



**Main Dempster Mile Board Meeting**  
Monday, August 1, 2016 – 9:00 am  
Morton Civic Center, 2100 Ridge Ave. Room 2402

**AGENDA:**

1. Call to Order/ Declaration of Quorum (1 minute)
2. Consideration of Approval of Minutes from July 11, 2016 (1 minute)
3. Introduction of PLACE Consulting (3 minutes)
4. Budget Report/Update (5 minutes)
5. Committee Reports
  - a. Governance
    - i. Update on insurance (2 minutes)
    - ii. Update on RFP for bookkeeping services (5 minutes)
  - b. Placemaking
    - i. Update on mural installation for Washington Street (5 minutes)
    - ii. Discuss Timeline for Stealth Project (5 minutes)
    - iii. Request for Holiday Light budget allocation (2 minutes)
  - c. Marketing
    - i. Sidewalk sale recap (5 minutes)
    - ii. Logo design update (3 minutes)
    - iii. Wine Walk update (2 minutes)
    - iv. Small Business Saturday discussion (5 minutes)
    - v. September (annual) meeting (2 minutes)
6. New Business (5 minutes)
  - i. Bids for maintenance activities: snow and litter removal, landscaping
7. Adjournment

**Board Members**

Terms Expiring 2017:

Malik Turley, President  
Jessica Oldani, Vice President  
Tim Peterson, Marketing Chair  
Sara Jane Abbott  
Ellen King

Terms Expiring 2018

Jaime Leonardi, Secretary  
Alice George, Placemaking Chair  
Eric Young, Treasurer  
Bob Amado  
Cindy Hogan



### **Chicago-Main-Dempster SSA Board Meeting**

Monday, July 11, 2016 – 9:00 am

Morton Civic Center, 2100 Ridge Ave. Room 2402

<b><u>Members Present</u></b>	M. Turley, J. Oldani, J. Leonardi, A. George, T. Peterson, S. Abbott, E. Young, E. King
<b><u>Members Absent</u></b>	R. Amado, C. Hogan
<b><u>Staff Present</u></b>	C. Plante, K. Knapp

#### 1. Call to order/ Approval of the minutes

M. Turley called meeting to order & moved approval of the minutes from the June meeting

J. Leonardi seconded.

Approved 7-0

#### 2. Budget Report/update

C. Plante provided a summary of budget & spending. The only new spending since last month was for expenses related to M. Turley's attendance at the Main Streets Conference and renewal of the shopevanston.com domain name. The spreadsheet is now available on google docs for boardmembers to view; the link was sent out in the Friday email.

#### 3. Nominations for vacant board seat

M. Turley introduced a nominee for the board seat vacated by C. Duquet, Ellen King of Hewn Bakery.

E. King introduced herself and spoke about her past experience in serving on local boards and interest in serving on the SSA board.

J. Oldani asked if Ms. King had any interest in serving on the governance committee.

E. King responded that given her background she would prefer to serve on the marketing committee.

M. Turley reminded the group that because this is an appointment rather than an election, the rule that new board members must have served on a committee for six months doesn't apply and moved to nominate Ms. King.

T. Peterson seconded.

Approved 7-0.

#### 4. Committee reports

##### Governance Committee:

C. Plante provided a summary of insurance quotes received . There are only two as of now, but the current GL policy expires on 7/24.

M. Turley suggested giving governance committee authority to make a decision and

move the governance committee to the 18th.  
Approved 8-0

C. Plante introduced bookkeeping RFP and scope of work.  
M Turley moved approval.  
E. Young seconded.  
Approved 8-0.

#### Placemaking Committee

A. George provided an overview on the selection process so far - there were six proposals submitted which the committee narrowed down to two finalists. Dustin Harris & Lea Pinsky are Evanston residents and have done a lot of work in the area already. The other finalist is Dante Parel a.k.a Pose, who grew up in Evanston and now does mural work around the country. There were still some concerns about these submissions. Some on the committee felt that the Harris/Pinsky mural was too similar to previous work in Rogers Park; there was also some concern that the faces in the Pose mural looked scared; both finalists submitted updates to address these concerns. T. Peterson and S. Abbott spoke in favor of the submission from Pose. J. Oldani and M. Turley expressed continued concern about the content and style of the Pose submission. E. King agreed.

