1. CALL TO ORDER / DECLARATION OF QUORUM
With a quorum present, Alderman Rainey called the meeting to order at 7:38 pm

2. APPROVAL OF MEETING MINUTES OF AUGUST 28, 2013
Alderman Tendam asked to amend meeting minutes from 8.28.13 – Under Few Spirits statement
"Mr. Hletko said that when he first approached the City, the state’s production cap had been lifted to 150,000 gallons” to say 15,000 gallons.

The meeting minutes of the August 28, 2013 meeting were unanimously approved with the corrected change suggested by Alderman Tendam (7-0).

3. ITEMS FOR CONSIDERATION
A. Financial Assistance for Curt’s Café, 2911 Central Street

Paul Zalmezak presented an updated funding plan for Curt’s Café. Mr. Zalmezak reported that City Council approved a $15,000 loan, last Fall, which will begin repayment in 2014. Mr. Zalmezak presented the request for $21,000 to reimburse Curt’s Café for every student that has been placed in a job upon graduating from Curt’s Café’s program. The grant would cap at $21,000 and would serve seven at-risk Evanstonians.

Alderman Burrus asked if there was any consideration to the length of time in that job in order to get the grant, to 30 or 90 days. If a student goes to the job for one day is that considered being in the job? Mr. Zalmezak answered that the proposal is simplified – reimbursement would occur upon job placement. Alderman Rainey proposed that staff considers the addition of a timeframe of 30 days on the job be added to the grant requirements.

Alderman Grover stated that the numbers show that what Ms. Trieschmann is doing is working and the program is doing what it is intended to do. Alderman Grover asked Ms. Trieschmann of other potential funding sources.
Ms. Trieschmann said they were waiting for one year data to help with other potential funding sources. Curt’s Café has tracked the students for the entire year and know where they are and how long they have been employed. Ms. Trieschmann monitors her students to determine if the job a student is placed in is a good fit and if it isn’t they find another job to place them in. The goal is to keep them in the job or get them into a better one. All of the students are still working.

Alderman Grover suggested that one of the criteria be that it is not just job retention in the current job but staying in the job market as long as Curt’s Café stay in touch with the students.

Alderman Burrus wanted to follow up on the chart in the progress report and knowing if the students are in a job and for how long. She indicated it would be important to have that information. Ms. Trieschmann said the data can be provided.

Alderman Wynne shared that Alderman Burrus’ point is a fair one but from the memo that was received it shows that the track record is excellent. The addition of 30 days would be fine as long as they are following the students for the period of time and they are continuing to use Ms. Trieschmann as a resource.

Alderman Holmes agreed that the point is well made but wanted to keep in mind the population they are working with and that they do get through the training cycle. Some of the students are hard to place and there needs to be some flexibility such as making sure they are at least looking for jobs.

Alderman Tendam agreed that 30 days seems reasonable or actively looking for a job. He would like to see it move on with the condition added.

Alderman Grover moved to support a recommendation to City Council for funding the grant of $21,000 to Curt’s Café to provide training for no fewer than seven Evanston young adults from formally incarcerated population with an agreement that would expire at the end of next year or until the $21,000 has been exhausted with amendment of criteria activity in the job market to be determined by City staff.

Alderman Tendam seconded the motion.

The recommendation for approval to City Council was unanimously approved (7-0).

4. ITEMS FOR DISCUSSION
A. Issuance of Request for Qualifications and Proposal (RFQ/P) for Redevelopment of 1718 Chicago Avenue.

Alderman Rainey stated Alderman Fiske requested that this item be considered at the next meeting since she was unable to attend this evening. The Committee agreed to postpone discussion, but only until the next meeting on October 23, 2013.

B. Development of “Chapter 1” Entrepreneurship Program at Evanston Public Library
Paul Zalmezak and Karen Danczak-Lyons, Library Director, requested recommendation to City Council to allocate $9,900 for fiscal year 2013 from Economic Development to fund the Library and in 2014 $41,772 to support the creation a program “Chapter 1” which is an entrepreneurship resource center. Initial funding is to support the staff and the marketing to launch the project on a fulltime basis.

Ms. Danczak-Lyons described the evolution of libraries and the national model is a place for the library to be a community center. Small business that have outgrown your kitchen table but can’t afford a space will be able to participate in the Chapter 1 program, including creating a business plan, conduct market research, and analyze data to help them to succeed. They worked on offering a series of workshops based off of personal finances to begin because if they don’t have that in order then there is a small chance of success for them or to get a micro business loan. We want to help them grow.

Alderman Rainey asked if this a library program or a City of Evanston program?

Mr. Zalmezak stated this is a City program to be housed in cooperation with the library and using their staff since there is a certain expertise from a research perspective. We are consolidating the existing programs and then expanding it as “Chapter 1”. When you go to the space you will know what is being offered.

Ms. Danczak-Lyons described how a 3rd floor room in the library has been converted it into a seminar / meeting room with appropriate furniture. Hopefully as the program grows, additional technology, white board, and conferencing equipment could be added. The initial focus is a program that has regular schedule and is marketed intentionally to small.

Alderman Rainey asked Ms. Danczak-Lyons if the Library has planning counselors on staff and financial advisors?

