



Placemaking Committee

1/12/22

MINUTES

PRESENT: Evan, Emma, Katherine

Approval of [draft minutes from 9/15/2021 meeting](#) held due to lack of quorum.

Katherine reported on a budget update for 2022. The Board of Directors is releasing a large amount of carryover that has built up over prior years to spend in 2022-23. The Placemaking Committee has the opportunity to spend some of this money.

The Committee discussed potential investments, including sidewalk snow removal, more directory kiosks throughout the neighborhood, evergreen holiday décor (in addition to lights, would require renting a storage unit), hold for Main and/or Chicago Ave improvement investment. Katherine said that a survey would be released asking for opinions on current investments and ideas for future investments. A special public meeting will be held in February to present findings and discuss.

Katherine reminded the Committee that the [Final 2022 Budget sent to City of Evanston](#) includes \$24,000 for festoon lighting on Main St in 2022, 4 summer concerts, REDUCED Holiday Lighting costs that we should reassess after looking at “up lights” and this winter and adds \$10,000 to a “snow reserve” for potential future sidewalk snow removal service.

There is \$1000 in “Community Projects” is allocated to composting in 2022 at Meryl’s request. Now that Meryl is no longer on the Board, this money can be reallocated if we like.

Katherine announced that she has pinned down details for a Dedication Ceremony on MLK Day, 1/17 at 1:30pm. Speakers include Mayor Biss, Alderman Fleming, Ben Blount.

Katherine debriefed on the holidays.

- Festoon Lights on Dempster are up and [they’re gorgeous](#). The Committee should discuss a Location for festoons on Main St, potentially the Custer Oasis, Main east of Chicago, Main west of the tracks.
- Holiday Up Lights for Trees. ED Recommendation – go back to the twinkle lights, or something equally as dramatic. Multiple problems made these lights both difficult to install and break down, and they also performed really poorly.

- Holiday Tree Decorating Contest - 29 trees this year (21 last year). There were [three winners](#), each receiving \$100 apiece.
- Tree Tour and Open House – mixed results. Dempster was better than Main. The carolers were a huge hit. We need to amp up the activation next year, and come to the realization that a boozy event and event name will attract more people.

REMINDER: 2022 MEETING SCHEDULE (Wednesdays 5:30pm)

- 5/25/21 5:30pm
- 7/20/21 5:30pm
- 9/21/21 5:30pm
- 11/16/21 5:30pm

Adjourn