C. Plante reminded the group that the selection would also be subject to review by the arts council as well as staff at CTA, and introduced Katie Knapp from the City, who is the primary contact for relations between the City and CTA.

K. Knapp shared that the CTA is considering a moratorium on station art because they've received additional federal funding for future structural improvements. The new funding might mean larger structural changes to the purple line in 5 years.

C. Plante added that we followed up to ask that not only this project but future viaduct murals be included in CTA's long-range planning for the purple line, and we're waiting to hear back.

E. Young pointed out that if a mural is only in place for 5 years at a cost of \$15,000, that's \$250 a month for something that's temporary.

T. Peterson argued that it would still be a good investment even if it's only for 5 years.

A. George suggested that an approval for the Pose submission might be able to be conditioned on additional changes to the content and said that she agreed with T. Peterson's feeling that it remains a good investment even if CTA renovates the area later.

M. Turley asked if there were any alternative locations that could be painted instead of the mural.

J. Oldani suggested the walls surrounding the city parking lot on Main Street, or the side of 928-930 Chicago by Doc Able's.

C. Plante suggested the side of the post office by Main & Custer. E. King asked about the parking garage on Chicago Ave., the Soapies building, or the side of the Jewel building.

A. George pointed out that the artists' willingness to update sketches based on committee feedback demonstrates that they're willing to work with the group.

T. Peterson suggested moving forward with the CTA project and also looking at doing another RFP for artwork on private buildings and reaching out to property owners.

A. George asked K. Knapp if it would be possible to move the project forward with CTA and if we'd have clarification from them before the next placemaking meeting on the 25th.

K. Knapp indicated that we should hear back from them within the next week or two.  
J. Oldani said she would like to move forward with the current project, but if CTA says that the mural will be taken down in 5 years, we should move toward looking at private property.  
T. Peterson moved to approve teh Pose submission conditioned on additional edits regarding the face thing.  
E. King moved to table it until we have more information  
M. Turley seconded.  
Approved 8-0 - it's been tabled until August.  
A. George hinted at another "stealth" placemaking project in the works - be on the lookout for an email about this later in the week.

## Marketing Committee

T. Peterson provided an update on marketing activities. The committee put together a facebook workshop to prepare for the sidewalk sale, which was successful even though only one person attended. The meet & greet at Shafer architects also went really well. The firm also offered technical assistance for future placemaking projects.  
J. Oldani pointed out that one of the takeaways from the meet and greet was that people really want more networking within the district, so it's something that should be revisited.  
T. Peterson reported that we're collaborating with Downtown Evanston on marketing for the sidewalk sale, including posters, banners, and print ads. DTE will invoice us for our half of the bills.  
C. Plante will be walking around Monday and Wednesday distributing posters and hanging banners on fences on Wednesday and asking people to participate.  
T. Peterson added that the marketing committee had expressed an interest in having food trucks in Bob's parking lot, but the restaurants in the area were against the idea, so instead it will be Bagel Art serving sandwiches outside and a performance by school of rock.  
M. Turley asked E. Young for suggestions on how to get restaurants involved in the sidewalk sale.  
E. Young suggested offering them suggestions for easy, portable food and drink items.  
C. Plante reported that the League of Women Voters also asked about setting up a table - people are generally in favor of this, but where?  
J. Leonardi suggested the Main Street Corner by the newsstand.  
T. Peterson provided an update on the logo design work; a signed contract is in place and work will begin when payment is received.  
J. Oldani asked about which vendors should be considered vendors for purposes of contacting and asked that this be included in the governance agenda.  
C. Plante agreed.  
T. Peterson said that the wine walk is still contingent on insurance. It might be able to move forward as a free event, but selling tickets would be preferable.  
Small business Saturday -  
T. Peterson reminded people that signups are open now for "neighborhood champions" - sign up on the amex site to get a giant box of swag.  
J. Leonardi asked that there be more small business Saturday discussion at the next marketing committee meeting - be thinking about ideas for events, giveaways, etc.  
M. Turley asked about Streets Alive - when is it this year.  
C. Plante said it's August 14.  
K. Knapp reported that it's been in September in the past, but has moved up this year because one of the event organizers is moving out of state in September.

