



Marketing & Event Committees
6/14/2023
DRAFT MINUTES

PRESENT: Susan, Evan, Zubin, Katherine, Karla

Susan moved to approve the [Draft Minutes of 4/12/2023 Meeting](#). Zubin seconded, motion passed unanimously.

Katherine reported on the final outcomes of the Arts & Craft Beverage Crawl. Final headcount for tickets estimated at 355 paid, 43 comps (Main Route 216, Dempster Route 186). Katherine and Amy are doing the financials, and the estimated donation to Evanston Made will be \$5150! The committee went through the results of the [Guest & Merchant Feedback](#) surveys.

Katherine updated the Committee on the Evanston Thrives report that was given to City Council. Upon submission of the report, the Council allocated \$3,000,000 toward implementing the Evanston Thrives report. Of interest, the Economic Development Committee is currently scoring a list of over 100 priorities from the report's [Implementation Matrix](#).

Katherine has submitted the following as wishlist items for Evanston Thrives investments:

- Bring Back Custer Fair (see below)
- Lighting or Signage Projects that will connect the two sides of the MDM east to west (making it more appealing for people to cross the tracks)
- A storage facility where restaurants can store their outdoor dining gear in the off-season free, or at discount rates.
- Purchasing an inventory of event infrastructure (stage, tables, chairs, umbrellas, sound system) for use by business districts or local organizations free or at discount rates.
 - Consider hiring seasonal staff to set up and take down for events.

The Committee discussed other possible ways to achieve the vision of the report, including these suggestions:

- Papering the entire City with our event posters, not just in the MDM
- Digital / social media blasts by the city – advertising matches for bringing people in from outside Evanston

- Matching funds so that the SSA's can attract better musical talent that would have a broader draw from Chicago and the North Shore.

Katherine reported on a conversation with Dan Coyne of Rotary. Lighthouse Rotary is very interested in financially supporting a Custer-sized Street Fair in Evanston, smaller in footprint and truer to a local vibe. Katherine intends to discuss with City staff re: Evanston Thrives dollars

Katherine updated the Committee on the plans for the 2023 Sidewalk Sale. They will include a couple new elements:

- Sidewalk Sale Bingo (a replacement for Where's Waldo, which Booked used to run)
- A Sidewalk Sale Kickoff Party with a Drag Bingo element if we can find a sponsor.
 - Evanston Pride will run a Queer Maker's Market on the Sidewalk outside of 900 Chicago Ave the night of the Kickoff Party

The Sidewalk Sale itself will be anchored in all four quadrants of the district by large events

- Dempster / Chicago – Henry's Hoarders Heaven + Coco Garage Sale + Dustin Harris pop-up
- Dempster West – Crowded Closet Sidewalk Sale
- Main Street West – Squeezebox Sidewalk Sale
- Main / Chicago – FYN/TTV parking lot party

MDM will pay for DJ's or live music in all these anchor spots. Plus, MDM will continue to recruit local artists to set up alongside merchants to create energy.

Coming Up Next: **2023 WINE WALK – THE WORK BEGINS!**

- September 7, 5:30pm-7:30pm: "Taste of the Mile" Wine Walk Preview Party
- September 14, 5:00pm-8:00pm

Katherine reported that she is seeking sponsors (\$250 for live music –seeking 5-6) and will begin recruiting businesses asap.

Katherine updated the committee on sponsorship pursuits.

- [Sponsorship Brochure Created](#) and sent to a dozen potential sponsor prospects
- Wine Walk – needs 5-6 \$250 sponsors for live music
- June Summer Concert – \$1000 sponsor found (Tapestry Station)
- July Summer Concert – \$1000 sponsor found (Tapestry Station)
- August Summer Concert – NEEDS A SPONSOR
- Louise will sponsor a \$250 musician for Hometown Holiday

Adjourn