



Placemaking Committee

11/20/2024

MINUTES

PRESENT: Lori, Evan, Charles, Louise, Lori, Katherine

Evan moved to approve Draft Minutes of [Draft Minutes from 7/17/2024 Meeting](#) (held for lack of quorum in September) and [Draft Minutes of 9/18/2024 Meeting](#). Louise seconded. Motion passed unanimously.

Katherine updated the 2025 Financial Outlook for Placemaking with good news. The report from our 9/18/24 meeting that we are cost-cutting in 2025 was softened by a partial rebound in the tax levy. We have restored all placemaking events that were scheduled to be cut, reserved funding for Directory Kiosks, and all other placemaking in 2025 will be paid for by Evanston Thrives or the Main St TIF.

There will be a City Program for \$5000 grants for Main St businesses affected by construction was approved by City Council. It will be funded by the TIF. An application process will be involved and eligible expenses will include new awnings or signage, ADA accessible entrance adaptations, and more.

Katherine updated the Directory Kiosks and Gateway Signage initiatives. City Council passed funding for the gateway arches, kiosks and vertical column markers discussed at our last meeting ([this document](#), page 8). Council considers passing funding for Dempster St generic gateway mural proposal on Nov 25th - no design has been proposed yet, this is just appropriating the funding. City Council also passed funding for underpass/bridge lighting for both Main St and Dempster St underpasses ([this document](#), page 88). All will be installed in 2025, including our Directory Signage kiosks.

Katherine showed the [Proposed Design](#) for the new 2025 Light Pole Banners. Banners will be \$199 for 2 years, as recommended by the Board.

The owners of Minasian Rugs, Campagnola and local neighbor/real estate developer Kent Swanson originated an [open letter / petition to oppose bike lanes on Chicago Ave](#). MDM shared this letter with all businesses in our most recent Merchant Alert, and with Chicago Ave businesses directly.

An updated on the Main Street Improvement Project – the MDM “We’re Glad You’re Here” signs were destroyed in construction. The city is replacing them at their cost.

Holiday Lights are Up (except on the 700 Block of Main St, where there are no or tiny trees). We've been working with the property owners of the buildings there for an alternative lighting plan for that block for this year and next year. Silhouettes or snowflakes will be put up there asap at the TIF's expense.

[Holiday Tree Decorating Contest](#) currently only has 4 people signed up. ☹️ There are Three \$100 prizes and a cool trophy available.

[Holiday Store Window Decorating Contest](#) is gearing up. MDM will upload photos from any awesome decorated windows to the FB page for consideration. There are four \$150 prizes

- Best Overall (jury)
- Best Use of Service (jury)
- Best Display of Product (jury)
- Fan Favorite (as voted on the FB page 😊)

[Hometown Holiday Celebration & Stroll](#) has Over 200 tickets "sold" (they're free). Still seeking businesses, especially on Dempster – there are only 4 up there yikes!

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, which will not happen until after the holidays
- The TIF will pay. DH Charles is an underground engineer.

The TIF is paying for Cultivate to put in planters to green the street up on Main Street and that project is underway.

Adjourn