J. Oldani moved to nominate someone on the board to be a primary contact for streets alive.

T. Peterson suggested setting up a meeting with board members and streets alive organizers. E. Young volunteered to be a part of any meeting.

K. Knapp added that because one of the main leaders of the event is leaving, this might be an opportunity for the SSA to get more involved.

M. Turley moved to cancel the 9/12 board meeting and have the annual meeting on the 15th also be an abbreviated board meeting. That will also be a big shindig where all the businesses are invited to come network, similar to what downtown Evanston did.

Approved 8-0.

5. New business:

K. Knapp provided an update on Divvy installation - the city has coupon codes for people to sign up for annual membership at a discounted rate, feel free to distribute them to employees, customers, friends, etc. They have to be used by Labor Day. There's also a free ride day coming up for the entire divvy system on the 15th - delightways promotion sponsored by San Pelligrino gives people a free 24hr divvy pass for the upcoming weekend.

A. George requested that C. Plante share info about the divvy promotions in an email to businesses.

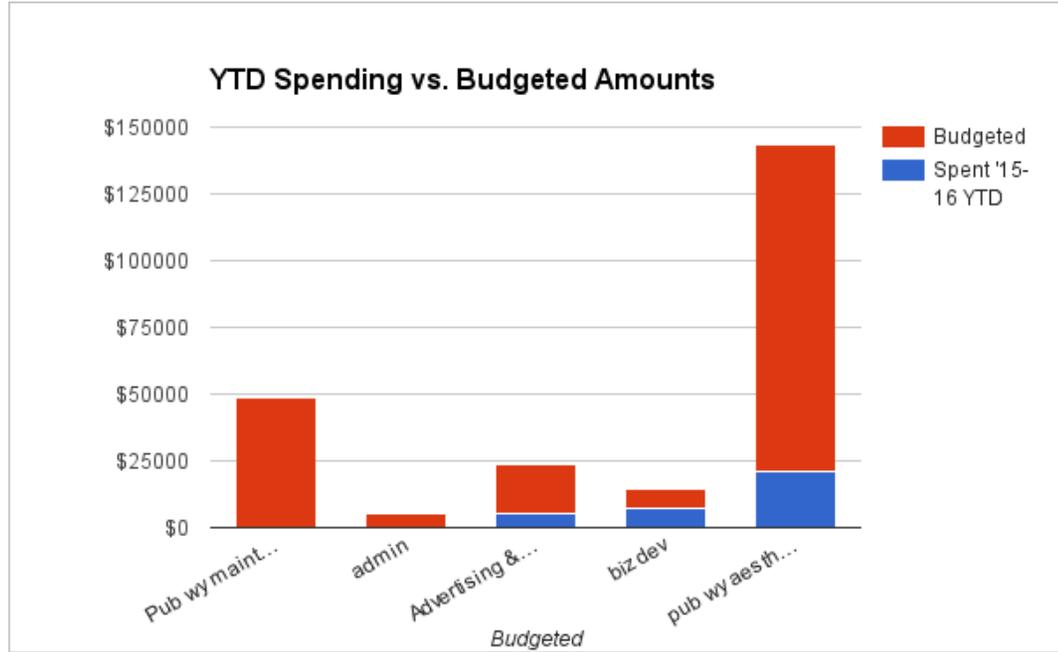
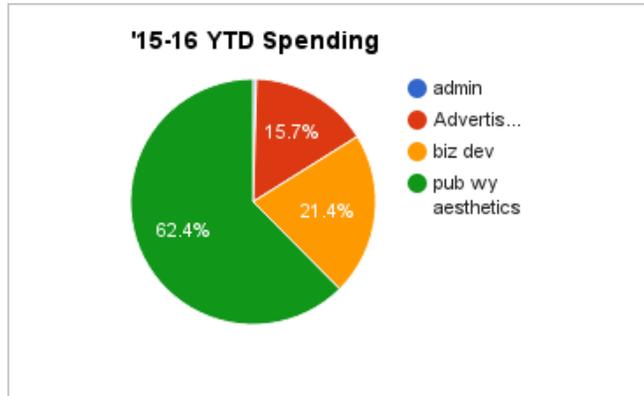
6. Adjournment

