AGENDA

I. CALL TO ORDER

II. CONSIDERATION OF THE EDC MEETING MINUTES OF JANUARY 28, 2009 (DOCUMENT ENCLOSED)

III. CONTENT MANAGEMENT SYSTEM ASSOCIATION (CMSA) EXPO TO BE HELD IN EVANSTON: INTRODUCTION & INFORMATION PRESENTATION (DOCUMENTS ENCLOSED)

IV. EVANSTON MULTI-MODAL TRANSPORTATION PLAN PRESENTATION. PLAN COMMISSION MEMBERS INVITED (DOCUMENT BOOK PREVIOUSLY DISTRIBUTED)

V. CURRENT DEVELOPMENT PROJECTS UPDATE

VI. OTHER BUSINESS

VII. COMMUNICATIONS
   1.) MONTHLY RETT REPORT FOR JANUARY 2009
   2.) DOWNTOWN IDEA EXCHANGE ARTICLE: “QUESTION IS, WILL DOWNTOWN BE READY FOR THE BOUNCE BACK?”

VIII. ADJOURNMENT

NEXT SCHEDULED EDC MEETING: MARCH 25, 2009

The City of Evanston is committed to making all public meetings accessible to persons with disabilities. Any citizen needing mobility or communications access assistance should contact David Cook, Facilities Management Office at 847/866-2916 (Voice) or 847/448-8052 (TTY).
II. ENCLOSURE: Economic Development Committee Meeting Minutes of January 28, 2009
ECONOMIC DEVELOPMENT COMMITTEE

MEETING MINUTES
OF WEDNESDAY, JANUARY 28, 2009

ROOM 2404-7:30 P.M.


MEMBERS ABSENT: Karl Gromelski resigned and has yet to be replaced.

PRESIDING OFFICIAL: Ald. Tisdahl, Chair

OTHER COUNCIL MEMBERS PRESENT: Ald. Bernstein, Ald. Hansen

STAFF PRESENT: Dennis Marino-Interim CD Director, Morris Robinson-Economic Development Planner

OTHERS PRESENT: Robert Rychlicki-Kane/McKeina, Carolyn Dellutri-Executive Director, Evmark, Dennis Harder & Mike Cassady-Freed & Associates, Carolyn Dellutri-EVMARK, Jim Stivers & Dean Theo-Farmer's Fresh Market, Jonathan Perman-ECOC

SUMMARY OF THE MEETING:

I. Chair Tisdahl called the EDC Meeting to order at approximately 7:40 P.M. and welcomed new member Seth Freeman to the EDC. Chair Tisdahl then asked for a motion to approve the meeting minutes of September 24, 2008.

II. Member Creamer moved approval of the EDC Meeting Minutes of September 24, 2008 and Ald. Jean-Baptiste provided a second and the EDC voted unanimously to approve the minutes.

III. FREED & ASSOCIATES: EVANSTON PLAZA UPDATE

Chair Tisdahl announced that the first agenda item was an update on the Evanston Plaza located at Dempster Street and Dodge Avenue and asked representatives of Freed & Associates, the owner of the shopping center to proceed. Mr. Dennis Harder introduced himself and his colleague Mr. Mike Cassady to the EDC and stated that they were appearing before the EDC to bring the city up to date on the events occurring at the Center.
Mr. Harder began by providing a brief history of the shopping center and explained the circumstances involved with the recent loss of the anticipated lease with Steve & Berry’s apparel store. Freed & Associates invested considerable funds creating the space for the store only to experience the bankruptcy of Steve & Berry’s shortly before the scheduled opening. Freed & associates has not recouped funds expenditure to date.

Mr. Harder informed the EDC that other events occurring in the shopping center included the news that the Penino’s restaurant is doing well; Dance Center Evanston is thriving and has developed into an activity generator for the shopping center; the new City Trends apparel store is doing well and has reported that it is meeting its business performance target. Additionally, Dominick’s will shortly begin interior and exterior facelifts with fresh paint and new signage adjustments. Freed & Associates will also begin making general parking lot improvements such as patching, rescaling and lamp post refurbishing. These measures coincide with the city’s plan to schedule its street improvement project on Dodge Avenue, and the overall effect will be a more appealing shopping center. Unfortunately, the Washington Mutual bank branch, having been acquired by Chase bank will probably close. Fortunately, letters of intent from potential tenants have been received and as soon as they are qualified, Freed will share the identities of the potential new tenants. At this point Mr. Harder entertained questions from the EDC members.

