



Marketing & Event Committees

8/12/25

MINUTES

PRESENT: Meggie, Risa, Louise, Denise, Jackson, Katherine

Meggie moved to approve the [Draft Minutes of 6/10/2025 Meeting](#). Denise seconded. Motion passed unanimously.

Katherine shared budget challenges for 2026. We need to balance the 2026 budget for the first time in many years, since we have spent down our Covid carryover. We must cut costs on all events except Craft Crawl and Wine Walk.

Katherine updated the committee on tentative plans for the 10th Anniversary celebration and campaign. We had birthday cake at the Plein Air Block Party in July, and will do so again at the Block Party in August. Our 10th Anniversary Celebration is set for October 9th at Cora Health!

Free tickets are on sale at Eventbrite. We'll roll out our 2025 Annual Report (see [most recent/2023 annual report](#) for example). There will be a short program, plus the room will be decorated with posters featuring highlights from the past year / 10 years and an Open / Closed list since last Annual Meeting. Things we have done in previous year include a video welcome for/from new businesses. Katherine also thinks that storytelling might be fun. She has invited the Mayor, Council Members and the City Manager.

Katherine asked for follow up on our 2025 Ad Share campaign considering the consensus from the June meeting was an "MDM at 10" booklet to put in stores. After discussion, the committee agreed to save the money on this project, given that we are in budget straits. Katherine says she will set aside a portion of that savings for boosted social media ads during the holiday season.

Katherine updated the Committee on the new "Welcome Home" or "We're Glad You're Here" Holiday activation campaign. She will target getting the word out in October. This campaign includes:

- Recruiting businesses to stay open later on the nights their pod is activated
- Focus on street activations starting December 14-15 (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

Katherine reported on the Wine Walk. Ticket sales are underway (41 sold for Main-Chicago, 22 for Dempster-Chicago) and 34 businesses are participating at this time.

UPCOMING EVENTS:

Spooky Saturday is set for October 25th. Katherine is looking for ways to cut costs on the Block Party.

Small Business Saturday is set for November 29, with "Shop Small Weekend" November 28-30. Katherine is asking for Northwestern to sponsor a trolley between Downtown and MDM again. We will once again do our "Spend \$100 / Get a Gift Bag" campaign for people who spend \$100 on the Mile.

Katherine shared that the Evanston Lighthouse Rotary Club has not voted yet on whether they will do Main Street Fair again next year, and this Committee should be ready to gather and process info about whether MDM would like to pick up the ball. ELRC is voting at their Board Meeting this year and we will know in time for MDM's 9/2 Board Meeting.

DOWNLOAD ON PAST EVENTS:

Where's Waldo happened in July and was, as always, very fun!

The Sidewalk Sale and Clearance Event happened at the end of July. Skylight Vintage had been interested in shutting down their end of Dempster Street for a Vintage Market, but ultimately did not. They are interested in doing so in 2026 when we can plan further ahead.

It was on and off rainy all weekend, making things really hard for the merchants to execute on their end. The 800 Block of Dempster Street was nonetheless SUPER activated and will definitely be an anchor going forward. Secret Treasures did not hold their annual clearance event and Stumble & Relish did not set out their Sidewalk Sale merch due to weather, so the Dempster / Chicago corner wasn't active. Squeezebox had about half their normal setup in order to protect things from weather. Hoping for good weather next year and for our normal anchors to reappear, or to discover new anchors.

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
- 10/25/25 – Spooky Saturday / Spooky Saturday Block Party
- 12/15-12/24 – Welcome Home, We're Glad You're Here Holiday Campaign

Adjourn