Board of Directors
Meeting
11/1/22

DRAFT MINUTES

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

Evan moved to approve both the 9 6 22 Board Meeting Draft Minutes and 10 3 22 Board Meeting Draft Minutes. Denise seconded. Motion passed unanimously.

Katherine reminded the board about the Merchant Mixer at Art Makers Outpost, and asked them to attend if possible.

The board discussed Officer selection, and offered the following slate:

2023 BOARD OFFICER SELECTION:

- President: Karla Koziura (returning)
- Secretary: Shams Frough
- Treasurer: Evan Girard
- VP: Zubin Sherring

Karla moved to adopt this slate of officers, Zubin seconded, and the motion passed unanimously.

The new board members were asked to declare a committee membership before the next Committee meetings. All new board members made a commitment to their committees at the meeting.

- Marketing Committee new members
    - Shams Frough
    - Susan Stenander
- Placemaking Committee new members
    - Lori Howell
    - Trin Collins

The Board agreed to change 2023 Board Meeting times to Tuesdays at 9:00am. Katherine will see to calendar invitations.

Katherine went over the Budget VS Actual VS Forecast 10 31 22, highlighting any significant variances. She requested a vote on some potential investments.

- Holiday Lights will require an investment of $15,000 for new/more LED lights. The lights will last for 4-5 years. Total cost for lighting up all the twinkle lights in 2022 is $42,000 (forecasted for $25,000). Future years will be $26-27,000 until we need to re-purchase more LEDs.
- Special Holiday light pole banners at a cost of $8542 are still a potential investment using The Winning Design from both the Board and Annual Meeting votes.

Evan moved to invest $15,000 in LED holiday lights and $8542 in holiday light pole banners, Shams seconded, motion passes unanimously.

Katherine gave an update on Albany Care**,** who has quietly begun taking new patients again. Katherine has reached out to their community engagement person with lots of questions and have not heard back yet. Council Member Nieuwsma suggests a Good Neighbor Agreement between Albany Care and the surrounding neighbors, inspired by the GNA currently being worked on with Connections/Margarita Inn.

Katherine updated the Board on key city initiatives.

- The "Evanston Thrives" Retail Business District Action Plan. The project's quantitative survey closed late October and results are expected soon.
- A Business District Clean Team has been hired and starts November 14th! The clean team will not work in the district every day. They will have a schedule and visit Main and/or Dempster at least once a week.
- Katherine was unsure where the Proposed Bag Tax stood. A Town Hall was held but not attended by very many shops.

Katherine updated the Board on Marketing Committee events and initiatives:

- The Evanston Wine Walk (September 15) concluded by selling 370 tickets and making a $5000 donation to Puerta Abierta, plus they generated $1900 in raffle sales. Ticket breakdown:
  - Main St East: 94 presold (closed)
  - Main St West: 73 presold
  - Dempster St: 100 presold (closed)
  - Taste of the Mile Preview Party: 58 tickets
- The Annual Celebration (October 13) had about 65 Attendees. Thank you Trin, Shams, Evan for all your help that night! See the Photo Gallery
- Spooky Saturday (October 29) got great anecdotal feedback from merchants. Cool additions this year were the SCarolers and City VW mini car show.
- Direct Mail buy-share postcard with North Shore CVB (to land in area homes Nov 18) – promoting district events
- Small Business Saturday (Nov 26) – MDM will give away mystery gift bags to people who spend $100 on the Mile on SBS
- Holiday Open House & Tree Tour (Dec 8) – Strolling sip & shops at participating MDM Businesses, plus a map of all the decorated trees on the route.
- Attempting to coordinate Thursday Night Sip & Shops – finding clusters of businesses willing to

coordinate a later closing hour on Thursdays and offer sips to shoppers.

Katherine updated the Board on Placemaking Committee events and initiatives:

- Placemaking Directory Sign locations have been approved locations in cooperation with Public Works. Still working on the final map and design.
- Main Street Lighting Projects held until 2023 due to Main Street construction
- MDM Fall Fest & Pumpkin Carving Contest was a fun success, although attendance fell away during the last hour due to cold weather. Consider time change so pumpkins can be seen after dark, or location change to 500 block of Dempster St? Good news: we doubled the number of pumpkins entered (Thank you Evan!) See the Photo Gallery

Katherine went over the stores that had open and closed since the last Board Meeting. Of note:

- 604 Dempster St – Pink and Tan, now open (Home Goods)
- 1047 Chicago Ave – Papa Bop, now open (Korean restaurant)

Katherine reminded the Board that 2023's First Event is Lunar New Year – January 22, 4:30pm on the 500 Block of Dempster St.

Adjourn