Ald. Jean-Baptiste mentioned that the out lots at the shopping center have been well maintained with tenants but noted that the Jamaican restaurant Jasmines had been sold and asked for more details about the buyer. Mr. Harder advised Ald. Jean-Baptiste that he would get back to the EDC with more info on the sale at a later date.

Ald. Rainey inquired about what appears to be poorer product quality issues in the store. As someone who has visited several other Dominick’s stores, it appears that all of them are superior to the one in Evanston Plaza. Ald. Rainey was quick to add that the store started off with such promise and that personnel are excellent and the issue was not with the employees. Mr. Harder stated that he did not have a definitive answer but offered the opinion that the manager may have budget constraints. Each store has independent budgets and perhaps different sets of circumstances to deal with. Freed representatives frequently converse with Dominick’s senior management and they will add and convey the city’s concern with theirs to senior management at Dominick’s, adding that perhaps the anticipated facelift at the store is an improvement start.

Ald. Wynne voiced similar sentiments about the perceived poor quality of the stores produce and products. Ald. Wynne commented that with the hundreds of parents whose children are involved with Dance Center Evanston, it should be natural for them to be captive patrons of Dominick’s.
However, because of the poor quality perception she and other parents are reluctant to shop in the grocery store. Ald. Wynne and Ald. Rainey reiterated the sentiment that the store personnel are excellent and that the store began with promise. Recounting the experience with the Jewell food store in her ward, Ald. Wynne explained that the management is rotated approximately every eighteen months which creates continuity issues and maybe the same thing occurs at Dominick’s. Mr. Harder concluded the presentation by suggesting that perhaps with the combined efforts of the city and freed changes for the better may be achieved.

ACTION TAKEN: No action was required.

IV. EVMARK INTERIM REPORT

Chair Tisdahl stated the next agenda item was an interim report on EVMARK and invited the EVMARK Director, Ms. Carolyn Dellutri to make her presentation. Ms. Dellutri announced that she has now been in the position for six months and in accordance with the agreement with the city, periodic reports are required.

Ms. Dellutri informed the EDC that much has been accomplished in the last six months. Efforts have been initiated to periodically bring together all economic development groups in the city such as EVMARK; Northwestern University; the Evanston Chamber of commerce; Evanston Inventre and city staff to benefit from the synergy created. Ms. Dellutri has also informed the EDC of upcoming seminars concerning business retention and business “reinvention” to better cope in today’s business climate.

A buy local program will be started soon and participation is planned for the upcoming International Council of Shopping Centers conference to be held in Chicago in February, 2009. Additionally, a net working breakfast will be hosted for local real estate brokers in the spring of 2009.

Ms. Dellutri continued by informing the EDC that the National main Street Conference will be held in March 2009 and that she has been asked to host a tour of downtown Evanston and dinner for a group of architects the evening before the conference. Ms. Dellutri concluded her presentation by informing the EDC that in an effort to research new branding for EVMARK an RFP was released and 33 responses were received. Of the 33 respondents, 8 were from Evanston firms. Although there were no questions for Ms. Dellutri from the EDC members, Ald. Rainey stated she was doing a good job.

ACTION TAKEN: No action was required.
V. FRESH FOODS MARKET

Chair Tisdahl announced the next agenda item concerned the revised request for financial assistance from the city for the proposed Fresh Food Market which is expected to open in the long closed CVS/OSCO drug store. Two of the three operating partners, Jim Stivers and Dean Theo were present to answer questions. Also in attendance was the City’s financial consultant Mr. Robert Rychlicki with the firm of Kane/McKenna. Chair Tisdahl asked Mr. Rychlicki to proceed.

Mr. Rychlicki began with a brief history of events leading up to the current revised request. Last year, Farmer’s Best IV, Inc. doing business as Farmer’s Best Market composed of three brothers/partners proposed opening a new store at the site of the closed 14,664 square foot CVS/OSCO Drug store located at the intersection of Asbury Avenue and Oakton Street. The partners were successful in negotiating a sub-lease arrangement with CVS the lease holder. At a special EDC Meeting on August 6, 2008 the Economic Development Committee unanimously voted to recommend approval for the City to enter into a sales tax revenue sharing agreement with the partners with a sales tax rebate cap of $500,000.

