

**Downtown Evanston Executive Committee Meeting
Thursday, April 9, 2020, 9am
Zoom Meeting**

Attendees

Andrew McDonald, *Chair*
Marilyn Faklis Ruiz, *Secretary*
Mike Smylie
Eric Krzystofiak
Stefanie Olencheck
Paul Zalmazek

Staff

Annie Coakley
Laura Brown

Andrew McDonald commenced meeting at 9:02am

Meeting Minutes

Committee reviewed the meeting notes from March 12, 2020 meeting minutes. Marilyn motioned to approve. Mike seconded. Board meeting minutes approved.

Treasurers Report: Annie Coakley

- Line of credit with Byline Bank
 - DTE has been approved for a line of credit with Byline Bank
 - Annie & Marilyn signing paperwork April 9; expecting to receive line of credit next week
- Sponsorship
 - How do we account for lack of sponsorship dollars? Projection is \$20-\$25K but that is mostly for event sponsorship and all events are on hold
- Cost savings
 - Reduced weekly maintenance costs by \$1100 b/c less garbage pickup; moving forward with spring planters
 - Andrew asked about rent payment; Annie will reach out to Industrious
 - If we cancel Thursday Night Live we will save about \$7500

Staff Reports: Annie Coakley

Central Street Evanston

- Laura started working with Central Street Evanston on hourly basis; though we do not have a signed contract, we will get a signed contract once we can start the process of hiring a part-time person

Events

- Summer Event Plan—ON HOLD
 - Thursday Night Live: possibly cancel/postpone until August; Fountain Square is too small for social distance; one idea is to host a few concerts at the Arrington Lagoon
 - Sidewalk Sale: Virtual Sidewalk Sale
 - Get Fit Friday: Host virtual classes on Downtown Evanston's Instagram or Facebook
- Oktoberfest (Oct. 4) – TBD

- Sponsorships will be difficult
- Marilyn noted this is the date of the First Responder Open House; Annie commented that we could possibly partner/sponsor that event in conjunction with Oktoberfest
- DTE will set up a Zoom meeting with core Oktoberfest group
- Eric suggested scenario planning for each event: 1) No Event 2) With all CDC recommendations 3) As close to “normal” as possible to help in preparation for events
- Eric will check with Active Transportation about shifting to “Bike Week” no “Bike to Work Week”

Economic Development

- Annie is on the Covid-19 Task Force with Evanston Chamber, City of Evanston, CVB, Main-Dempster Mile
 - Compiling resources available (SBA, PPP, Hospitality Grant) – checklist, surveys, other business support resources (ecommerce, health & safety)
 - Zoom “check-in” meetings with businesses
 - Grant & Loan Survey to all Evanston businesses
 - Follow Up Survey
 - No one has received funding yet
 - Paul: next step is focused on technical assistance to make sure all businesses apply for these grants and prepare for recovery. Working with NU start up to create an app to connect people that need help with people that have been through the process and/or can assist (legal, financial, etc.)
 - Annie commented that the task force is focused on creating a “virtual” Small Business Development Center (SBDC) which does not exist in Evanston anymore; provide technical assistance as we move into recovery stage
- Annual Report
 - Share widely with our businesses so people better understand how we are a resource
- Retail Cabinet – Maybe virtual, part of technical assistance
- 37 Oaks Retail Consultant Group – on hold, part of technical assistance
- Evanston Eats VIP Program – on hold

Placemaking

- Banner: ready to go forward but will probably wait until May/June
- Murals: on hold
- Parking Meters: on hold
- Pitch Place: on hold but will be a good event for business support
- Evanston Loves Rotary (ELR) public art installation: on hold

Retail

- Host a Gift Card Raffle: get businesses (15-20) to donate \$200-\$300 gift cards and people purchase raffle tickets; use raffle money to share amongst participating businesses
- Working with small retailers to make sure they are applying for loans, what kind of technical assistance, getting online shops set up

Advertising/Marketing

- Patrick Hughes working with Spark Raw to create video a “positive, heartwarming video about Evanston

- Signed contract with Rocklin Irving; pushing start date to August and/or timed when we can host events
- Roundtable ads to promote Shop Small Gift Cards on April 18

Administration

- IRS/SurePayroll figuring out issue re money owed Evmark – Amy is working on this issue

Andrew adjourned meeting at 10:30am