Board of Directors Meeting
1/9/2024

MINUTES

PRESENT: Meggie, Zubin, Susan, Charles, Evan, Karla, Trinity, Denise, Katherine, Paul Z

Meggie moved to approve Draft Minutes from 11/7/23 Meeting and 12/13/23 Special Meeting. Zubin seconded. Motion passed unanimously.

Katherine shared the Preliminary 2023 Year-End Report pending any final expenses or revenue to accrue, and the Preliminary 2024 Forecast based on anticipated variances.

The Board asked Katherine to put a sign in place for Main Street construction signage. She shared that she had a meeting with Sat Nagar in Public Works re: directory kiosks and signage for Main St. Charles would like to attend and Katherine will send details.

At Katherine's request, the board agreed to raise the misc events budget to $5000.

The Byline Line of Credit has been approved and signed for by Katherine and Evan. It is ready for us to use if needed.

Katherine, with Treasurer Evan's knowledge and agreement, changed our Edward Jones CD to a treasury fund paying more interest. This fund is liquid and any amount can be drawn upon with a few days' notice.

Katherine has met with Amy to review anticipated cash needs for Jan/Feb as we await the delayed tax disbursement. If needed, they will pull money from the line of credit or treasury fund if needed, and with the Treasurer's acknowledgement.

Katherine asked the Board to amplify our only February event, the Evanston Lunar New Year Celebration.

Katherine outlined a planned Winter Wellness Campaign for February. It is a virtual contest, and is meant to be an Instagram Follower campaign – contestants must follow, share and tag in order to win prizes, which include wellness items like massages, classes, candles, wellness treatments, yoga classes,

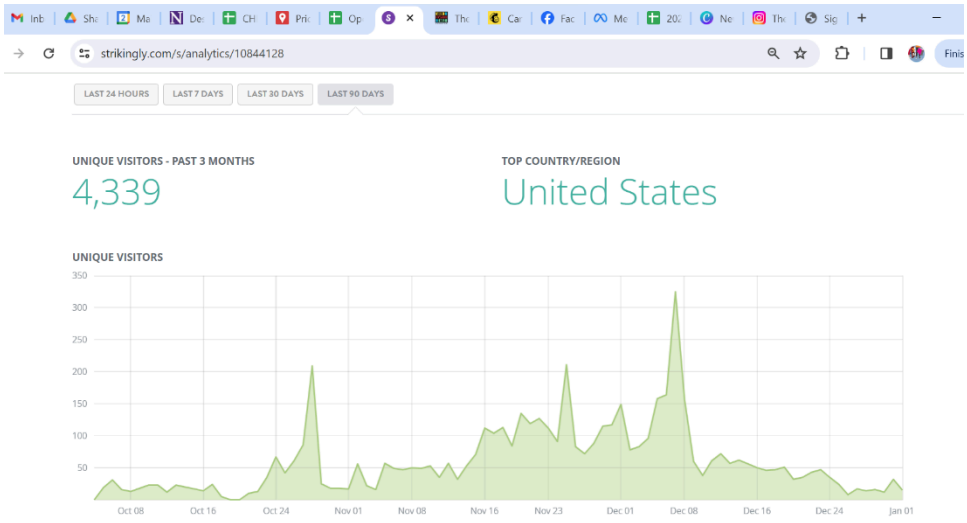
etc. Katherine mentioned she is also working on sponsors for a Sauna Saturday at the end of February. Meggie raised her hand and offered to be a $250 sponsor.

Katherine shared that the Directory Kiosk Project is delayed until spring, as we work through Public Works issues. Katherine asked for input on tenanting signs instead of curating them and the issues it is causing. The Board agreed to let Katherine curate the signs, but asked for an emphasis on small businesses and frequent rotation.

Katherine said that financially, the Festoon Lighting Project(s) are still on track for 2024, but inflation will affect what we can do. We may be forced to do a single location (as opposed to two locations) or do a more affordable model.

Katherine shared that the MDM Office Space Lease is still in progress, but is favorable to the MDM in its flexible terms. She will keep the Board apprised.

Katherine shared that she has a meeting with Susan Lacy-Ryan to go over the Google Analytics for the LocalIQ Digital Holiday Marketing Campaign (Co-op with North Shore Convention & Visitors Bureau). The
Campaign's focus on our events produced good results. Web clicks definitely increased (see graphic.)

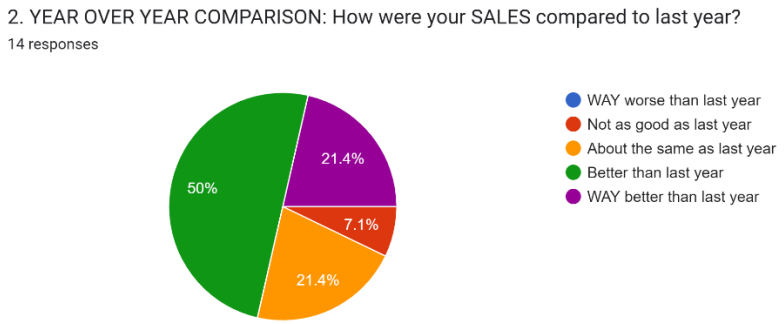


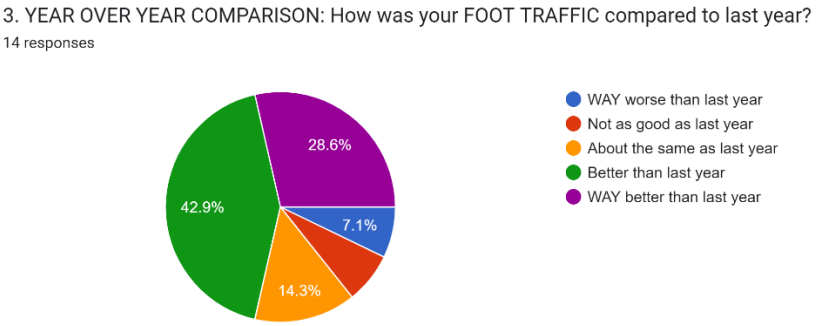
Susan noted how the campaign created lots of clicks during its run, but were not sustained post-run. Evan mentioned that Carrie Jackson is doing Roundtable social media strategy now. Do we need a strategy to maximize followers and convert them to web clicks?

Katherine debriefed on the MDM Tree Decorating Contest. There were 19 Participants and three winners – see THIS PAGE for pics.

Katherine debriefed on Small Business Saturday, November 25th. The Trolley (sponsored by Northwestern) was a great success. Participating Businesses reported better results than usual (see

graphics)





Katherine debriefed on the Hometown Holiday Celebration & Stroll, December 7th. Final registration count was 500 People (which maxed out ticket sales). Out of 450 mugs we sent to check-ins, 105 came back to MDM. We added 297 email addresses to Mailchimp from Hometown Holiday sign-ups/Oceanique raffle. And we got a bonus Photo Gallery from Evan (THANK YOU!)

Katherine updated the Board on OPENED / CLOSED businesses, Open Storefronts worksheet as of 1/8/24. Of note:

- Ten Thousand Villages is moving to Downtown Evanston, leaving March 2024 ☹
- Village Baker is leasing space in Tapestry Station (1 space remains open) – They have since withdrawn boo
- 1012 Chicago Ave (former Autobarn Nissan) is being renovated to become the new Whole and Free Foods manufacturing plant
- Lefty's Righteous Bagels (827 Chicago Ave) opens in a few months
- Dozika is moving to Downtown as well on March 31.

Adjourn