Due to the downturn in the financial market and other reasons, two of the brothers opted out of the proposed project and were replaced by Mr. Stivers and Mr. Theo. The new partnership proposed significant revisions to the original project to include extensive rehabilitation and fixture work, reconfiguring the space for a fresh food market and enlarging the space by approximately 5,000 square feet. The revised project budget would grow from $2.2 million to over $3 million. Additionally there will be zoning issues to be resolved with the new plan.

The Food store operators approached the City with a revised assistance request in the form of a pay as you go sales tax rebate agreement with an incentive capped at $1,000,000 with 100% of the sales tax rebated to the Food operators for 6 or 7 years. This amount is $500,000 more than the originally approved request which was capped at $500,000 payable over 11 years.

Mr. Rychlicki explained to the EDC that the new request as presented would not afford the City any portion of the sales tax payments associated with the operation for 6 or 7 years and almost half of the lease period will have expired. Mr. Rychlicki compared an alternate proposal to allow for the City to receive some of the sales tax revenue suggesting a split of 75% to the Food operators and 25% to the city and a lower subsidy of $700,000. The problem with this scenario is that the Food Operator’s lender, an out of state boutique private equity investment group, has emphatically stated that the financing is predicated on the sum of $1,000,000 commitment from the City and that the commitment must be obtained by February 10, 2009, if not the lender will withdraw.
The lender informed Mr. Rychlicki that they are very particular with the loans they make and they compel all of their clients sign a non-disclosure agreement barring them from even revealing the name of the lender. The lending group typically funds deals that have a real estate component attached. The complication with the Farmer’s best deal is that they don’t own the real estate and as such the lender’s terms and conditions are more rigid and non-negotiable.

Mr. Stivers and Mr. Theo who identified themselves as the two senior partners continued with the presentation by explaining how they will reduce the revised square footage to approximately 19,900 square feet to better address the zoning/parking issues. The revised plan also involved successful negotiations with the adjacent property owners to the west of the site to lease a portion of the property for additional parking. These negotiations had been going poorly but the partners explained that they had just submitted a proposal that appears to be very promising in attaining an agreement.

The partners also informed the EDC that the City will be pleased with the store concept, one that was pioneered by a Central Market grocery chain in several Texas cities, in which the customer is guided through each department of the store rather than row after row of shelves. Ald. Wynne asked how the store is different from any other store considering the amount of revenue it must produce and can do all of your shopping there. The partners advised that whereas it will not be a one stop grocery shopping store, it will offer exceptional customer service, specialty foods and fresh foodstuffs and a great shopping experience that appeal to a more upscale market. Additionally, although economic times are difficult now and although there are other grocery store competitors, food stores tend to be recession proof and sales tend to rise.

Member Freeman asked if Whole Foods would be considered the major competitor and how would Fresh Food market differentiate itself. Mr. Theo stated the biggest difference is price and that their business model purchase product from small vendors that don’t have the attendant corporate costs. Fresh foods Market is competitively closer to Trader Joe’s but is differentiated because Trader Joe’s markets pre packaged foodstuffs whereas their food will be fresh.

The partners also provided comments on the financial aspects of the project posed by various members of the EDC and stressed the importance of the need for the increased rebate to $1,000,000. Mr. Rychlicki advised the EDC that if the committee decides to vote in favor of the increase consideration should be given to agreeing to a 75% to the Food operators and 25% to the City over a period of 81/2 to 9 years. By doing so the City’s total receipts inclusive of food and liquor sales; increased property taxes and, indirectly, jobs created from the project, would probably place the City back in the revenue income position derived from when the drug store was operating.
Ald. Rainey stated that if the request is approved it is imperative that time tables are set. The EDC members advised the Food operators that they expect the lender to close with the Food operators on the loan by March 1, 2009 if the City is going to participate. Both Ald. Rainey and Ald. Hansen who was in the audience explained how the community has repeatedly voiced their concern about the viability of the partners and their intentions to open the store. Member Mennemeyer and others were not satisfied with the lending information provided and suggested that more information should be forth coming from the lender, to the level of satisfying the City’s consultant if the information is proprietary, who then can provide additional assurance to the City.

After 10 or more minutes of continued discussion on various aspects of the project, Chair Tisdahl asked for a motion.

