



Placemaking Committee

1/20/20

MINUTES

PRESENT: Louise, Barb, Claire, Diann, Katherine

Barb moved to approve Draft Minutes of 11/18/19 Meeting. Claire seconded. Motion passed unanimously.

Barb Cascio agreed to chair the Committee for 2020. Placemaking Committee will now meet on Wednesdays from 5:30pm-6:30pm, third week of the month. Katherine will issue Google calendar invites.

Katherine reported on updates to the Directory Options at CTA entrances. She has requested a quote for design from our normal designer. It's \$1800, which is more than is budgeted for the project. Since we'll use it in multiple ways, it's still possible for us to pull the budget from multiple places, so this should not be a deal breaker. She believes it will be the cheapest we can find. Katherine showed some preliminary work on the concept of the design, and solicited feedback. There will be two maps - one Main side, one Dempster side.

Katherine asked the committee to consider how to Monetize our events that Convene Neighbors, mostly the summer concerts. The Board of Directors has asked that merchants who sell food and drink at the concerts give back a portion of their profits to the MDM. There is a Merchant Orientation on February 3rd where we will announce the merchant side of it with the give back portion.

Katherine reported that the Board of Directors had considered the Public Art (Plein Air?) fundraising event, and the Board of Directors wants us to flesh this out before we make it a formal event.

Suggested clarifications they want to consider?

- Designate a weekend where artists paint local landmarks?
- Have a gallery opening when the art is complete that is ticketed and includes drinks, etc?
- Ticket price goes to MDM, art sales split between EvanstonMade and MDM???

Diann explained from her previous experience with Plein Air events that the artists pay to enter and win prizes. They also are able to sell their own work while they paint. They can donate a painting to be raffled off to raise money. There is an opportunity to also involve Evanston Made somehow, but doing it in June would be very tough. After discussion, the committee suggested that we consider August, and

combine the event with the Last Days of Summer Concert. Diann, Barb and Katherine will meet separately to do a deep dive on planning.

Katherine reported on a new EMAP mural project on Main & Custer. It was spearheaded completely by EMAP and La Principal. They are actively seeking sponsors. Do we want to donate \$500-\$1000? Katherine recommended a \$500 donation to start with with a possible upgrade in amount if they get super stuck and need help over the finish line.

Katherine reported that Evanston Made is sponsoring an Earth Month window decorating contest that will operate much like the Holiday Window Decorating contest. They will also promote Earth Month events all over Evanston, and would like businesses to put out donation jars for a charity that will plant trees. Katherine has submitted our Neighborhood cleanup to Evanston Made for promotion.

Katherine brought a new Snow Removal Presentation from the City to the attention of the Placemaking Committee, which will have implications for business and property owners if adopted. Details available at <https://www.cityofevanston.org/home/showdocument?id=54205>

EVENTS

Katherine asked for help promoting the Neighborhood Cleanup. The Facebook event will be ready soon. She will pass it along asap when it's ready. Volunteer sign-up sheet is already up and ready.

Katherine reported the sad news that the SPACE summer festival is no longer happening. The good news is that with the \$3000 we had earmarked for sponsorship of the event, we can now have 4 summer concerts this year after carryover. Suggested dates:

- 2 in train station alley - June 5, August 5 --
- 2 on Dempster/Sherman - July 10, August 21

The Committee confirmed these dates, and will help promote them as the time draws closer.

Katherine updated the Committee on the Robert Crown advertising initiative. She has exchanged emails with Parks & Rec and they have not yet established advertising rates for the digital screens inside the lobby of the Crown Center. When they do, Katherine will follow up.

Katherine reported that holiday string lights were distributed to 60+ shops through both Katherine and the Board Block Captains. An estimated 40-ish shops put them up. If there is anything the Committee would like to distribute the same way, this is an opportunity we should take advantage of. The Committee confirmed that they would like to distribute rainbow flags or bunting to businesses in conjunction with Evanston Pride weekend.

Adjourn