1. CALL TO ORDER / DECLARATION OF QUORUM
   With a quorum present, Alderman Wynne called the meeting to order at 7:39 p.m.

2. APPROVAL OF MEETING MINUTES OF APRIL 29, 2014
   The meeting minutes of April 29, 2014 were unanimously approved 7-0.

3. ITEMS FOR CONSIDERATION
   A. Consideration of Financial Assistance for Homestead Meats (1305 Chicago Avenue) for the Façade Improvement Program
      Meagan Jones, Economic Development Coordinator, stated staff was seeking approval for an amount not to exceed $985 for a new awning and window signage.

      Alderman Burrus moved approval. Alderman Holmes seconded. A voice vote was taken and it was approved 7-0.

   B. Consideration of Funding Requests for Merchant Grant Program
      Ms. Jones stated that there were two items for consideration which include approval for proposed changes to the program and changed funding for the merchants. The proposed updates included:
      - Starting the application to coincide with the fiscal year.
      - Provide funding to the merchant districts only if they are in good standing.
      - Set aside funds for business staples.
      - Allow the reimbursements to go directly to approved vendors.
Ms. Jones shared that the City receives allocations from four business districts. All totaled requested is $35,140 which currently much of that funding was going toward the staples. Ms. Jones recognized the representatives from each business districts that were present.

Alderman Fiske stated she would not participate in the vote since she has a business in one of the districts.

Alderman Burrus motioned the approval of the Great Merchants Grant totaling $35,140. Alderman Tendam seconded. A voice vote was taken and it was approved 6-0.

C. Consideration of Annual Funding Request from Chicago’s North Shore Convention & Visitors Bureau

Gina Speckman, Executive Director of Chicago’s North Shore Convention and Visitors Bureau, shared more details on the presentation included in the packet. Some of the highlights included:

- The Bureau distributed 341 direct group sales leads to Evanston hotels.
- A new map and guide was created for Evanston in 2014
- They also have a new partnership with the U.S. Cultural & Heritage Tourism Marketing Council in 2014.
- On June 24, 2014 they will be doing a photo shoot with mini-Abe for use in future Illinois Office of Tourism commercials.
- Also new is a beach and hotel package.

Alderman Burrus moved approval for funding of $65,564 for the Chicago North Shore Convention and Visitors Bureau. Alderman Tendam seconded.

Alderman Fiske asked who is advertised in the brochure.

Ms. Speckman answered that they must be members but there is a grid in the back that has a list of all Evanston restaurants.

Alderman Fiske then asked where they get the list of businesses.

Ms. Speckman replied that they receive the emails from Economic Development about new businesses and they make calls to ensure they have the proper information.

Alderman Fiske stated that she thought that the brochure should state that those advertised are members.

Alderman Tendam indicated that the map cuts off half of his ward and the Mitchell Museum was not listed.

Ms. Speckman took note and indicated she does not want to leave anything out.

A voice vote taken and the funding was approved 7-0.
D. New Autobarn Sales Tax Sharing Agreement

Johanna Nyden, Economic Development Division Manager, introduced the Autobarn Sales Tax Sharing Agreement item. The sales tax sharing agreement would be an 80/20 split. Three contingencies staff recommended are:

1. Relocate the Fiat/Alpha Romeo service center and one of the existing Chicago Avenue service centers to the new Hartrey location;
2. Maintain at least 17 jobs that are being moved/hired to Evanston for the period of the sales tax sharing agreement; and
3. Limit on ability to collect sales tax if the project costs less than $2 million and cap the reimbursement at $520,000.

Richard Fisher, President of The Autobarn of Evanston, passed out a map of surrounding Fiat dealerships. He highlighted that there were two dealerships within a 10.5 mile radius North and South of Evanston. The Autobarn of Evanston would be purchasing the Highland Park location (North dealership) and moving it to Chicago Ave. This would extend their sales reach into Chicago and up to Kenosha, WI. He stated that it is a beautiful brand and just the Fiat/Alfa Romeo will do the sales volume comparable to Trader Joes.