ACTION TAKEN: Ald. Rainey moved to recommend approval:
    to enter into a revised sales tax revenue sharing agreement with the Food Store operators which will provide a pay as you go sales tax rebate split of 75% to the operators, not to exceed $1,000,000 over a term not to exceed nine (9) years and 25% to the City of Evanston until the cap is met and 100% to the city thereafter; with the condition that the Food Store operator’s lender provide Kane/McKenna, the city’s financial consultant, with adequate financing information between the lending entity and the Food Store partners.

Ald. Wynne provided a second and the motion was approved with seven aye votes with one abstention from member Seth Freeman.

VI. CURRENT DEVELOPMENT PROJECT UPDATES

Staff member Marino provided the EDC with a brief update on the Mather development project and other current projects. Staff member Robinson informed the EDC that LSL Industries has encountered an environmental problem that has delayed the opening of the Evanston branch of his hospital products business. It appears that two of the three underground tanks have leaked. When the owner returns from a business trip, staff member Robinson will determine the extent of the situation and provide a subsequent report.

VII. OTHER BUSINESS: There was no other official business.

VIII. COMMUNICATIONS: The articles, documents and data reports contained in the EDC packets were acknowledged by Chair Tisdahl.
IX. **ADJOURNMENT:** There being no further business, Acting Chair Tisdahl adjourned the meeting at approximately 9:30 P.M.

The next scheduled Economic Development Committee Meeting is scheduled for Wednesday, February 25, 2009 at 7:30 P.M. at the Civic Center in Room 2404.

Respectfully submitted,

[Signature]

Morris E. Robinson
Economic Development Planner
III. ENCLOSURE: Content Management System Association (CMSA) Expo Information
February 17, 2009

To: Officials From the City of Evanston, Illinois
From: John & Linda Coonen, Co-Chairs, CMS Expo Learning & Business Conference
Re: Purposes of General Introduction

This spring, the CMS Association will host the CMS Expo Learning & Business Conference at the Hotel Orrington, in Evanston, Illinois. Over 300 business leaders from around the globe will converge in Evanston to learn about the latest in web technology and creativity, and how to improve the way they communicate on the web.

The CMS Expo’s primary purpose is to help our attendees succeed through providing the best education and training opportunities available in the Content Management System (CMS) sector. Closely linked to this objective is our secondary purpose: to foster strong business connections. By design, these objectives apply not only to our attendees, but to the host community as well.

This 2 1/2 day conference offers over 45 learning sessions to help web professionals learn how to increase the power and reach of their website. CMS Expo has already become a staple in the fast-growing Open Source technology sector. We’re optimistic (and thankful) that this is one business sector that is expanding during these challenging economic times.

We are encouraged by the proactive support we have already experienced from leaders in Evanston and look forward to working together to achieve mutual success.

Sincerely,

[Signatures]
John Coonen
Co-Chair, CMS Expo
Linda Coonen
Co-Chair, CMS Expo

PS: For more information, see our website at www.CMSExo.net
Connect to the CMS Community at CMS Expo

CMS Expo is the best place to connect to the world’s top content management experts. Come learn from experts in Joomla, Drupal and Alfresco while making vital business and career connections which could change your world.

Focus your time on one CMS or jump tracks to learn about the finer points of other CMS solutions. With open seating, it's your choice. Sign up for CMS Expo today and take this unique opportunity connect with hundreds of new CMS professionals you won’t find anywhere else!

Sponsored by:

Arc Technology Group  midPhase  MICHIGANmedia.net
acquia  ACQUITY GROUP  OpenSourceSupportdesk  palantir.net

CMS Expo 2009
April 30th - May 1st, 2009
Hotel Orrington - Evanston, IL

- 46 Learning Sessions
- 24 World-Class Instructors
- High-Energy Keynote Addresses
- Pre-Conference Sessions for Beginners
- Business Networking Event
- Expert Exhibitor Booths

Sign up now:
www.CMSExpo.net
CMS Expo: Learn Joomla in Denver, Colorado

- Home
- Sessions
- Newsroom
- Hotel
- Speakers Bureau
- Exhibit
- Sponsorship
- Past Conferences
- Testimonials
- Register

CMS Expo Training Sessions
CMS Expo 2009 in Evanston, Illinois will feature six Training Tracks, with a total of forty eight Learning Sessions. All Sessions are Open Seating, meaning, Attendees are free to "jump tracks" from one to another.

