



Placemaking Committee

3/19/2025

MINUTES

PRESENT: Zubin, Evan, Patti, Lori, Katherine

Zubin moved to approve [Draft Minutes of 1/15/25 Placemaking Committee Meeting](#), Patti seconded. Vote passed unanimously

Katherine informed the committee that Judy Ferguson of Plantings, who does our planter urns is retiring after this year. MDM has the opportunity to jump into a Brightview contract that will be more affordable next year, or make other arrangements. She asked for discussion and feedback.

We have all the black urns sourced by Cultivate for last year's holidays. Katherine will follow up with Paul Zalmezak, Cultivate wants the opportunity to bid on the Cultivate urns – they have a watering mechanism that's convenient for Main St.

The committee expressed a desire to avoid artificial elements in the planters like glitter or spray paint. What we do is natural and sustainable, and we'd like to keep it that way. Whatever we do, we should take advantage of the TIF funds where possible. Don't make assumptions that Brightview will be the lowest bids. We should make investments in sustainability and natural resources. We bought the old urns 8 years ago. One is falling apart and needs to be replaced. The rest are in good condition.

Katherine reported that 38 businesses signed up for 2025 Light Pole Banners, so the program will pay for itself. All banner proofs have been approved, installation map being made now, up soon.

Evanston Thrives Placemaking Programs 2025

Katherine, Zubin, Evan and Patti reported on their experience with the Under Bridge Lighting project's Light Walk and Visioning Session. Patti thought they listened. Zubin was pleasantly surprised with the workshop feel and how to deploy to create an aesthetic. Evan learned a lot and it was a very professional process. The consultant is extremely experienced.

Gateway Signage – no changes or updates. Katherine has reached out to Katie Boden to see when site visits are scheduled.

Katherine has been back in touch with Parvin Clauss to re-engage on Directory Kiosks, Take 50. These signs will be included in Gateway Signage site visits, so whenever the site visits happen for them, we will also site visit the directory kiosks.

Katherine reported on the Chicago Ave Bike Lane public works project. There is currently an Open Letter / Petition for parties who both oppose and support the project. The City has committed to block by block meetings to help accommodate each block as much as possible have only just been scheduled. First one March 20th – Main St Lee to Kedzie.

Katherine shared final wrap up items on Main Street Improvement Project. The Squeezebox “We’re Glad You’re Here” sign was replaced and paid for by the City of Evanston. The second sign is on hold until we can figure out if we can put it in a planter. Other options aren’t great.

Katherine reported on Main Street Festoon Lighting – no change from previous meeting. Illuminight must submit a proposal and estimate to the city for approval, including the hiring of a structural engineer to sink new poles. The TIF will pay.

Katherine and Evan gave an update on the Main Street Fair. June 28th, 6am-11pm and WILL run onto Main Street East.

Adjourn