



## Board of Directors Meeting

9/7/21

### DRAFT MINUTES

PRESENT: Karla, Barb, Gail, Katherine, Yun, Claire

Gail moved approval of [Draft Minutes from 7/6/21 Board Meeting](#), Yun seconded. Motion passed unanimously.

Katherine went over the [FINAL PROPOSED 2022 BUDGET](#) that was going to be sent to the City of Evanston. Yun moved approval, Karla seconded. Motion passed unanimously.

The Board considered 2022 Board Candidates. Claire moved to approve Meryl Davis, Zubin Sherring, Denise Wurl and Evan Girard for Board, Yun seconded. Motion passed unanimously. The Board will recommend John Fonseca and Michelle Macklin-Burton for 2022 committee membership.

UPCOMING EVENT: Annual Meeting October 2021 (October 14). Katherine reported that we are planning for this meeting to be virtual like it was in 2020, [including pre-recorded videos](#). She will be in touch with Board members to record videos.

FINANCIALS: Katherine went over the [2020 Forecast vs Budget as of 9/5/2021](#). Almost our entire 2020 tax levy will be paid to us in October 2021 due to clerical errors in our spring levy. In the meantime, our cash situation is fine through the end of 2021 and there are no worries about meeting our financial obligations due to that error.

### UPDATES FROM PRIOR BOARD DISCUSSIONS:

Regarding MDM staff situation, CoLab's potential lessee fell through and MDM is able to stay in the space for the foreseeable future.

Regarding Main Street Construction disruption & remediation, it continues to be an issue. The City's Economic Development Committee is considering a grant program for businesses hit by the double whammy of COVID and construction and it will go to City Council before the end of the year.

Regarding Aggressive Panhandlers / Crime. There are challenges at every turn with this issue. Multiple engagements with EPD, Albany Care, Connections for the Homeless, and the judicial system have not resulted in any major improvements. Katherine reported that Albany Care's administrator has resigned as of September 3<sup>rd</sup>.

## **PLACEMAKING UPDATES**

Katherine reported that the Placemaking Committee voted to change Holiday Tree Lighting from string lights in the branches to [Up Lights in the ground](#). This will cut our bill significantly, undo the burden of the landlords footing the power bill, and highlight the tree decorations when they go up. They will, however, be ineffective if it snows, as the solar panels will be blocked. As such, these will need to come down early in January, and will require storage space.

Last Days of Summer Concert (originally scheduled for 8/20) was canceled amid the uncertainty of the Delta variant. Based on a recommendation from the Marketing Committee, we have reimagined the Last Days concert as the [MDM Fall Fest and Pumpkin Carving Contest](#) on October 9<sup>th</sup> at Dempster & Sherman. It will include a Rolling Clones Concert, pumpkin carving contest, and local food and beverage vendors.

The Washington Street Mural continues to be a work in progress. Katherine reported that CTA assures her the last pieces of the puzzle will be taken care of as early as the week of 9/7 with installation to begin soon after. Placemaking Committee and Evanston Arts Council approved [THIS DESIGN](#) from local artist Ben Blount.

Katherine is still waiting on a quote from Illuminight for Festoon Lighting on Dempster Street.

Katherine reported that [Roamli Walking Tours](#) are being set up in an app developed by an Evanston business subject to Executive Director bandwidth.

The 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.

## **MARKETING UPDATES**

Katherine reported that after gauging the interest of both businesses and ticket purchasers, the Wine Walk was canceled due to concerns about the Delta variant

Katherine reported that she held a [Virtual Meeting 8/30 to go over the Fall / Holiday Event and Program Calendar](#), including both events and holiday tree lighting updates

Oct 1-31 is Fairies & Scaries Month featuring the [Fairies & Scaries story and coloring book](#). Katherine reported that the booklet will go to print next week if we get final approvals from JJ's/Ignite on illustrations. Books will go on sale mid-September at Stumble & Relish, Booked, Squeezebox and niceLena (each will keep a cut of the sale price to cover their processing costs)

October 30<sup>th</sup> is Spooky Saturday for those businesses who feel safe participating.

Katherine reported that a Holiday Advertising Campaign is planned for social and hyper-local media only – two versions currently exist: [Generic](#), [Gift-oriented](#). In addition, there will be [Holiday Yard Signs](#) for businesses again.

On November 27, Small Business Saturday, MDM will provide [holiday shopping bags for all businesses](#) (first come first served), and will once again give mystery gift bags for anyone who spends \$100 on SBS and shows us their receipts.

On November 29 Cider Monday, anyone who shops local online will get a free cider from Noir d'Ebene. We're turning Cyber Monday into Cider Monday!

On December 9<sup>th</sup> we will host our first [Holiday Tree Decorating Contest & Open House](#), in conjunction with the Evanston Holiday Window Decorating Contest. Board members are encouraged to [Enter a tree in the contest](#).

Katherine reported we hope to hold another Holiday Drive Through & Charity Drop Off, Date TBD.

Katherine reported that she is applying for an [IL Tourism & Festival Grant](#) to match the \$25,000 we have allocated for a Custer Replacement Fair: . She is working on registering us with the proper Federal and State entities to be eligible. Applications can be submitted through 2022.

Katherine reported on businesses that have closed or opened since the last Board meeting. Board members can see an running list of openings and closings at [https://docs.google.com/spreadsheets/d/1SBn89tYsNkEOC\\_7t8DqxLkhPWJc0IFxc/edit#gid=904716347](https://docs.google.com/spreadsheets/d/1SBn89tYsNkEOC_7t8DqxLkhPWJc0IFxc/edit#gid=904716347)

**Adjourn**