Alderman Holmes asked about the closest dealership to the West.

Mr. Fisher responded that it would be the one in Schaumburg and it will be a good market area. He shared that the sales price for the franchise isn’t incredibly unreasonable and there is already a service business because there are many Fiats in Evanston already. Fiat is a good fit for Evanston.

Matt Rodgers asked if the current dealerships are always Alfa Romeo or is it something that you are partnership with.

Mr. Fisher replied that there are three dealerships in Chicago that will be awarded the Alfa Romeo portion with a letter of intent from the manufacturer.

Alderman Wynne expressed she had a couple of concerns. It would increase the intensity to Chicago Ave. She noted that Mr. Fisher had spoken before about moving the service that is on the east side of Chicago Ave completely out to Hartrey. That to her is a critical element to this and not replaced by Fiat services.

Mr. Fisher supplied renderings of the most current façade of the Hartrey building show the Fiat and Mazda service entrances. Mazda has approved the service center on Hartrey. They moved away from the body shop and have made it a service center.

Alderman Wynne specified that she has two other issues. As we discussed, there is one door on the alley that should be being bricked up. Mr. Fisher reassured her that it would be done.

Alderman Wynne also brought up the discussion they had about the back chain-linked fence and have discussed a sound barrier wall to replace it. Mr. Fisher said he has agreed to do that as well.
Alderman Wynne expressed she was very much in support of this and wanted to make sure all of Mr. Fisher’s agreement to do this work is memorialized in the agreement.

Alderman Burrus moved to approve the new sales tax agreement with Autobarn. Alderman Tendam seconded. A voice vote was taken and approved 7-0.

Raymond Zenkich joined the meeting at 8:16pm.

4. ITEMS FOR DISCUSSION
   A. Update on City Logo
      Matt Rodgers provided a brief update that they have sent out a questionnaire and have decided that the best way to approach a new logo would be to do a creative brief. He brought has a draft to present to the sub-committee.

      Alderman Tendam said that Wally Bobkiewicz, City Manager, was concerned about the Evanston150 logo lifespan which primarily appears on the trucks which is the biggest cost. They would recommend a placeholder that would be committed to any specific design. It would be non-elaborate to make sure the City is not rushing the process.

      Mr. Rodgers shared that as we discussed the logo redesign that a lot of people expressed a larger interest in how we brand the City and how we represent ourselves to perspective businesses and citizens. It has evolved into a bigger thought than let's make something that looks nice but how do we develop a full brand.

      Alderman Tendam stated that the research is showing that many cities all over the world are taking this to the next level with branding. This could be a good marketing tool.

   B. Proposed Changes/Additions to Façade Improvement Program
      Paul Zalmazak, Senior Economic Development Coordinator, stated that the idea of renaming the program is to really market what we are trying to do which is retail. If we call it the Storefront Improvement Plan than it helps sells itself and is understood by anyone. The program would improve physical things that are attached to a building and if the business were to leave that space those improvements would be there for the next user. The plan is to bring it back in July to present the final plan.

      Raymond Zenkich asked if there would be an increase in budget amount or would it stay the same.

      Ms. Nyden stated this would evolve based on the development of the program.

   C. Cook County Bureau of Economic Development Introduction
      The Cook County Economic Development Bureau Manager was not be able to join this meeting.

5. COMMUNICATIONS
   A. Update on Wayfinding Signage Program
      Jonathan Williams, ICMA Fellow, stated that a memo was provided. Staff toured the City today throughout locations in Evanston for wayfinding signage. They took from the
responses that no one loved or hated the designs so they will create uniform template that is clean and will last 20 years.

B. Announcements/Updates from EDC Members
Alderman Tendam shared that he and Meagan Jones met on Rickey Voss today to discuss parking on Central St. and has come up with some good ideas.

Alderman Holmes stated that Frio Gelato opened in her ward.

C. Monthly Economic Development Communication

6. ADJOURNMENT
Meeting was adjourned at 8:45 p.m.
Next Meeting: Wednesday, July 9, 2014

Respectfully Submitted,

Melissa Parker
Administrative Secretary