All Level One (I) Learning Sessions will be on Thursday, April 30th; Level Two (II) Learning Sessions will be held on Friday, May 1st. Note that there are eight Learning Sessions specifically designated toward each of the three Core CMS programs, plus eight Learning Sessions for CMS Foundations, eight Business Learning Sessions, and eight "Power Partner" Learning Sessions for various additional cross-platform extensions, modules and components.

For assistance or to sign up, either register online, email or call us today at (815) 455-2900.

Core CMS Training

Track 1: Joomla Core CMS
- Joomla Site Builder I
- Joomla Site Builder II
- Joomla Templates I
- Joomla Templates II
- Joomla Developer I
- Joomla Developer II
- Joomla Administrator
- Joomla Social Media & Blogging

Track 2: Drupal Core CMS
- Drupal Site Builder I
- Drupal Site Builder II
- Drupal Themes I
- Drupal Themes II
- Drupal Developer I
- Drupal Developer II
- Drupal Administrator
- Drupal Social Media & Blogging

Track 3: Alfresco Core CMS
- Alfresco Site Builder I
- Alfresco Site Builder II
- Alfresco Themes I
- Alfresco Themes II
- Alfresco Developer I
- Alfresco Developer II
- Alfresco Administrator
- Alfresco Document Management

General CMS Training

Track 4: CMS Foundations
- Linux Primer
- PHP 5 Tips & Tricks

Track 5: CMS Business
- SEO For Success
- Google Analytics

Track 6: CMS Power Partners
- KickApps Social Media
- WordPress Blogging
MySQL Basics
CSS Done Right
Killer Photoshop
Audio Video Impact
Writers' Workshop
Secure Your Server (Or Else)

GPL Business Models
Customer Support Essentials
Usability For Better ROI
Sales For Techpreneurs
CMS Business Case Study
Open Source Business

Magento E-Commerce
Community Builder
Twitter Microblogging
CMSaaS On a Cloud
TBA
TBA

Questions? Call The CMS Association at 1-815-455-2900

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CMS Expo: Learn Joomla in Denver, Colorado

- Home
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- Newsroom
- Hotel
- Speakers Bureau
- Exhibit
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- Past Conferences
- Testimonials
- Register

The Hotel Orrington
With views of Lake Michigan and steps away from the world-renowned Northwestern University, the Hotel Orrington is the perfect venue to host the CMS Expo Chicago. The historic location is tucked among trees near the lake, among bustling streets, four-star restaurants, boutique shopping and in the heart of the thriving arts and education communities.

Hotel Orrington: Official Conference Center for CMS Expo Chicago

The Hotel Orrington features a great location in the heart of downtown Evanston, just 30 minutes from downtown Chicago and O'Hare International Airport, and walking distance from local train lines. Take a stroll along nearby Lake Michigan's shoreline, relax among friends in a nearby pub or restaurant, or explore the campus of Northwestern University, just over a block away. With its classic modern look and excellent North Shore location, the Hotel Orrington is a unique oasis of
urban sophistication for the modern traveler to Chicago.

The Hotel Orrington recently completed a multi-million dollar full property renovation. Come explore our renovated, historic Four Diamond North Shore boutique hotel in Chicago, a full-service hotel where you can enjoy updated modern amenities; complimentary wireless high speed internet in all the public spaces; a variety of dining and lounge options including Globe Café, Indigo Lounge, Blu Sushi Lounge; plus a state of the art Conference Center and elegant Grand Ballroom.

Open the door to your room or suite and make yourself at home. The beds are incredibly comfortable and inviting, the bathrooms feature a relaxing shower massage and Aveda amenities, and when you are ready to plug-in, enjoy complimentary high-speed Internet access, a spacious work area with ergonomic seating, built-in keyboard, and mouse. As a member of Preferred Hotels & Resorts, our four-star standard of service is evident throughout the hotel. Our attentive guest service/concierge staff are always on hand, while guests have access to a 24-hour fitness center, 24-hour in-room dining, a staffed executive business center, and 24-hour self-service business center.

For room reservations, call toll free: 888-677-4648. Mention CMS Expo for special pricing.

