

**Downtown Evanston Executive Committee Meeting
Thursday, February 13, 2020, 9am
Industrious Evanston, 909 Davis St., Ste. 500**

Attendees

Andrew McDonald, *Chair*
Marilyn Faklis Ruiz, *Secretary*
Eric Krzystofiak
Paul Zalmazek

Staff

Annie Coakley
Laura Brown

Andrew McDonald commenced meeting at 9:05am

Meeting Minutes

Committee reviewed the meeting notes from January 9, 2020 with amendments. Andrew moved to approve. Marilyn seconded. Meeting minutes approved.

Treasurers Report: Annie Coakley

- Reviewed the two candidates for the accountant/bookkeeper position
 - Andrew and Marilyn commented that we should go with an Evanston-based business
 - Board voted unanimously to approve meeting minutes
- Line of credit
 - Submitting application to Byline Bank

Staff Reports: Annie Coakley

Central Street Evanston

- Discussed the proposal with Board to become the service provider for Central Street Evanston
- DTE meeting with Central Street group next Thursday, 2/20 to review the proposal and figure out next steps

Events

- Hygge Fest: month-long events either existing or new events
- CVB Restaurant Month – cross promoting with Hygge Fest
- Summer Event Plan

Economic Development

- Eric: show the ROI on paying for the SSA – number of attendees at events
- 37 Oaks Training – City of Evanston putting together an year-long proposal with YWCA for a series of business workshops for the entire community
- Business Survey: Annie reviewed the recent survey to businesses about the business district
- Closings/Openings
 - Market Fresh space – activating with Assembly Creators Market
 - Freshii – reconcept as a new soup/salad concept
 - Coucou & Olive – closing this weekend
 - Dragonfly – closed

- Commonwealth Running Company – 1631 Sherman Ave.
- Graduate Hotel – will be under renovation
- Reza's Restaurant – opening in late February/early March

Placemaking

- Banner: hiring Ben Blount, local Evanston artist and print maker to create an "Evanston All Day Every Day" banner; will reach out to businesses for sponsorships in March/April
- Regroup with EMAP to discuss mural programs
- Talking to City about possibility of uplighting in downtown Evanston

Advertising/Marketing

- Advertising: third-party ad buyer to help diversify ad buys—finalize contract with Comcast, Radio, Social, Email Marketing

Administration

- IRS/SurePayroll figuring out issue re money owed Evmark
- Board development – continuing to work on adding new members

Andrew adjourned meeting at 10:40am

Notes

Remove Renee name from meeting minutes

Central Street Proposal

- Marketing & Events Coordinator is our employee and we submit invoice to Central Street Evanston for all expenses
- Make sure we invoice for all staff time
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Testimonial from Eric on annual report

IRS data about where people are coming from – Chicago,