



Placemaking Committee

6/21/23

MINUTES

PRESENT: Patti, Lori, Zubin, Trin, Katherine, Louise, Katherine

Patti moved to approve [Minutes from 4/19/23 Meeting](#). Trin seconded. Vote passes unanimously

Katherine asked the Committee to approve a temporary lighting project on Main Street in light of the fact that lighting improvements that had been scheduled to come along with the Main Street Improvement Project construction are now pushed back to 2024. Most of the trees on Main Street will be destroyed during the project in 2024. Can MDM put full time twinkle lights in the Main Street trees until construction begins? Katherine is estimating the project with Illuminight.

Zubin moved to pursue this project. Patti seconded. Vote passed unanimously.

Lori asked if Katherine could ask why some of the specific mature trees are being removed. Katherine will follow up.

The Committee considered the proposals for Directory Kiosks.

- FastSigns of Skokie \$26,829 - [PROPOSAL - 4](#)
- Parvin Clauss \$30,129 - [PROPOSAL - 1](#)
- North Shore Sign \$31,898 - [PROPOSAL](#)

There were questions about why FastSigns was so much less expensive, and a notation that NorthShore Signs included a warranty whereas the others did not. Many committee members had had good interactions with FastSigns. Patti has had good interactions with all three.

The Committee made a provisional decision to go with FastSigns pending a probe into whether their bid was apples to apples with the other two. Katherine will follow up and reconvene the Committee if necessary to reconsider proposals.

Katherine gave an update on the Evanston Thrives project being done by the city:

- \$3,000,000 was allocated to implementing the Evanston Thrives report by the City Council in May.
- The Economic Development Committee is currently scoring a list of over 100 priorities from the report's [Implementation Matrix](#)
- Katherine has submitted the following as wishlist items for Evanston Thrives investments:
 - Bring Back Custer Fair
 - Lighting or Signage Projects that will connect the two sides of the MDM east to west (making it more appealing for people to cross the tracks)

- A storage facility where restaurants can store their outdoor dining gear in the off-season free, or at discount rates.
- Purchasing an inventory of event infrastructure (stage, tables, chairs, umbrellas, sound system) for use by business districts or local organizations free or at discount rates.
 - Consider hiring seasonal staff to set up and take down for events.
- Suggested by the Marketing Committee at their 6/14 meeting:
 - Papering the City with our event posters, not just in the MDM
 - Digital / social media blasts by the city
 - Advertising matching funds for bringing people in from outside Evanston
 - How do we get people from outside the city in general – the band from Friday brought people from outside (matching funds for better talent?)
 - Patti asked if we can enlist help from the Chamber?
- The Committee asked to add the following to our list of requests:
 - Archway viaduct signage connecting the two sides east to west
 - Get rid of the rust on on the viaducts
 - Walkability of Chicago from Main to Dempster – how do we make it more appealing?
 - Trees on Hinman are appealing.
 - Can we add more things like the bench outside of Trader Joe's?
 - Can we add colorful stripes like on Central?
 - Can we add murals like the one like on La Principal?
 - Can we add an archway signage that directs people north or south?
- The committee Panhandling does decrease walkability.

Katherine gave a Public Works Update

- Tapestry Station is still on schedule. Alley reconstruction will happen in July.
- Water mains will be replaced on Chicago Ave (Main-Hamilton) in August/September (8 weeks)
- Water mains will be replaced on Main St east of Chicago in September (2 weeks)

Katherine gave an Albany Care Update. Importantly, the Outreach manager Jacques Marquis was let go.

Katherine debriefed the Committee on the June 9th Summer Kickoff Block Party. It was a great success, with an est 250-300 guests and gate donations going to Evanston Juneteenth Parade. See the Photo Gallery [HERE](#). The next block party is July 14th and will be in conjunction with Evanston Made's Plein Air Art Festival.

Follow up on Uber Station suggestion from last meeting: Katherine looked into this. It seems they only do dedicated stations for large venues or large events.

Louise said that resurrecting and completing the Directory Sign project inspired her to wonder if we might resurrect the solar phone charging stations idea from 2018.

Adjourn