M. Turley moved to adjourn at 10:32 am.

E. Young seconded.

Adjourned 8-0

Category	Spent '15-16 YTD	Budgeted
Pub wy maintenanc	0	\$49,000.00
admin	\$ 147.49	\$5,000.00
Advertising & Pro	\$ 5,314.95	\$18,200.00
biz dev	\$ 7,267.97	\$7,500.00
pub wy aesthetics	\$ 21,168.00	\$122,500.00
<b>Grand Total</b>	<b>\$ 33,898.41</b>	<b>\$202,200.00</b>



Date	Category	Vendor	Item	Amount	2015-2016 budget:	\$204,000.00
20151012	admin	Whole Foods	Breakfast food for 10/12 board retreat	\$ 31.64		
20151012	admin	Koi	Lunch for 10/12 board retreat	\$ 90.85		
20151028	Advertising & Promotions	Evanston Magazine	Evanston Magazine Holiday Ad	\$ 649.00		
20151103	Advertising & Promotions	Minuteman Press	small biz Saturday posters	\$ 284.08		
20151106	pub wy aesthetics	Illuminight, LLC	Holiday lights- deposit	\$ 6,750.00		
20151119	advertising & Promotions	Evanston Roundtable	Small Biz Saturday ad	\$ 798.00		
20151124	advertising & Promotions	Specialty Premium Group	Love Local Bags	\$ 2,677.00		
20160111	advertising & Promotions	Network Solutions	URL Domain forwarding	\$ 12.99		
	biz dev	Main Streets	Market analysis & strategy consulting	\$ 6,500.00		
	advertising & Promotions	City of Evanston	sidewalk sale event permit	\$ 150.00		
20160314	pub wy aesthetics	Illuminight, LLC	holiday lights - remaining balance	\$ 6,750.00		
20160324	advertising & Promotions	Network Solutions	purchase of 11 web domains	\$ 109.89		
20160226	biz dev	National Main Street Center	Conference Registration	\$ 385.00		
20160418	advertising & Promotions	Strikingly.com	website hosting	\$ 96.00		
20160419	pub wy aesthetics	plantings, inc	seasonal planters - deposit	\$ 7,500.00		
20150509	admin	Oldani Entrepreneurial Law	amendments to articles of incorporation	\$ 25.00		
20150509	advertising & Promotions	NSCVB	North shore convention & visitors bureau membership	\$ 500.00		
20160620	biz dev	Hip Circle Studio	Reimbursement of Hotel & travel expenses for Main Streets Conference Attendan	\$ 382.97		
20160707	advertising & Promotions	Network Solutions	domain renewal & updated forwarding for shopevanston.com	\$ 37.99		
20160713	pub wy aesthetics	RainWorks	rain paint for street art project	\$ 168.00		
			<b>YTD Total</b>	<b>\$ 33,730.41</b>		
			<b>Budget remaining</b>	<b>\$ 170,269.59</b>		

