



## **Placemaking Committee**

9/18/2024

### **DRAFT MINUTES**

PRESENT: Louise, Zubin, Evan, Patti, Katherine

Approval of [Draft Minutes from 7/17/2024 Meeting](#) held for lack of quorum.

Katherine reported that the Board of Directors discussed the 2025 budget at our September meeting. Based on a decreased tax levy and the final spend-down of our COVID carryover, MDM is having to reconsider our yearly budget. Cost cutting measures include:

- Block parties may have to decrease from 3 to 1
- Placemaking investments in 2025 will largely be funded by Evanston Thrives (gateway signage)
- Money for Directory Kiosks IS reserved.
- Main St festoon lights will be paid for by the TIF
- We are currently working with the city to either supplement the levy or pay for selected placemaking line items on Main St only (such as holiday lights).

Katherine reported on the City's [Gateway Signage Proposals](#) (MDM location proposals are on page 8, and selected standard arches, columns and kiosk designs are on Page 22). Louise lamented that more merchants don't get a say in these designs, as they are consequential pieces of the district's look and voice. Katherine will follow up to make sure that more merchants are involved going forward.

The City is willing to allow us to piggyback our Directory signage with them when they are pulling all their permits for gateway installation. Another meeting being held September 24<sup>th</sup> on progress.

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 for this project.

Katherine reported that the Board of Directors voted to increase the price of light pole banners for 2025. Katherine will be working on the design and recruitment.

Katherine reported that the Main Street Construction was substantially complete ([Photo 1](#), [Photo 2](#), [Photo 3](#)). Free parking ended yesterday, parking restrictions on side streets back in force. Punch list happening now, expected to be completed before the holidays.

#### **UPCOMING EVENTS:**

Katherine reported on plans for the Welcome Back to Main Street Fall Fest – Sunday October 20.

- MDM will rent a tent/table for any Main St business who agrees to sell on the street
- Adding a small number of curated extra vendors for kids activities like crafting or pumpkin painting
- Will supplement food vendors if Main St vendors don't agree to sell on the street

Spooky Saturday – Saturday October 26

- Trick or Treat in the morning
- Block Party – Costume Parade, Pet Costume contest, Pumpkin Carving Contest
- Evening – Northside Boxing “Fright Night Fight Night”

Holidays – Tree Decorating Contest, as usual 😊

Adjourn