



Marketing & Event Committees

7/13/2022

MINUTES

PRESENT: Karla, Jackson, Denise, Katherine

Jackson moved approve [Draft Minutes of the 5/18/22 meeting](#). Denise seconded. Motion passed unanimously.

Katherine debriefed the committee on the [Evanston Arts & Craft Beverage Crawl](#). The event made \$3400 in profits, all donated to Evanston Made (largest donation in their history). Other stats: 32 businesses participated (12 Dempster, 12 Main St East, 8 Main St West), 257 tickets sold (ONLINE: 60 Dempster, 84 Main St East, 44 Main St West). Katherine thanked Karla for being a sponsor, and Barb for buying tickets and participating. The feedback was excellent from both merchants and guests.

Katherine reported on updates for upcoming events.

A Facebook boost is in progress for [Sidewalk Sale Saturday](#) (July 23). Areas that are activating:

- Secret Treasures / Chicago/Dempster area – will include Stumble & Relish, Trapdoor Studio and pop-up makers and food vendors recruited by Noir d’Ebene and a DJ
- Crowded Closet / Dempster West – will include Inspired Indian Cooking, Space 900, Village Farmstand and possibly JJ’s List/Visibility Arts and live music
- Follow Your Nose / Chicago Main area – will include Follow Your Nose, Ten Thousand Villages and Junior League Thrift House and live music
- Anne’s Irish Knits Retirement Clearance Sale / Main East area – will include Booked and Marie Parie and live music

Katherine is recruiting artists who showed at the Craft Crawl to pop up and supplement these areas and generate extra foot traffic and energy.

[Evanston Wine Walk](#) (September 15) promotion has already started. The Taste of the Mile Party Wine Walk Preview Party happening Thursday Sept 8, Binny’s is the possible location. A Pre-sale special to Craft Crawl participants already concluded - 26 tickets sold. Early bird online tickets on sale now, lower prices end August 15. “No Eventbrite fee” promo happening first two weeks of August.

Katherine is working on a Holiday Coordination Meeting in August. She hopes to coordinate activities (sip & shops in pods, etc). Also working on Small Business Saturday activities and will launch/recruit for Holiday Treat Walk soon.

Katherine reported that [Interface Studio](#) selected as the consultant for the City's [Business District Strategy and Implementation Plan](#). Katherine has suggested many people to be engaged as stakeholders or serve on the study's Task Force. She has also updated the consultant on district events and storytelling ideas to help design storefront activations.

REMINDER: 2022 [District-Wide Event Calendar](#)

Mark Your Calendar for 2022 Meetings:

- 9/14/21 11am
- 11/9/21 11am

Adjourn