Transportation

Airport Express: Shared van service departs O'Hare every 20 minutes between 6:00 AM and 11:00 PM. Upon arrival at O'Hare, see ticket agents in baggage claim areas 1E, and 3E and ask for a suburban shuttle. Cost is approximately $31.00 per person and $54.00 round trip (2nd and 3rd passengers are $8.00 per person one way). They require a one day advance notice for return trips to O'Hare. 800-654-7871

For more information see the hotel website or contact the Hotel Orrington directly:

Hotel Orrington
1710 Orrington Avenue
Evanston, IL 60201
Phone: 847.866.8700
Toll Free: 888.677.4648

Click for map & driving directions

Other Nearby Hotels

Hilton Garden Inn
Best Western

Area Hospitality

Evanston is a diverse, high-energy area located on the North Shore of Chicago. With its natural beauty, charm, and close proximity to Chicago, you'll enjoy the area's unique atmosphere. Evanston is home to
Northwestern University, one of the country's most prestigious universities, located on 242 acres connected to the shores of Lake Michigan.

Walk the shorelines in picturesque public parks or take in the natural beauty in all four seasons on tree-lined streets. Well over 167 restaurants, art galleries, specialty shops, cafes, bookstores, entertainment venues, and a unique business district are all just outside the doors of the historic Hotel Orrington. It's a 20 minute ride on the local train to take you to a Cubs game or shopping in Downtown Chicago.

Chicago Area Attractions & Activities

- **Chicago Botanic Garden** (9 miles): An Illinois botanical museum offering 23 beautiful gardens on 385 acres, plants, flowers, greenhouses, educational classes, and more.
- **Ravinia Festival/Music Arena** (12.66 miles): Seasonal music venue with a variety of concerts and live performances.
- **Six Flags, Great America** (32.5 miles): Theme park with a Wiggles World themed area, Operation Spy Girl, world-class coasters, plus over 100 shows a day.
- **Bahai Temple** (1.6 miles): Gracing the shores of Wilmette just north of Evanston, this striking temple took decades to build and intentionally incorporates architectural and stylistic elements from all the world's religions. It was also recently selected as one of the official Seven Wonders of Illinois for the Chicago land region.
- **Evanston Beaches** (5 blocks): Evanston is home to five beautiful beaches that offer great southern views of the Chicago skyline.
- **Gross Point Lighthouse** (1 mile): Built by the United States Government in 1873 as the lead lighthouse marking the approach to Chicago after several shipwrecks demonstrated its need.
- **Navy Pier** (12 miles): Family attraction featuring entertainment, shopping, dining, cruises, and events, featuring more than 50 acres of parks, gardens, shops, restaurants, and more.
- **McCormick Place** (25 miles): Chicago’s premier convention facility.
- **Shedd Aquarium** (14 miles): Known as the World’s Aquarium, Shedd Aquarium has been a Chicago icon and a leader in the zoo and aquarium profession.
- **John Hancock Observatory** (13 miles): The Hancock Observatory in the John Hancock Tower offers spectacular views spanning up to 80 miles and four states.
- **Millennium Park** (12 miles): Located in the heart of downtown Chicago, the park is bordered by Michigan Avenue to the west, Columbus Drive to the east, Randolph Street to the North, and Monroe Street to the South.
- **Westfield Old Orchard**: Beautifully landscaped outdoor shopping center located on Chicago's prestigious North Shore. Conveniently located in Skokie at the intersection of Old Orchard Road and Skokie Boulevard, Westfield Old Orchard features popular retail leaders, surrounded by more than 145 specialty shops and boutiques. An abundant variety of dining options are located on the
sprawling grounds, including full service restaurants and fast casual choices in the Orchard Food Court.

Other Noteworthy Chicago Attractions

Sports Stadiums

Wrigley Field - Home of the Chicago Cubs Baseball Team (6 miles)
Soldier Field - Home of the Chicago Bears Football Team (15 miles)
United Center - Home of Chicago Bulls/Blackhawks (19.6 miles)
Ryan Field (5 miles)
Allstate Arena (15.5 miles)

Exercise & Workout Areas

Jogging Track/Trails (5 blocks)
Bicycling (5 blocks)
Evanston Athletic Club (3 blocks)

Theater & Cinema

Lighthouse Opera Works (4 blocks north)
Wilmette Theater (2 miles north)
Aragon Ballroom (6 miles south)
Riviera Theatre (6 miles south)
Loews Theater (7 blocks west)
Century Theaters (3 blocks)
Civic Opera House (19.75 miles)

Shopping

Westfield Old Orchard Center - A Five Star Shopping Experience
Lincolnwood Town Center (3 miles west)
Northbrook Court (3.26 miles north)
Gurnee Mills Outlets (33.2 miles)
Magnificent Mile, Chicago (13 miles south)
Downtown Evanston Sherman Plaza (1 block south)
American Girl Store, Chicago

