



Marketing & Event Committees

6/11/2024

DRAFT MINUTES

PRESENT: Louise, Jackson, Karla, Denise, Meggie, Evan, Katherine

Denise moved to approve [Draft Minutes of 2/13/2024 Meeting](#). Meggie seconded. Motion passed unanimously.

Katherine went over the [Merchant Feedback](#) and [Guest Feedback](#) from the Arts & Craft Crawl, which was generally quite good. Katherine and Amy will go over the P&L for the event and issue a check for the donation to Evanston Made.

Katherine went over 2024 Wine Walk Updates. Hive Center for Book Arts is notified and ready to go! Pre-Sale tickets went on sale June 7, and 10 tickets have been sold so far. Six businesses recruited so far (3 on Main-Chicago, 3 on Dempster-Chicago), need 12-15 on each end.

Katherine went over Summer 2024 events.

Where's Waldo Returns in July! [It's a scavenger hunt](#), sponsored by Booked, lasts all July long. MDM recruits 20+ businesses and prints [passports](#), then it culminates in a party at Booked where people turn in their passports and get prizes. It's a great way to get foot traffic into stores during the slower summer months.

Sidewalk Sale July 26-28. Henry's Hoarder's Heaven (Secret Treasures) Sidewalk Sale is back, will be the centerpiece of the Dempster-Chicago sale. Rainbows for All Children will hold a sidewalk sale fundraiser in their alley, also on the Dempster-Chicago side. Need to activate Main Street extra -- "Where the hell is our Sidewalk" Sale / "Look at our brand new Sidewalk" Sale. Katherine asked the committee for ideas. Katherine is checking with Evanston Pride to see if we can do a Pridewalk Sale with their maker's market people. Construction item related scavenger hunt for families on the south sidewalk?

Katherine updated the committee on Marketing/Communications for Main Street during Construction.

- There are banners up on the CTA tracks,

- MDM has purchased two new wind signs purchased and distributed on Main St,
- New banner going up in Grey Park presently
 - MDM continues to promote Main St shopping
 - Neighbor Newsletters
 - Support Evanston Shops page
 - MDM social media
 - City of Evanston includes “Support Main St” messages at least once a month in their e-news

Katherine notified the committee that MDM may have the opportunity to create a possible extra festival – the contractor will have to shut down the 700 Block of Main St for 3-4 days when the raised crosswalk goes in. We could conceivably have a band and a small festival that weekend (we would have to take that \$\$ out of reserves, or out of our October festival funds). Katherine will continue to monitor the possibilities.

“Return of Custer Fair” festival October 20th – plans continue with Rotary. The Pirons will do s’mores if we can get Parks & Rec to donate their firepits woot!

NEW BUSINESS: A local marketing consultant has asked us to consider putting our social media consulting out for bid again. The committee agreed to move forward.

FYI: June Sponsorship Activity in the bank

- [Balloons on Chicago Ave](#) during the Pride Car Parade, sponsorship paid to Evanston Pride.
- Juneteenth Parade sponsorship paid

REMINDER 2024 Event Calendar – [LINK TO THIS CALENDAR ON THE MDM WEBSITE](#)

- 2/11/24 - Lunar New Year Celebration
- 4/20/24 – Earth Day Neighborhood Cleanup
- 5/16/24 – Evanston Arts & Craft Beverage Crawl
- 6/7/24 – Summer Kickoff Block Party (Main St pending construction)
- 7/12/24 – Plein Air Art Festival Block Party (Main St pending construction)
- 7/26-28/24 – Sidewalk Sale
- 8/23/24 – Summer Sendoff/Last Days of Summer (Dempster St)
- 9/12/24 – Wine Walk
- 10/10/24 – Annual Celebration / Annual Report / Board Changeover
- 10/20/24 – Welcome Back to Main St / Welcome Back Custer Fair mini-Festival (Main St, tentative pending construction end date)
- 10/26/24 – Spooky Saturday / Spooky Saturday Block Party (Dempster St)
- 11/29-12/1/24 – Small Local Weekend, including Small Business Saturday
- 12/5/24 – Hometown Holiday Stroll

Adjourn