Ms Danczak-Lyons answered that the business research librarian has the background and is familiar with business procedures but she is also very skilled at helping people sort through the databases that they have and making the connections to Chamber of Commerce and other agencies to bring in their program to help guide the program as well. Mr. Zalmezak added that a number of private sector providers of similar programs have committed to act as an oversight committee to help define the program pro bono because it could help with their client base.

Alderman Grover asked if there is data on attic/garage/home businesses that are out there that would be potential clients and customers?

As part of the next step Mr. Zalmezak indicates that the city will initiate a survey and outreach to the small office/home based business and freelance community.

Alderman Grover shared that two years there was a large group of home based artisans that came together and is sure there is a thriving sub culture that could benefit from these services.
Alderman Holmes expressed a strong interest in the number of home based vendors at a local event. She asked staff to consider how to help them grow and make it more beneficial to the community?

Alderman Wynne said this is an excellent small first step. She suggested there is likely significant demand for the service as a result of the recession that people stopped looking for work in their own field to start their own businesses. She asked if there are best practices models in other places to compare to?

Ms. Danczak-Lyons answered that public libraries have been using the “field of dreams” approach, they build out a beautiful space and they will come but they don’t have the program component. We are taking a different approach by establishing the services first and as the need grows we'll build out more space. Mr. Zalmezak added that by leading with the program first is low cost and the space is already beautiful and only needs a few enhancements. Data at library from programs that already exists in this realm show good indicators for success.

Ms. Danczak-Lyons mentioned that she worked with Now We’re Cookin’ (an Evanston based food business incubator) and they said about a third of her members fail and the “Chapter 1” program could help. The library is working with Now We’re cookin’ to show her new members how to search and tell them to come to the Library for a deeper dive.

Alderman Burrus has talked extensively about this program with Mr. Zalmezak and how to structure it. There is a concern about the $200,000 for fixtures and equipment because that money should be used for the programming piece. She recommended including a mentorship component to the program which would use the money more wisely than on fixtures and furniture. She recommended the Chicago Innovation Mentors as the first step.

Alderman Tendam asked when would the program be up and running? Ms. Dancyk Lyons responded that it could be up by the end of the year assuming City Council approval.

Alderman Rainey asked if they are being asked to vote tonight on expenditures going through 2015? Mr. Zalmezak responded that it if it is not technically possible to do so, then staff would seek recommendation for $9,900 for the remainder of FY 2013 to assist in the launch.

Alderman Rainey inquired as to whether there is an issue with the separation of Library and City and believes this to be more of Library program. Although she is in support of the program she could not move forward by voting tonight for $200,000 for a program that may or may not work.

Alderman Grover asked if there would be a residency requirement. Is it a Library card that gets you in or is it already having an Evanston based business or Evanston residency?

Ms. Danczak-Lyons stated that they would be an Evanston based business or address. Staff could create and issue a business library card to help track usage.
Alderman Tendam moved to recommend approval to City Council for the requested funds for fiscal year 2013 of $9,900 for the implementation of the “Chapter 1” program at the Library. Alderman Holmes seconded the motion. The motion was unanimously approved (7-0).

5. COMMUNICATIONS
   A. Announcement/Updates from EDC Members
      Alderman Burrus spoke to a gentleman who is a comedian and does shows on a regular basis here at the Hotel Orrington. He is looking to expand to a monthly basis but is asking how he could reach out to restaurants in Evanston. Alderman Burrus noted that we don’t have comedy club here which brings in a lot of people here. She wasn’t sure who to send him to in Economic Development. Ms. Nyden suggested connecting him with Carolyn Dellutri with Downtown Evanston who has relationships with local establishments.

      Alderman Rainey reported that the movie that was going to be filmed at the Outpost failed to raise enough money to start production. A downtown restaurant is looking to expand on Howard Street. Peckish Pig is really moving. They have gutted everything and the brewery almost complete.

      Alderman Burrus noted a friend that has a new app out for fitness with people with disabilities. It is based in Evanston and will be going out on iTunes very soon. Talked with her today on a way to promote tech business and is branching out to do something else. We can feature someone like this because it hits health and wellness and people with disabilities and a woman entrepreneurship.

      Alderman Wynne shared that Trader Joes has opened.

      Alderman Tendam and Grover went on a 2 ½ hour walk with Mark Muenzer down Central Street. There were interesting tidbits that were picked up from the business owners. A lot of them are looking to expand. The For Sale signs are off of Central Café which means the owner is looking for a tenant. New banners will be up for Central Street and coordinated with the big announcement on Friday, October 4.

      Alderman Rainey asked if the building at Kedzie and Chicago Ave sold and Alderman Wynne said it has been purchased by Isaiah Thomas and his investors.

   B. Real Estate Transfer Report
      Alderman Rainey reported we are exceeding the budget. We are already at $2 million and the City budget for Transfer Tax was $2.1 million.

   C. Monthly Economic Development Communication
      Ms. Nyden indicated the report was included in the packet.

6. Adjournment

   Alderman Grover moved to adjourn, Alderman Wynne Seconded. The Committee voted 7-0 to adjourn the meeting.
The meeting was adjourned at 8:19 pm.

Respectfully Submitted,

Melissa Parker
Administrative Secretary, City Manager’s Office