



## **Board of Directors Meeting**

**7/6/21**

### **DRAFT MINUTES**

PRESENT: Yun, Karla, Paul Z, Barb, Gail, Katherine GUESTS: Denise, Zubin, Meryl, Evan

Yun moved approval of [Draft Minutes from 5/4/21 Board Meeting](#), Barb seconded. Motion passed unanimously.

### **BUDGET 2022**

Katherine presented a [preliminary / draft budget document](#) that represented a blue sky set of opportunities for investment in 2022. She went line by line by what she had put into the document, and mentioned that from there, the Marketing and Placemaking Committees would look at those lines and make recommendations for a final budget. That final budget proposal will be presented to the Board in September.

Katherine reported, with Paul's help, on a problem with a clerical problem with the Spring 2021 Tax Levy that resulted in MDM getting only a tiny fraction of the amount due to us from the levy. Katherine shared that the organization's cash flow was strong, especially since MDM did not spend money on events in 2020, and that we should be able to weather the lack of levy in the spring, but that if it wasn't solved in time for the Fall levy, we would have to consider measures like a line of credit. Paul Z assured the Board that it should be rectified in time for the Fall levy disbursement.

Katherine reported that the CoLab Office Space is probably leasing soon, and MDM will have to find a new office space. Given the lack of options that we found when we researched in March of 2020, it might be time to lease a space independently. Higher rent numbers are represented in the 2022 budget proposals.

Katherine called for a vote on non-taxing district membership candidate, The [North Shore Vibe](#). Their application was shared. Yun moved to approve the applicant for membership. Gail seconded. Motion passed unanimously.

Katherine reported on the Main Street Construction disruption & remediation. Some businesses are seeing a downturn in business as a result of the major construction work. She has been working with

- public works and the project contractor on communicating about disruptions
- the project contractor on increased signage
- economic development on creating a grant program for businesses who qualify
- SPACE donated tickets to their Out of Space shows that were offered to Main St businesses. Shoppers will be encouraged to shop on Main Street to enter.

Katherine reported on the uptick in Aggressive Panhandling and Crime in the district.

- She is working closely with the new beat officers (Jones and Rust) to address specific individuals as they can be identified on a case-by-case basis.
- A document with [Advice on Responding to Homeless and Panhandlers](#) for merchants. Karla suggested we create a business card with that information on it for businesses as well.
- We have developed a system for working with Albany Care to attempt to identify whether individuals who receive complaints are their consumers.

## REGULAR BUSINESS & REPORTING

### FINANCIALS

- Katherine went over the [2021 Forecast vs Budget as of 7/5/2021](#). The major changes are the allocations the Board approved in March for Festoon Lighting and next year's Street Festival.

PLACEMAKING UPDATES: Katherine reported on updates in the Placemaking space.

- [Corner Wayfinding signs](#) ARE UP and they're a big hit. Lots of great feedback.
- [Train Depot Guerilla Sign](#) is up. Will include a business directory when I'm able to get some dedicated time.
- **Washington Street Mural** – Placemaking Committee and Evanston Arts Council approved [THIS DESIGN](#) from local artist Ben Blount. We are awaiting approval from CTA. All the work is progressing as if we will be approved presently. No installation date has been decided yet.
- **Festoon Lighting** proposal is in the works for the 500 block of Dempster based on [THIS DESIGN](#). Supplier and landlords have done a site visit, and electrical work has been done by the landlords to accommodate this design.
- [Roamli Walking Tours](#) are being set up in an app developed by an Evanston business. Subject to ED time.
- **Holiday Tree Decorating Contest** is going to happen again this year, accompanied by an Open House so people can walk them and enjoy meeting the businesses too.
- **Last Days of Summer Concert:** August 20<sup>th</sup> or 21<sup>st</sup>. No longer subject to COVID restrictions! We can do it on public property (Sherman & Dempster proposed). Special Event permit application needs to be submitted. **VOLUNTEERS NEEDED.**

## MARKETING UPDATES

- Katherine reported on the [2021 Event Calendar](#) and will encourage the Marketing Committee to look for opportunities to add Drive Through events in the Fall.
  - Katherine is currently recruiting, organizing, curating for Sidewalk Sale: July 22-25
  - We plan to convene merchants to talk about Holiday 2021 in August
  - Katherine is working on recruiting businesses for Wine Walk in September
  - Fairies & Scaries Story and Coloring Book is on track to be available for sale mid-September
  - Spooky Saturday ready to go for 10/30/21
  - No work has been done yet on Holiday Events
    - Small Business Saturday
    - Holiday Open House (in conjunction with tree decorating contest)
    - Holiday Drive-through
  - Little work has been done yet on the Custer Replacement Fair:
    - Sponsorships need to be pursued.
    - Volunteers recruited (6 replies!)

## DISTRICT UPDATE

- Katherine reported on the [OPENED / CLOSED businesses as of 7/5/21](#) and corresponding open storefronts

## Adjourn