Marketing & Event Committees
5/18/2022
MINUTES

PRESENT: Denise, Zubin, Jackson, Katherine, Karla

- Approve Draft Minutes of the 3/16/22 meeting

Motion:
Second:
Vote:

- Charity Partner Update – the Board voted at our 3/1 meeting to approve Puerta Abierta Preschool as our 2022 Charity Partner.
    - They have been notified by email and given dates for volunteer needs (including a Signup Genius for June 10th)
    - No wide announcement made yet in order to avoid confusion with Evanston Made and the Craft Crawl.
    - Introduction between Puerta Abierta and Rainbows for All Children (our 2019 Charity Partner) has been made, and we will all meet to talk through how they managed the process of being our partner back then.

- Evanston Craft Crawl May 19th 5pm-8pm
    - 139 tickets sold (+ comps), 32 businesses participating across 3 pods
        - Main Street East – 11 businesses, 63 tickets
        - Main Street West – 8 businesses, 38 tickets
        - Dempster St – 12 businesses, 45 tickets
    - 4 sponsorships sold at $250 apiece (Thank you Karla :), allowing us to put 4 live musicians on the route and still stay on budget
    - Currently projected to donate $1701 to Evanston Made (100% of profits assuming 42 walkups on Thursday)
    - Will do a feedback survey to both merchants and guests post-event

- Wine Walk promotion should begin no later than May.
    - FB Event is up
    - Eventbrite is drafted and ready to publish after the Craft Crawl

    - Will begin recruiting businesses right away in May/June
    - Promo plan will be much the same as the Craft Crawl
        - Special price for Craft Crawlers right after the event
        - Repeat Craft Crawl promos
            - Early bird ends July 1
            - "No Fee" promo two weeks in August
        - Advertising
            - Posters and Banners go out May or Early June
            - EvanstonNow
            - Evanston Roundtable
            - Better newsletter
            - CVB Newsletter
            - FB/Insta boosts

- CITY OF EVANSTON RETAIL STUDY CONSULTANT SELECTED
    - Interface Studio selected as the consultant for the City's Business District Strategy and Implementation Plan
        - Approved by City Council last week. Kick-off meeting will happen in the next few weeks.
        - There will be a robust community engagement process
    - REMINDER: The Board of Directors has allocated $15,000 for an MDM-specific potential consulting project to follow up the City's report after it's issued. That money will not be spent unless this committee identifies outcomes that will have meaningful ROI.

- JUST FYI re: the idea of an "Open House MDM" home staged with rugs and designers from the district (or Evanston-wide).
    - Isberian Rugs participated in an event like this in Chicago

REMINDER: 2022 MDM Event Calendar

- Marketing Committee's focus should be events that actually bring people into stores and hopefully ring registers:
        - Craft Beverage Crawl, May 19
        - Sidewalk Sale Saturday, July 23
        - Wine Walk, Sept 15
        - Small Business Saturday, November 26
        - Holiday Open House, December 10

Mark Your Calendar for 2022 Meetings:

- 7/13/21 11am in person – Chicago Ave/AMLI/Southpoint Plaza
- 9/14/21 11am in person – Main side
- 11/9/21 11am in person – Dempster side

Adjourn