



Marketing & Event Committees

6/10/25

DRAFT MINUTES

PRESENT: Jen, Denise, Louise, Katherine, Meggie, Evan, Jackson

No minutes to approve from April (Executive Session to consider Wine Walk partner)

Meggie moved to approve the [Draft Minutes of 2/11/2025 Meeting](#), Jen seconded, motion passed unanimously.

Katherine reported on the profits from the Arts & Craft Crawl, as discussed with our accountant, Amy. The donation to Evanston Made will be \$4500 pending any final bills that come in to lower it.

The question was raised - is it worth it to consider collecting mugs people don't want at the end? We could have drop off points on both ends if it makes sense.

Katherine updated the committee with the 10th Anniversary campaign. The photo op / hat giveaway happened at the Summer Kickoff Block party and we also gave away the first 10th Anniversary raffle bag. We got 17 new Instagram followers that night as a result. Katherine asked the committee if any of them would be willing to volunteer their space for the 10th Anniversary celebration. Meggie volunteered Cora.

Katherine followed up on 2025 Ad Share campaign. Ideas include

- Direct mail inside the district.
- Business directory booklet
- Katherine should try to create postcards that can also go into stores – 10th anniversary focus (all the ways to see our events, subscribe to our email list)
- Holiday Campaign (see next topic)

Katherine pitched a major change up to our holiday event. Rather than do our Hometown Holiday Celebration at the beginning of December, Katherine would like to do a less disruptive event activating the streets and sidewalks the final 10 days before Christmas Day. The theme would be "Welcome Home" and/or "We're Glad You're Here"

- Focus on street activations starting December 14-15
- Less investment for businesses than the current Holiday Walk
- Blue ocean timing

- Hanukkah Dec 15-22, Christmas 12/25, Kwanzaa 12/26
- Park the Enjoy Evanston trailer different places in the district and give away treats out of it?
“Pick up hot chocolate/candy canes/chestnuts/popcorn as you head out to shop” (there are fire pits 😊)
- Carolers every night in different parts of the district
- Menorah Lightings each night
- Pop-up characters for photo ops
- Getting the message out well ahead of time, experience the neighborhood when your family is back in town
- Businesses in each activated pod staying open later on the night it’s activated

ANOTHER MAJOR CHANGE TO EVENTS: Shall we split up the Craft Crawl and Wine Walk up into Main St and Dempster St? Take a vote at the next meeting.

UPCOMING EVENTS

- **Main Street Fair**
- **Where’s Waldo**
- **Summer Sidewalk Sale & Clearance Event July 25-27**
 - Skylight Foundation has asked to shut down their street for a family friendly Sidewalk Sale and possible vintage market on Saturday July 26
- **Wine Walk**
 - Books & Breakfast is on board as non-profit partner and already working on volunteers (several of their board members attended the Arts & Craft Crawl to experience what their volunteers will need to do in September)
 - Need to begin recruiting businesses asap
 - Tickets will go on sale soon

PROPOSED 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
- 8/22/25 – Summer Sendoff/Last Days of Summer
- 9/11/25 – Wine Walk
- October TBD – Annual Celebration at Cora!
- 10/25/25 – Spooky Saturday / Spooky Saturday Block Party
- 11/24/25 – Small Business Saturday
- 12/15-12/24 – Suggested New Holiday Campaign

Adjourn