Marketing & Event Committees
12/10/2024
DRAFT MINUTES

Louise moved to Approve Draft Minutes of 10/8/2024 Meeting. Denise seconded, motion passed unanimously. The Committee agreed to continue to meet on Tuesday mornings at 9am every other month in 2025.

Katherine reported that Carrie Jackson was selected by MDM Board as MDM Social Media partner starting January 1, 2025. An initial meeting is scheduled for week of 12/9/24 between Carrie and Katherine.

Katherine debriefed the Committee on the "Hometown Holiday Stroll" FEEDBACK SURVEY (8 responses) and "Shop Local Weekend, including Small Business Saturday" FEEDBACK SURVEY (10 responses). She also shared the winners of the Spooky Saturday Pumpkin Carving Contest and Pet Costume Contest. She asked for Trick or Treat feedback. The committee believes it's an event that brings a ton of energy to the street.

Katherine asked for feedback on the Holiday events. Should we consider rethinking timing on holiday events to stretch earlier into November? Or later right before xmas? Late night shopping in Andersonville is packed the last week before xmas. Can we stay open late? Try to get the businesses to agree to an open late night.

If we focus on the last week before Xmas, we need to continue to use the theme of Welcome Home, We're Glad You're Here – for people who aren't here all year.

Katherine debrief the Committee on the Welcome Back to Main Street Fall Festival. There were an estimated 5000 people in attendance according to the Evanston Made hourly click-walks. The Pics were wonderful. Rotary will be doing a Vendor Feedback Survey.

Katherine has a meeting with Lighthouse Rotary on 12/11 to discuss "Custer Fair 2025". We are budgeted to sponsor the festival for $5000. She asked for feedback on how to deploy the sponsorship. Ideas included:

- Could MDM sponsor a package check table? Hold your packages until the end of the day and then pick it up.
- Free beer if you spend an amount of $$ on Main St
- Service businesses … coat check or package check inside
- Promote the extra aspects if we offer them

PROPOSED/TENTATIVE 2025 Event Calendar

Katherine asked for feedback on rethinking the Block Party Schedule based on addition of Custer Fair to Main St? Add Main East component to Custer? Move Plein Air festival to Dempster St?

The Committee agreed to have Katherine look into moving a block party to Main Street East (the Lucky Platter side).

The 2025 Event Calendar is as follows, pending special event permit and partner approvals.

- 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
- **6/28-29/25 – E-Town Summer Bash**
- 7/18/25 – 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 ???? Move to final week before xmas.

Adjourn