Marketing & Event Committees
8/13/2024
MINUTES

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

Meggie moved to approve Draft Minutes of 6/11/2024 Meeting, Denise seconded, vote passes unanimously.

The committee reviewed a DRAFT Request for Proposals v1 for a new Social Media Partner. The committee had some changes they wished made to the proposal. They agreed to meet separately and send Katherine a list of updates by August 26th. The revised proposal will go to the full board Sep 3rd and if approved, will be sent out to bid after that.

Katherine reviewed the results of the **Slogan of The Summer** contest and showed some potential t-shirt designs. Denise agreed to meet with Katherine separately to work on the final designs. T-shirts will be sold at the Summer Sendoff Block Party.

2024 Wine Walk Updates – Katherine went over ticket sales to date and the list of participating businesses to date. Looking for 4 more businesses on the Dempster side to meet the desired 12 minimum. Ticket sales are very lopsided on the Main St side, so the Board will have a chance to purchase comp tickets for Dempster for the next week.

Katherine went over the Main Street Construction completion schedule and support efforts. Sidewalk Construction should be completed by August 19th, barring anything unforeseen. Street Paving should be completed by September 6th. The 700 block will be closed again October 18-23 to construct the raised crosswalk

The Rotary/MDM Mini-Festival is still on track for October 20th. FB event posted this morning. Custer Fair Replacement Festival Naming contest has commenced. MDM will cancel Annual Celebration on October 10th and collapse that event into this October 20 mini-festival.

- **These are the ideas we will work with for the MDM festival side:**
  - Piron smores (needs fire pits)
  - Evanston Thrives games and other assets

- Pumpkin Carving Class w/ Jamie Adams
- Pumpkin Painting for kids
- Face painting
- MDM Info Table & Email signup
- Evanston Thrives movie screen - photo slide show of MDM events
- Vintage Market
- MYO flower bar or flower crown (open studio?)
- Line Dancing people - Firebrand
- Flamenco dancing performance
- Bounce house - Jay from subway
- Cake Walk w/ Nanakakes
- Marching band performance?
- Touch a Truck trucks / fire truck?
- Evanston Latinos / Puerta Abierta - dia de los muertos activity booth
- Willie Wildcat ETHS appearance / NIL athlete appearance/Pep Rally

The next event is SPOOKY SATURDAY on October 26. There will be an 11am-1pm trick or treat the businesses, followed by the 4pm-6pm Block Party, including Kids Costume Parade, Pet Costume Contest, Pumpkin Carving Contest.

Between now and the next Marketing Meeting, it's time to start heating up for the holidays. Small Business Saturday and the Hometown Holiday Stroll, plus the Window & Tree Decorating Contest will be happening again this year.

Katherine debriefed on Marketing events since the June Meeting:

Where's Waldo returned in July. There was good anecdotal feedback from participating businesses about foot traffic and the final Prize Party at Booked was very busy. Louise wanted to know if Booked saw extra business. Was it worth it for them? There was conversation about how you turn people who walk in to convert to actual sales. Might be a nice idea to gather retailers to discuss ideas.

Sidewalk Sale happened on July 26-28. Katherine tried and failed to add a maker's market on Main Street to showcase the completed north sidewalk, so it moved to 800 Block of Dempster St. Dempster St was slammed with both participating businesses and shoppers. Good anecdotal feedback from businesses.

2. **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