



Marketing & Event Committees

11/9/2022

MINUTES

PRESENT: Karla, Evan, Louise, Shams, Susan, Katherine

Evan moved to approve [Draft Minutes of 7/13/22 meeting](#) (9/14 meeting canceled for lack of quorum). Karla seconded. The motion passed unanimously.

The committee discussed 2023 meeting times. New meeting time will be Wednesdays at 9:00am.

Katherine went over updates for the district during the holiday season. An [Email was sent to merchants 11/3](#) outlining all the ways we support them during the holidays. It includes the following efforts:

MARKETING & ADVERTISING:

1. Holiday [Gift](#) and [Dining](#) Guides up and running on the website (both guides will be updated as we learn more deals)
2. [Direct Mail Postcard campaign](#). This is our annual ad-share with the North Shore Convention & Visitors Bureau (campaign cost is \$6000, we pay \$3000 and the CVB pays \$3000). Goes to 12,000 homes in Rogers Park, Edgewater and west Evanston.
3. Facebook Boosts for Events will happen soon.

PLACEMAKING:

1. Twinkle lights in trees are being installed as we speak
2. [Holiday light pole banners](#) will go up in the next few weeks
3. [Holiday Yard Signs](#) will go up on parkways in the district the week before Thanksgiving
4. Main Street, Sweet Main Street assets will be hung on the fencing outside the Vogue building (these are the same banners and signs we used inside the Vogue windows last year)
5. [Holiday Tree Decorating Contest](#) is open. This year, entrants will be decorating the planter urns on the corners instead of sidewalk trees (we are putting in specially ordered small fir trees that look like tiny Christmas trees)
6. [Evanston Holiday Window Decorating Contest](#) is happening again. Katherine will enter any decorated storefronts on their behalf. Contest is city-wide. Three \$150 prizes awarded.
 - a. MDM offers a reimbursement for window décor (we will split costs up to a maximum of \$100)

EVENTS:

Small Business Saturday / Thanksgiving weekend

- [SBS Web page](#) up and running to showcase any deals in stores (will be updated as we learn about deals)
- MDM will give a mystery gift bag to anyone who spends \$100 on the Mile on SBS
 - 2pm-4pm people can redeem receipts at CoLab (with the step & repeat photo op) and Pink and Tan
- [Free shopping bags](#) available to any store that wants to give them out

Holiday Open House / Tree Tour

Katherine reported that she is meeting with Jackson, as this event needs some work – traditionally just an Open House where businesses serve warm bevvies and holiday snacks and it's just meh.

PROPOSED CHANGES:

- Mainly organize it around Community Caroling – literally gather huge groups of people to all carol together for 5-6 songs (put lyrics on our website and provide a QR code)
 - o Under the festoon lights on Dempster St
 - o Pride Park
 - o Vogue Parking Lot
- Provide mugs for all at check-in
- Provide multiple hot chocolate and cider stops along the way so people can fill up
- Gift trees (guests make a donation to Puerta Abierta and they get to pull an envelope off a tree that contains a surprise – might be a gift card, might be a dollar bill, might be a holiday quote or a bookmark)
- Evanston Rebuilding Warehouse is interested in providing selfie stops or activities around the theme of “Decorate Sustainably”
- Provide a map of decorated trees and a QR code opportunity to vote at each one
- Businesses will need to activate themselves outside of these activities

Katherine reported on the City's Retail Business District Implementation Plan. The survey period for the action plan has ended. Multiple MDM stakeholders either serve on the Task Force or have participated in focus groups / one-on-one interviews. Katherine will share the results when they are made available.

Katherine debriefed on the Wine Walk. An estimated 370 attended Wine Walk, 58 attended Taste of the Mile party. A \$5000 donation was made to Puerta Abierta, and they also made \$1900 on the raffle. For next year, Katherine says we need to focus as much on in-store activation as we do on wine.

Katherine debriefed on the Annual Celebration. An estimated 60-65 ppl attended, including press coverage from [EvanstonNow.com](#) and the [Evanston Roundtable](#). We showcased MDM accomplishments in posters and introduced any new business owners in attendance. The event included activities like Step & Repeat photo op, voting on holiday light pole banners, raffle for Puerta Abierta raffle baskets. Thank you Evan, Trin and Shams for your help that night!

Katherine debriefed on Spooky Saturday. Great feedback from stores on the amount of foot traffic that came in. There was lots of participation by neighbors, although there's no way to measure the numbers. See the [TikTok recap](#) or [Instagram Reel of our favorite costumes](#). The event included activities such as the Raven Maniac SCarolers, Balloon Sculpture photo ops, Celebrity Cars and Art Makers Outpost crafting station. Great event!

NEXT EVENT AFTER THE HOLIDAYS:

- Lunar New Year Lion Dance, January 22 500 Block of Dempster St

NEW BUSINESS

- Susan suggested a new strategy for connection/promotion for MDM on LinkedIn. Katherine will follow up in the new year.
- Possible winter event: Open House MDM – opening up the back offices and basements of the businesses for behind the scenes.

Adjourn