I. Call to Order - Chair Wynne announced there was quorum and called the meeting to order at 7:40 pm.

II. Consideration of Meeting Minutes of July 28, 2010


III. Presentation of Update of Activities of Technology Innovation Center
Chuck Happ, Executive Director of Technology Innovation Center thanked the committee for the money the organization received in May which had a major impact on the quality and timeliness of TIC’s services and has allowed TIC to expand their marketing and provide a more professional approach.

Mr. Happ presented a new job initiative that involves working with Marybeth Schroeder at Evanston Community Foundation and Oscar Hawthorne, Principle and Shelly Gates, Assistant Principle at Evanston Township High School. The program includes 300 ETHS graduates who choose not to go to a 4-year college. The focus will be on in-house job
readiness, meaningful career training and rearranging the thought process and the stigma for those students who chose not to attend college. The program will expose students to entrepreneur opportunities and merge them with a group of merchants called; Davis Street Youth where they will learn new job skills and focus on transferable skills. Mr. Happ also commented that 2 weeks prior TIC had a meeting with Congresswoman Jan Schakowsky and the local director of the Small Business Association to discuss this new program.

Ald. Burrus praised the group for their good work. Alderman Jean-Baptiste suggested TIC not just focus on downtown Evanston when looking for possible space, but to think citywide.

IV. Presentation of Update of Micro-Loan Fund Program Activities of Evanston Community Development Corporation (ECDC)
Diane Lupke, Interim Executive Director for ECDC gave a brief update on the Micro-Loan Fund program and mentioned that the loan committee is still looking for one more committee member, but that ECDC has a very strong group of existing members. Ms. Lupke reported on the packet materials; new application, fact sheet, program policies and procedures which were all approved by the bank and the Board of Directors.

Ms Lupke reported on two new loans that were funded. One was for a family owned business, Ebony Barber Shop located on Dodge Avenue. She distributed a new press release that featured photos of the space. Bridgette Giles bought the shop from her father, Marshall Giles who owned the shop for many years. The rehab work included a new floor, new lighting, new fixtures and new sinks. They were also able to obtain a small supplemental fund from Northwestern University to offset some of the costs. Alderman Jean-Baptiste commented that the contractor who renovated the shop was a minority contractor.

The second loan was to a minority contractor, Eric Dingle who went through a bad time and got overextended. ECDC was able to give Mr. Dingle the full amount of the loan to invest in his business. Their hope is that he will be ready to bid on the NSP2 project when the time comes.

Ms. Lupke commented that there is still a large gap in the resources that businesses need that ECDC cannot help with but they are working with non-profit lenders on larger loans.

V. Consideration of Request for Funding for Varsity Theatre Study
Carolyn Dellutri, Executive Director of Downtown Evanston reported that on August 9th the Varsity Theatre project went to City Council for approval to conduct the feasibility study. The first meeting was held one week ago with members of the project team and the consultant, Kennedy Smith of Community Land Use and Economics Group.
The first phase is being funded by the ownership of Varsity Theatre. Downtown Evanston is requesting funds up to $50,000, but is only seeking $34,000 at this time in order to move forward with the feasibility study which will include a vision by the end of February 2011 of what can be done with the property.

Ms. Dellutri summarized that the theater will be cutting edge, a high-tech multi-use space that can be used for conferences, hotels and continue with the vitality of Downtown Evanston. The study will include various options, which will include restoration and funding.

Alderman Rainey recommended visiting the Copernicus Theatre, formerly the Gateway Theatre located in Lawrence Milwaukee which is comparable to the Varsity Theatre. It has been beautifully restored and is a community initiated development, run by a foundation.

Chair Wynne expressed that the Varsity Theatre has been on the back burner for a long time and the City should invest in the money to find out how this might work.

Committee member, Freeman said he will e-mail information about Uptown Theatre and Ms. Dellutri requested that committee members notify her via e-mail on any suggestions they may have.

**ACTION TAKEN:** Ald. Rainey moved approval to allocate funds in the amount of $34,000 from the Washington-National Tax Financing (TIF) to conduct the feasibility study for the Varsity Theatre. Ald. Fiske seconded. Committee unanimously approved the motion.

VI. Discuss And Consider Recommendation Of Approval Of Revised Façade Improvement Program And Grant Application

Johanna Nyden, Economic Development Planner presented the revised Façade Improvement Program and Grant Application. She explained the size of the program has changed as a result of the negotiations of the past two approved façade applications. The City’s legal department incorporated more language to address issues pertaining to demolition and selling of the building if not maintained for five years. The revised program has more teeth so the City and the applicants are clear on the terms of the program.

