



Board of Directors Meeting

1/4/23

MINUTES

PRESENT: Denise, Paul, Shams, Lori, Zubin, Evan, Susan, Trin, Karla

Lori moved to approve [Draft Minutes of 11/1/2022 Board Meeting](#), Denise seconded. Motion passed unanimously.

At ED's suggestion, Trin moved to adjust the July Board Mtg to 7/11 (currently falls on 7/4). Paul seconded. Motion passed unanimously.

Katherine introduced the Board to the [Ryan Field Discussion](#). Northwestern would like to rebuild the field at no cost to taxpayers, and to make it financially sustainable, they will need to add more events than just sports. They are suggesting 6-12 concerts per year. There is some vocal opposition to this from nearby neighbors and MDM is being asked to consider a position. [Downtown Evanston submitted a supportive Letter to the Editor](#), and [EvanstonNow conducted a Poll \(results\)](#)

The Board discussed disruption concerns, and how there is a major difference between 6-12 events. They wondered what type of concerts, who they will attract. Trin asked how can the taxes be used to better the community. Paul Z reported that the City will be conducting an economic impact study of its own. After discussion, the Board said that MDM would like to see the City's study before we weigh in.

Katherine presented the [Draft Financials for 2022](#). There will likely be changes, and final financials will be presented at the March meeting. Katherine went over the 2022 end-of-year [Variance Report](#). Katherine went over places where she would like to see MDM grow revenue, including growing sponsorships. Susan agreed to help Katherine identify sponsor prospects.

Katherine reminded the Board that there is Cook County [tax payment delay](#), but that we could receive our late payments as early as February, but who knows ...

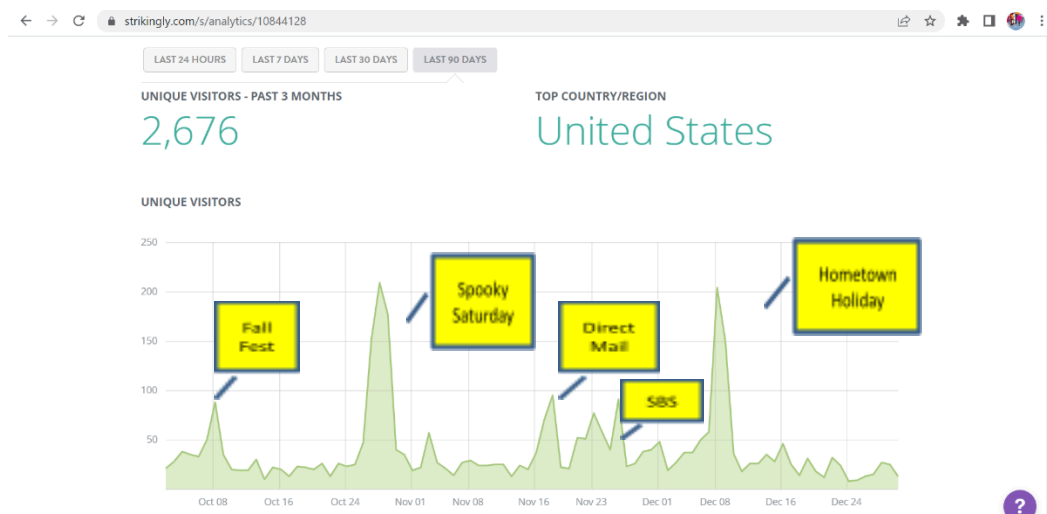
Katherine went over the 2023 Event Calendar. Evan moved to adopt the calendar as shown below. Denise seconded, motion passed unanimously.

2023 EVENT CALENDAR:

- 1/23 Lunar New Year
- 4/22 Earth Day Neighborhood Cleanup
- 5/18 Evanston Arts & Craft Beverage Crawl
- 6/9 Summer Kickoff Block Party & Concert
- 7/15 (tentative) Plein Air Music Festival and Front Porch Concert Tour
- August 18, Last Days of Summer Block Party & Concert
- 9/7 Taste of the Mile Preview Party
- 9/14 Evanston Wine Walk
- 10/8 MDM Fall Fest & Pumpkin Carving Contest
- 10/12 MDM Annual Celebration
- 10/28 Spooky Saturday on the Main-Dempster Mile
- 11/25 Small Business Saturday
- 12/7 Hometown Holiday Celebration & Stroll

Marketing Committee report: Katherine shared a recap of Holiday Marketing efforts.

- Here is a look at efforts that resulted in website hits, including the direct mail buy-share postcard with North Shore CVB (landed in homes on 11/18/22)



- **Small Business Saturday (Nov 26)** -- 25 gift bags given away to shoppers
- **Holiday Open House & Tree Tour (Dec 8)**
 - Estimated 250-300 people participated
 - 150+ votes for tree decorating contest
 - 625 entries for Oceanique dinner (200+ names added to mailing list)

In the Placemaking Committee Report, Katherine reported on new 2023 Light Pole Banner [Design Options](#). Light Poles are currently being recruited and will hopefully go up in Feb/March 2023.

In the Annual Holiday Tree Decorating Contest, Katherine reported there were 22 trees decorated. [See tree pics](#) here, and a [list of winners](#) here. There were 200+ votes in Fan Favorite voting. Side nugget - Congratulations to [YoFresh](#) for winning one of the four prizes for the city-wide Evanston Holiday Window Decorating contest!

Katherine reported that they had done a Directory Kiosk site visit and identified approved locations in cooperation with Public Works. The final signag designs distributed to Placemaking

- [Front Side](#)
- [Map Side](#)

After a suggestion from Paul Zalmezak, the Board recommends waiting until we hear from the city's consultant to move forward on this project. Katherine suggested that the Placemaking Mtg is Feb 15th, and the board we'll wait until then to do anything. Paul and Katherine will follow up.

Katherine reported on [OPENED / CLOSED businesses, Open Storefronts worksheet](#), updated 12 31 22.
Of Note:

- 829 Chicago Ave, Paws & Claws cat rescue lease signed
- 832 Dempster St, Chiropractic First signed long-term lease

MARK YOUR CALENDAR: 2023's First Event: Lunar New Year – January 22, 500 Block of Dempster St

Adjourn