Placemaking Committee

5/19/2021

MINUTES

PRESENT: Barb, Gail, Louise, Evan

Katherine reported that she intends to start submitting special event request for events, including the Last Days of Summer Concert in late August. However, the committee has to decide whether we want to make it a vaccinated only event. That's a dilemma, as we cannot turn people away on a public street. After some discussion, the committee agreed to wait and see how the state's restrictions play out and make a decision after that.

Katherine reported that the Washington Street Mural is a go again, and indeed, the city has asked us to replace the empty space on Washington, as it's been tagged many times. Ben Blount has submitted a new design for the mural, pulling language directly from the City's 2019 Resolution committing to end structural racism and achieve racial equality. A plaque will be commissioned to commemorate the mural's inspiration.

The fee is $3000, with funding split between MDM and a City of Evanston Neighborhood Arts Grant, which we'll apply for once design is finalized. Barb asked if the words in the design can flow from one side to the other instead of existing on two separate sides. Might be easier to read and understand if that is the case. Gail also asked Ben to consider some color in the mural.

Katherine went over several expenses that the committee should prioritize. She emphasized that we cannot do all of them.

- SIGNAGE REPAIRS:
    - Dempster Welcome Sign is repaired and re-installed. This unexpected cost has already been paid.
    - Custer St Welcome sign face replacement – this is no longer a public parking lot and the sign needs to change. OPTIONS:
        - Straight, flat-faced, apples to apples replacement – ESTIMATE: $315
        - Anti-vandal cabinet both sides, holds an 11x17 sheet of paper – ESTIMATE: $2,556.25

The committee approved the straight flat faces replacement.

- CUSTER OASIS MURAL
    - $500 in sponsorship for a mural in the Custer Oasis?

The committee approved this allocation.

- SNOW REMOVAL - WE GOT A BID WOO HOO
    - SPECS: Zero tolerance (they start shoveling as soon as it starts snowing), cutting a 5-foot path on sidewalks throughout the entire district.
    - TWO OPTIONS:
        - Pay for the entire season and pay a little less if it's a heavy snow season $74,000 (not recommended)
        - Pay per push in real time GUESS: $12,500 (covers 10 pushes – we have to assess the risk)

The Committee discussed this at length, as it is high cost, high risk and also incredibly high value. Once we begin to offer this service, we won't be able to stop offering it because of cost, so we need to make sure we can sustainably fund it not just next year, but over time. The committee is not recommending we offer this service in the 2022 budget, but that we do begin to set aside money in for "snow reserves."

- HOLIDAY TREE LIGHTING
    - Go back to doing all trees for holiday lights? Continue doing half the lights?

The committee asked Katherine to look into a totally different plan highlighting the holiday tree decorations we intend to do again this year.

- WALKING TOURS VIA ROAMLI APP
    - $99 per tour setup fee – possible tours include "Restaurant Guide," "Fun Facts & History," "Craft Beverage Tour," "Makers Making Things in the Neighborhood"

The Committee approved $298 for 3 walking tours.

Katherine reported that a successful site visit had been conducted with the landlords on the 500 block of Dempster with Illuminight to discuss festoon lighting. Both landlords are cooperative and enthusiastic. The vendor will get back to us with a quote.

Katherine updated the Corner "Directory" Signs project. Fabrication has begun – see picture of frames HERE. Invoices have been issued to most purchasers of insert panels (CLICK HERE to see the distribution map). Installation is expected before the next meeting.

Katherine reported on the Train Depot Sign Guerilla Takeover (this sign). It will be painted black by the city (end of June currently) and will include MDM logo + replaceable inserts (see sample).

Katherine asked to create a new Spotify Playlist for Summer. Louise volunteered to curate the list. Barb recommended Torbie if we use a DJ again.

Adjourn