutes from November meeting. Angela moved to approve; Andrew seconded; Board approved meeting minutes.

Treasurers Report: Andrew McDonald

- Update on City of Evanston
 - Property tax bills were distributed; due at the end of the year
 - 2nd collection for 2022 will come in by the end of January
- Expenses
 - Advertising: Increased line item for digital advertising
 - City reimbursed DTE for \$50K for garbage removal
 - Brightview provided additional services to downtown for the \$20K remaining from the garbage removal services (that the Clean Team is taking over)
- 2023 Budget
 - Discuss increasing funds for special event and decreasing advertising

Staff Reports

- Reviewed November/December events, advertising, website/newsletter
- Discussed 2023 events including a draft annual sponsorship deck to support all events, not piecemeal approach



- Economic Development
 - Renovation at Westfield/Old Orchard with new apartments and "town center" – additional competition for Evanston – DTE shift focus to being a "third" place for residents and visitors, a place to hang out, be entertained, etc.

Discussion/Questions

- Ways to enhance Clark Street – lights, planters, additional banners, changes to Oldberg Park as it is the "entryway" for NU students, faculty, staff from the northside

Meeting Adjourned

Angela adjourned meeting at 10:30am.