AGENDA

1. CALL TO ORDER / DECLARATION OF QUORUM
   With a quorum present, Alderman Wynne called the meeting to order at 7:34pm.

2. APPROVAL OF MEETING MINUTES OF NOVEMBER 20, 2013
   Approved Grover moved for approval. Alderman Rainey seconded. The meeting minutes of November 20, 2013 were unanimously approved 9-0.

3. ITEMS FOR CONSIDERATION
   A. Consideration of Financial Assistance for Autobarn at 222 Hartrey Avenue from the Howard/Hartrey Tax Increment Financing (TIF) District

   Alderman Wynne indicated that this item was removed from the agenda.

   Johanna Nyden, Economic Development Division Manager, stated that this item is moved to February 19 for consideration. Due to the fact that this is a newly acquired property Autobarn needed more time to finalize their request for funding. Alderman Rainey reiterated that that the building has been purchased by Autobarn.

4. ITEMS FOR DISCUSSION
   A. Now We’re Cookin’ Update & Quarterly Report
Mr. Paul Zalmezak, Senior Economic Development Coordinator, introduced Ms. Nell Funk, CEO of Now We’re Cookin’ to present their quarterly report as mandated in the funding agreement.

Ms. Funk and Ms. Natalie Shmulik, Incubator Manager, presented the materials found in the committee packet and provided food samples.

Ms. Jeanamarie Sierant asked how the incubator is performing relative to initial planning? Ms. Funk said they were slower getting to the goal line last year but having Ms. Shmulik on board has helped in progress over the past four months. Things are accelerating and she believes by the end of this year they will be ahead.

Mr. Raymond Zenkich directed his question to Mr. Zalmezak which was what is the investment that we made and what does he believe is the most important metric that could be presented here in terms of how the investment is performing. Also were there any terms that involved the level of employment?

Mr. Zalmezak shared that the investment was $61,000 primarily to fund Ms. Shmulik’s salary. The priority was to have someone to manage the space. The investment was structured in such a way that specific numbers of residents from Evanston were not included in hopes of attracting people from outside the area into the City as well. In Mr. Zalmezak’s opinion their biggest asset is their ability to connect the entrepreneurship community.

Mr. Zenkich responded that he could see where things could get lost by tracking whether clients are staying in Evanston or if they are leaving the area.

Ms. Funk stated that they are tracking what is happening to these people when they leave (going to another facility, opening their own business, staying in the area, etc) and their goal is to help create sustainable businesses with the hopes of them staying in the City of Evanston.

Mr. Zalmezak wrapped up by sharing that based on his calculations 50% of those that have participated at Now We’re Cookin’ are Evanstonians which was a good number.

B. Presentation on the City Logo
Alderman Tendam opened the discussion by stating the intention of including a couple sketches of a new logo is to determine what we want to do with our identity / brand.

There has been a lot of emphasis placed on branding. He suggested that we look at the current logo and evaluate it and see how we have worked with it in the past. He asked what is it that symbolically represents our City – is it the lighthouse, is it the lighthouse with a few buildings, is it the lake and trees.
He presented some current images that could be seen around the City and some of the past representations of the logo. The simplified version of the 150 logo was to drive home the centennial. He spoke to Carol Neiger, the original designer of the current logo, to understand the thought process behind it. They wanted it to express the values of an older town but with a bright future and to include city with college town. The lighthouse itself does have a lot of symbolic meanings.

Alderman Tendam mentioned and showed examples of companies that have modified and simplified their logos in response to the wide adaptation of mobile devices.

Mr. Freeman asked what does it cost the City to develop a new logo, a new brand and put it on everything? City Manager, Wally Bobkiewicz, answered one of the reasons we are here is that we put the 150 logo on all of the vehicles and that logo now has to come off. This is a reasonable time to revisit because we have put a logo back on all of the vehicles. The cost is not as high as one might think because so much of what the City uses the logo is digital such as agendas, website, and letterhead which has no cost. He indicated that they are not proposing that we would take all the trash cans and put a new logo on it because that is not practical. The City also has a designer on staff to design the logo and would not have to hire a third party firm to help with it. The question is whether or not this is the time to make the change and if it is his recommendation would be to create a subcommittee to work with Alderman Tendam.

Mr. Bobkiewicz stated that as we order new trash bins we would replace the logos. Most of the signage in the Civic Center is temporary (i.e. printed on paper) so that it could easily be changed at a low cost.

Alderman Rainey moved to create a subcommittee with members from the Economic Development Committee which would include Alderman Grover, Ray Zenkich, Matt Rodgers Seth Freeman, Alderman Tendam and the staff designer. The subcommittee would return to the Economic Development Committee with a report in March. Alderman Holmes seconded.

The motion was unanimously approved 9-0 to create the City Logo subcommittee.

C. Mayor’s Grocery Store Working Group Update

Mrs. Nyden shared that a Grocery Store Working Group has been created to address the two vacant former Dominick’s locations. The first meeting is scheduled for January 29th. Two residents from each ward and property owners will be involved. She stated that Safeway is in charge of the process for re-tenanting the stores.
5. COMMUNICATIONS
A. Announcements/Updates from EDC Members
Alderman Rainey highlighted the real estate transfer tax collections are far exceeding expectations this year. She also pointed out a large group of properties that Resurrection Hospital (St. Francis) sold in the neighborhood near the hospital. They came to Alderman Rainey about a year ago to let her know that they are putting those properties on the market to use the equity into the hospital. The collaborated with a local firm and they were sold in a batch. It is obvious that one buyer bought up all these properties. She recommended that staff should look into what happened here and determine what the buyer’s plans are with the properties.

Alderman Tendam announced that Orange Theory Fitness is opening in the former Central St Café. It is opening in February and there are deals on membership now.

Mr. Zenkich asked about the former site of Borders on Maple which said that Downtown Evanston is taking over as the primary contact for that site and wondered if this was a unique situation. Mrs. Nyden shared that the staff is taking the lead to work with that property and broker to help market that location. It is a property we want to see filled and with the highest and best use and therefore it was called out as a key property.

Alderman Grover stated that Art and Science will be moving from Church Street. Perennials is staying in Evanston and will be reopening east of the Metra Tracks in February.

B. Monthly Economic Development Communication
All communication was included in the Committee packet.

C. Real Estate Transfer Tax Report

6. ADJOURNMENT
Alderman Wynne adjourned the meeting at 8:55 p.m.

Next Meeting: Wednesday, February 19, 2014

Respectfully Submitted,

Melissa Parker
Administrative Secretary