Colleges & Universities

Northwestern University (1/2 block north)
Loyola University (.4.5 miles)
National Louis College

Golf Courses

Peter N. Jans Community Golf Course (.95 miles)
Evanston Golf Club (2.83 miles)
Westmoreland Country Club (3.09 miles)
Robert A. Black Golf Club (3.13 miles)
Weber Park Golf Course (3.38 miles)
Indian Hill Golf Club (3.66 miles)
Bryn Mawr Country Club (4.11 miles)
Chick Evans Golf Course (4.93 miles)
Wilmette Golf Course (4.94 miles)
Winnetka Golf Club (5.08 miles)

Cultural Destinations

Art Institute Museum (14 miles)
Mitchell Indian Museum (2 miles)
The Museum of Science and Industry (27.66 miles)
Field Museum (14.68 miles)
Chicago Children Museum (12.94 miles)
Museum of Contemporary Art
Mary and Leigh Block Gallery
Holocaust Memorial Foundation
Brookfield Zoo (32.17 miles)
Lincoln Park Zoo (9 miles)
Pick Staeiger Concert Hall (.76 miles)
Evanston Symphony Orchestra (.57 miles)
Chicago Symphony Orchestra (14 miles)
Adler Planetarium (16 miles)

Questions? Call The CMS Association at 1-815-455-2900

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IV. ENCLOSURE: Evanston Multi-Modal Transportation Plan Memo
Interdepartmental Memorandum

Date: February 13, 2009

To: Chair and Members - Economic Development Committee
   Chair and Members - Plan Commission

From: Paul Schneider, P.E., Director of Transportation/City Engineer
      Rajeev Dahal, Senior Traffic Engineer
      Rickey Voss, Parking Services Manager

Re: Evanston Multi-Modal Transportation Plan

The draft plan for the Multi-Modal Transportation Plan is attached for your review and comment. An electronic copy has been placed in the City’s web site under the Multi-Modal Transportation Plan link, under City News.

The draft plan will be presented to the residents at the third and final Public Workshop on Tuesday, February 17, 2009 from 6:00 PM to 8:00 PM in the Parasol Room.

On Wednesday, February 25, 2009, it will be presented to the Parking Committee and then to the Economic Development Committee/Plan Commission.

For these meetings, we will consolidate the objectives and summarize the recommendations by mode. If you have any questions or comments, please give us a call at 847-866-2922.
VII. ENCLOSURE: Communications

1.) Monthly RETT report for January 2009
2.) Downtown Idea Exchange Article: "Question Is, Will Downtown Be Ready For the Bounce Back?"
MONTHLY RETT REPORT FOR JANUARY 2009

DATE: February 4, 2009
TO: Mayor and Aldermen
FROM: Rodney Greene, City Clerk
       Mayre Press, Deputy Clerk
SUBJECT: RETT Report--January 2009

| Budget 2008-09 | $3,700,000 |

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*January 2009 revenues were reduced to reflect these expenditures: FedEx $98, Elaine Jacobson, $720, Refunds $50 = Total <$888>*

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<th>Monthly average needed to meet Budget</th>
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<td>FY 2008-09 Monthly Average</td>
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51 exempts @ $100 ea = $5,100; CUMULATIVE $57,700

There were no $1 million sales in January 2009.
Perspectives

Question is, Will downtown be ready for the bounce back?

By Kent Burnes

I will never forget receiving editor Paul Felt’s email: “Could you offer some thoughts today about the state of downtowns and downtown development and marketing as we look ahead to 2009 and beyond in light of the current trends?”

My first reaction was to simply say, “We told you so,” about oh, 15 years ago!

Preachers of the downtown religion (I being one of them) have for years been warning cities, counties, and downtowns themselves that someday times would get really, really tough, and you better get ready.

It did not take a brain surgeon to see that the housing market was a house of cards, and that Congress was going to continue to demand that Fannie May and Freddie Mac continue to weaken the house that credit built. I don’t, however, think that many people had a grasp on how severe or deep the collapse would be.

Prepare for consumer strain as well as investment opportunities

As the economy continues to spiral down; what are my thoughts about the state of downtown?

I think that the downtowns that have done nothing — made no investments or have merchants groups that still spend more time fighting than planning and doing — are in trouble, serious trouble.

Downtowns that invested in improvements, with business owners with the foresight to assess themselves to increase the money available for promotions, design improvements or marketing, have a chance.

