Marketing & Event Committees
2/8/2023
MINUTES

Present: Karla, Denise, Susan, Shams, Evan, Katherine

Karla moved to approve Draft Minutes of 11/7/2022 Meeting

Katherine asked the Committee to consider institutionalizing a new formula for our yearly non-profit partner selections.

1. Institutionalize Evanston Made as our annual Arts & Craft Bev Crawl partner ($3400 donated in 2022)
2. Select a different partner each year for Wine Walk (Katherine says this partnership needs a partner who can provide 12-16 volunteers on the run up and night of the event ($5000 + $1900 Raffle proceeds in 2022)
3. Have ad hoc partners for the summer concerts.
4. Work still needs to be done on a holiday partner, but Katherine has been talking to ECF about a possible "Analog Giving Tuesday"

After discussion, the consensus of the committee was to proceed with Evanston Made as institutional partner for the Arts & Craft Crawl, rolling over Wine Walk partners each year, having ad hoc partners for summer concerts, and exploring an ECF partnership for the holiday.

Karla asked if our our summer concert partners could possibly be a local business? Katherine explained that any business can, free of charge, set up a table at a summer concert and sell merch or raise funds. She also explained that part of the value to MDM for these summer concert partnerships is for the non-profit partner to promote the concert to their networks and bring people to the concert that might not have come before and see how charming the district is.

Susan suggested a local band called Eve's Twin Lover, and will put Katherine in touch.

Katherine asked the committee to consider ways to help Katherine grow sponsorships for MDM events, and to introduce her to sponsor prospects. The current sponsorship packages include:

- $1000 to sponsor the live music at a block party (signage, social media mentions, banners onsite)
- $250 to sponsor live musicians at strolling events (signage, social media mentions, mentions in the programs

Susan suggested that food products are good prospects and easy to showcase at summer concerts and such. She will talk to Katherine offline about win/win solutions. She also suggested that MDM make it easier for businesses to participate in the summer concerts by possibly offering a stipend to hire staff for the night for microbusinesses.

Katherine let the committee know that she had received outreach from Tapestry Station (formerly The Vogue), the new apartment building on Main Street is interested in sponsorships. She will follow up.

Katherine requested that we triple the budget of the Hometown Holiday event to $7500 by 1) eliminating expense by combining Fall Fest with Spooky Saturday and 2) increasing sponsorship income throughout the year. The increased budget would be used for more live music, roving characters, living windows, food stations and other experiences that would elevate the event and create a holiday destination in the heart of the shopping district.

After discussion, Karla moved to increase the Hometown Holiday event budget while combining Fall Fest and Spooky Saturday and hopefully increasing sponsorship revenue for the year. Shams seconded. Vote passed unanimously.

Katherine reported that the MDM LinkedIn Page is up and running. Please follow and tag us! She has notified our Social Media Manager Doug Boehm and he will monitor, post and repost items of interest. Suggestions for content include job postings from businesses, new business postings, a focus on services businesses, Blog posts from board members or businesses, MEAC collabs, etc.

Katherine updated the Committee on items affecting our district that are currently in front of the City Council and may require MDM to take a position.

- Plastic Bag Tax and Ban
- Fair Work Week
- Cashless Business Ordinance

Katherine went over updates to the 2023 Event calendar (see details below). Karla asked why MDM has a large gap in events in the first quarter. Katherine explained that after an event season that runs 1-2 events per month from May-December, a slow first quarter is helpful for her personally, but understands the need to be present and supportive. Suggestions from the committee:

- Possible “Open House” event – opening up where the products actually get made so people can tour and see inside.
- Winter Warmup Video campaign - videos about cozy things happening on the Mile

- Merchant to Merchant Yankee Swap post-holiday

EVENT CALENDAR HIGHLIGHTS:

- **1/23 Lunar New Year** – COMPLETE
    - Roundtable Report
    - NBC5 Report
    - Daily Northwestern
    - ABC5 Report
- **4/22 Earth Day Neighborhood Cleanup**
    - New gardening gloves this year
- **5/18 Evanston Arts & Craft Beverage Crawl** (Evanston Made, Non-Profit Partner)
    - Evanston Made is back on board for this and eager to make it happen!
- **6/9 Summer Kickoff Block Party & Concert** (NEEDS SPONSOR!)
    - Looking for bands that will bring people along with them
- **7/9-16 (tentative) Plein Air Music Festival and Front Porch Concert Tour** (NEEDS SPONSOR!)
    - Neighborhood Prizes
    - Block Party / Concert
    - Front Porch Tour
- **7/22-24 Sidewalk Sale** (would love to get a sponsor for live musicians)
    - Continue to invite local artists to sell on the sidewalks
- **8/18 - Last Days of Summer Block Party & Concert** (NEEDS SPONSOR!)
- **9/7 Taste of the Mile Preview Party**, Binny's
- **9/15 Evanston Wine Walk**
    - Lean into Wine part, create a booklet like the Binny's preview party, taste exceptional wines, see what we can do to minimize the wine effort for businesses so they can focus on providing a cool pairing or other thing
- **10/12 MDM Annual Celebration** – location should be chosen early-ish
- **10/28 Spooky Saturday on the Main-Dempster Mile**
    - COMBINING WITH PUMPKIN CARVING CONTEST
    - Trick or treat during the day, pumpkin carving at night with pumpkins lit, live music, hot cider, smores, etc
- **11/25 Small Business Saturday**
- **12/7 Hometown Holiday Celebration & Stroll**
    - Would like to triple the budget of this event and really turn it into a Galena-level destination for the holiday

Adjourn