



Marketing & Event Committees

3/16/2022

MINUTES

PRESENT: Karla, Denise, Evan,

Karla moved to Approve Draft Minutes of the 1/10/22 meeting. Denise seconded, vote carries

Karla gave an update on 2022 goals from March Board Meeting and ED Performance Review. Katherine is charged with concentrating on fewer, larger projects and working across the whole city to coordinate and maximize MDM's fit inside the whole.

Katherine updated the Committee on the Board's determination to seek a Charity Partner for 2022. She shared the [APPLICATION](#) and the current revenue sharing structure that would result in a donation to the beneficiary.

Katherine went over the 2022 [MDM Event Calendar](#)

She reminded the committee that its focus should be events that actually bring people into stores and hopefully ring registers. To that end, these events are meant to bring potential shoppers to doorsteps:

- Craft Beverage Crawl, May 19
- Sidewalk Sale Saturday, July 23
- Wine Walk, Sept 15
- Small Business Saturday, November 26
- Holiday Open House, December 10

Katherine went over preliminary plans for the [Evanston Craft Crawl](#) May 19th 5pm-8pm

- Selling 3 pods – must spend first 90 minutes in your pod, after that go anywhere you like
- Early bird, save \$5 by April 1 (\$25, \$30 online, \$35 day of)
- [CLICK HERE](#) to see a sample pod
- Actively recruiting businesses now

The Committee suggested new ideas to improve this event

- Evanston Made partnership? Evanston Made is looking for a May fundraiser, and is willing to provide artists for pop-up art exhibits and volunteers for check-in stations if we partner with them. A decision was taken to partner with Evanston Made, but to limit our donation to 100% of the profits of the event.

- Hold an orientation for businesses to hear from successful businesses at these events
- Seeking sponsors -- \$250, \$500 sweet spots (will pay for live musicians yay)

Katherine asked the Marketing Committee to commit to the following for the event:

- Talk about the event actively to customers and on social channels
- Add it to customer newsletters if that's a thing
- Invite people to the [Facebook event](#)
- Bring 2-10 ticket purchasers to the event
- Buy tickets yourself or volunteer if your business is not participating 😊

Katherine mentioned that Wine Walk promotion should begin no later than May. May meeting will focus on that.

Karla suggested a new project back at our January meeting geared toward Promoting Design/Rug businesses.

- "Open House MDM?"
- Display rugs in homes / different rooms staged by local designers

Upon further discussion, the committee will not focus on that project until we can think of a better way forward.

Katherine alerted the committee to the City of Evanston RFP [Business District Strategy and Implementation Plan](#). She participated in a Zoom call for prospective bidders. The consultant should be chosen by our next meeting.

Katherine let the committee know that the Board of Directors has allocated \$15,000 for an MDM-specific potential consulting project to follow up the City's report after it's issued. That money will not be spent unless this committee identifies outcomes that will have meaningful ROI.

Mark Your Calendar for 2022 Meetings:

- 7/13/21 11am in person – Chicago Ave/AMLI/Southpoint Plaza
- 9/14/21 11am in person – Main side
- 11/9/21 11am in person – Dempster side

Adjourn

From the City's [RFP for Evanston Business District Strategy and Implementation Plan](#)

The purpose of this RFP is to understand Evanston's commercial landscape, identify gaps, evaluate the competitive trade area, evaluate the potential of each business district, and identify physical improvements supportive of business district activities. The scope of services will generally include the following:

- 1. Conduct market research*
- 2. Analyze Evanston's business districts physical characteristics*
- 3. Identify placemaking, branding, and physical improvement opportunities*
- 4. Recommend an implementation plan Revised 10-20 (09-17) 4*

We are challenging you to be creative and to propose realistic and implementable strategies. How are successful business districts managed? What are they composed of? What is the ideal use mix? What placemaking strategies work? What are the physical requirements? What are the latest applicable transportation, mobility and parking trends? How do art and culture strategies fit with business districts? What experiences are residents, visitors, and daytime employees seeking in their built environment? How can you help us capitalize on our history, our economy, our racial and socio-economic diversity?