What is going to happen? Heck, I don’t know!

But there are some things that are going to happen for sure:

1. Money will be extremely tight. If you are in a downtown that got on the bandwagon and did more than have a big promo committee and pay lip service to revitalization by actually affecting change in the downtown, you will want to read the following information and pay attention to the opportunities that are being created during these tough times.

If you are in a downtown that was marginal before the tough times, don’t give up, just know that your long-term survival might rest in making sure that you are finding those folks that will be looking for bargains in things like buildings. As some people lose, others win.

When the economy comes back as it has before, historically it roars back. Investors like to steal during tough times to prosper during the roar back. As long as the downtown does not turn into a shooting gallery, there is always hope.

2. Consumers are going to get squeezed. Spending has already dropped, and consumers are really shopping price. Downtown retailers can’t always match price, but combining some type of sale that moves merchandise, gets a decent margin, and keeps the customer happy is possible, à la “Buy one at regular price, get the second at half-price.” Ideas like that are
done to not only turn cash but to turn inventory, as keeping inventories lean will be mandatory. Another sales promotion to suggest: “Buy one for $100 and get a gift certificate good for $75 on your next visit.” Most retailers will have an actual cost of $37.50 or less on the certificate, so you get a second visit, inventory turning, and a really happy customer. These types of ideas will work better in downtown than just “50% off,” turning downtown into a discount district.

3. Consumers are emotionally burnt. This is real. Everyone is cutting back. I was in a mall in Miami and they have now cut the bathroom cleaning to two times a day instead of every hour. It shows. Skeleton crews, unfriendly faces, it is true that consumers are getting good deals but there is a price. Downtowns that I visited on the same trip that had always had good businesses were still seeing good crowds and there was a noticeable difference in the attitudes in the stores. Keeping customers happy has never had so much meaning in my lifetime as it has now.

4. Retail is shrinking. By now most folks have seen the partial list of businesses that are closing their doors. Household names like Sharper Image are closing all their stores. Malls are losing stores like water running through a sieve. Most areas have been over-retailed for years. Now the big contraction and those communities that had no “soul” (independent businesses) to their retail community will suffer the most. Once healthy-looking strip malls might fall into the ugly abandoned category. Downtowns are not always occupied by an abundance of chains that can leave gaping holes when four or five go out of business over night. Most of the leveraging on homes and commercial buildings was done largely in suburbs and areas outside of downtown. In many areas of the country, the most intact shopping area is often downtown, which is an attraction in itself.

5. United we stand, divided we lose. Never before has this been so true for downtown business and property owners. The economy is going to continue to spiral down until it hits a floor, where that is no one knows but the economy will find it. Downtowns can actually come out of this pretty well if the folks with the most to lose will continue to work together. Property owners will only be adding to some of the only insurance they may have left by participating in meaningful downtown organizations. Downtown property values will likely fall in most areas creating more challenges that can only be met through 100% participation by business and property owners.

Keep it business as usual

With all that is happening and that will happen in our economy, it will soon be a topic of discussion on late night TV.

Think not? Do you remember September 11th? Of course you do, but does it feel like over seven years ago? Time passes quickly. In a few years, we will be feeling the rebound taking effect. There will be good bargains in downtown. Some will buy and some will sell, some will win and some will lose. Those are the risks we all take when we invest.

Cities, towns and downtown organizations should continue to try to keep it business as usual. For the rest of us, the world is anything but usual. Keeping downtown that way makes it a safe, fun, and compelling place to be.

Your downtown program cannot stop. It must continue to take full advantage of what this bust will bring in the boom. This economy is temporary, and it will change. In many ways, the question is not, “How are you going to handle the spiral down?” It is, “Will you be ready for the bounce back?”

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Downtown seeks growth through revitalized waterfront, and enhanced cultural offerings

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much devoted to — but also an activity destination for Westporters.”

How to activate riverfront while easing parking constraints?
The Saugatuck River was the original commercial hub of Westport. A preponderance of parking and uninviting buildings obscures that riverfront today.

“One of those things we would want to be able to do is to shift some of those parking spaces elsewhere, so that we could create more of a park-like riverwalk along those sections of downtown. To do that, you have to put parking somewhere else, which is not always so easy,” says Steinberg.

To free up the riverfront, the Downtown Subcommittee has been contemplating the introduction of multi-tiered parking