



## Marketing & Event Committees

2 / 11 / 2025

### DRAFT MINUTES

Meggie moved to approve [Draft Minutes of 12/10/2024 Meeting](#), Evan seconded, Vote passes unanimously.

Katherine reported on our social media partnership. Carrie Jackson began on 1/1/2025. She included a [Year over Year Social Media comparison](#).

Katherine gave a debrief on the latest ads and events, including a [Holiday Social Media Campaign](#) download and a report on [Lunar New Year 2025](#).

Katherine asked for ideas for our annual Ad Share with the CVB. The Committee considered direct mail, and focusing on our immediate community as opposed to trying to bring in outliers. The committee asked if a directory/map booklet would be eligible. Katherine will contact various parties to ask about their experiences.

Katherine asked if anyone would write a Valentine for a fellow business as part of our [Love Letters to the MDM](#) campaign, and reported that recruiting people for the March Instagram Takeover is coming along. Evan volunteered to do a takeover for a day.

Katherine reminded the committee that it's time to put out the [2025 Non-Profit Partner application](#). The next meeting will be dedicated to considering applications.

Katherine gave an update on event planning for Summer Block Parties, Arts & Craft Crawl, and the "new Custer Fair." All are just gearing up.

Katherine reported on this [City Free Parking Pilot](#), which would make parking free after 6pm on the first Saturday of each month. The committee finds this program inadequate and would love to come to propose a "First Hour Free" parking pilot instead of this one.

#### PROPOSED/TENTATIVE 2025 Event Calendar

- 1/26/25 - Lunar New Year Celebration

- 4/19/25 – Earth Day Neighborhood Cleanup
- 5/15/25 – Evanston Arts & Craft Beverage Crawl
- 6/6/25 – Summer Kickoff Block Party
- 6/28/25 – Main Street Fair
- 7/11/25 – Plein Air Art Festival Block Party
- 7/25-27/25 – Sidewalk Sale (pending Downtown/Central confirmation)
- 8/22/25 – Summer Sendoff/Last Days of Summer
- 9/11/25 – Wine Walk
- 10/25/25 – Spooky Saturday / Spooky Saturday Block Party
- 11/28-30/25 – Small Local Weekend, including Small Business Saturday
- 12/8/24 – Hometown Holiday Stroll

**Adjourn**