Alderman Burrus expressed that the improved document is a professional and legal document. Alderman Grover suggested that the program be modified to allow a subsequent tenant or a successor to assume the responsibility of the program.
Committee member, Dan Mennemeyer, likes the accountability of the program but suggest that staff consult with property owners to get their professional opinion from those who buy and sell real estate to ensure we get the right language.

Nyden confirmed that tenants must get owner’s permission before moving forward with the work and that an individual business owner can apply even if the property is part of a larger building with other business. Also, a separate program will be constructed for signs, but that staff would like to get one program figured out first.

Ald. Rainey feels that the City gains because we get an enhanced property as a result of a new façade even if the property gets sold in the near future.

Chair Wynne recommended that after a year of the implementation of the program that we get a report from staff as to what changes may need to be made so we can measure the success of the program.

**ACTION TAKEN:** Ald. Jean-Baptiste moved approval to adopt the draft of the revised façade program and application. Ald. Burrus seconded. The Committee unanimously approved.

### VII. Discussion Of Agenda Items For Joint Parking Committee And Economic Development Committee Meeting In October

Chair Wynne announced the schedule for the October 27th meeting as follows; 6:00-7:00 pm Parking Committee Meeting, 7:00-8:00 pm - Joint Parking and Economic Development Committee Meeting, 8:00 – 9:00 pm Economic Development Committee.

Marty Lyons, Interim Director of Community and Economic Development, referred to the memo in the packet about 2 topics for discussion. One is the signage for parking purposes and how it affects businesses and the second is the development of a tier structure for our parking structures as it relates to employee rates.

Chair Wynne recommended that the packet should include rate structures and tiering systems from other communities. Way finding and parking signage we should have background information on that as well.

Alderman Rainey commented that the one hour free parking issue should be the number one item on the agenda for the joint meeting.

### VIII. Aldermanic Request: Discuss And Consider Approval Of Funds For Dempster Street/Dodge Avenue
Alderman Jean-Baptiste requested $9,000 from the Neighborhood Business District Improvement Program to support street beautification as there is an effort to organize the businesses surrounding Dempster and Dodge. He stated that one pressing issue is based around image and the perception that the area is not safe, particularly Evanston Plaza. Next Theatre has expressed they don’t want this location to be their permanent home because it is not safe.

Ald. Rainey stated that people who feel that Evanston Plaza is not safe should be talked to by the police, the Alderman and Dance Center Evanston. Committee member, Freeman expressed that people feel the mall is abandoned when the shops are closed.

Committee member, Freeman and Ald. Fiske would like to be on this committee.

**ACTION TAKEN:** Committee member, Seth Freeman moved approval for $9,000 in funds from the Neighborhood Business District Improvement to support street beautification along Dempster and Dodge Avenue. Seconded by Ald. Jean-Baptiste. The Committee unanimously approved the motion.

IX. **Staff Update On The Business Advisory Center**

Annette Logan, Economic Development Planner reported that a meeting has been scheduled with health, liquor, building and business licensing on September 27th to discuss the processes of each area in an effort to create a comprehensive checklist for the Business Advisory Center.

Ald. Burrus expressed concern that more progress had not been made and that we are moving out of the development season. M. Lyons commented that staff is completing interviews this week for a third planner to get support for economic development and that 25% of the questions are around strategies for economic development. He also acknowledged that the division has been somewhat inefficient going from silo to silo and that the delay in the 3rd floor moves has slowed us down, but that we are moving forward.

Ald. Jean-Baptiste suggested that we should be training staff. Ald. Burrus responded that the City does not have a mentor who knows economic development who can train and that the future candidate pool should have extensive experience in business attraction and understand our TIF’s and our strategy and how to pull it all together and who can train.

Chair Wynne the outreach has been terrific and our most recent hires give her confidence and that we should move forward.
X. Continuation Of Discussion Of Fine Arts And Performing Arts District
Mike Vasilko of Visilko Architects began his presentation by passing out a handout to the committee. Chair Wynne requested the presentation be limited to three minutes since the committee had a full presentation at the previous meeting. M. Vasilko gave a brief presentation and encouraging the committee to read the handout.

Ald. Rainey felt the project is fascinating and because it is so controversial suggested that the Mayor appoint a subcommittee for those aldermen and committee members interested in exploring the possibilities of a fine arts and performing arts district.


XI. Communications
b. Staff Status Report

XII. Adjournment
The meeting was adjourned at 9:55 pm.

NEXT ECONOMIC DEVELOPMENT COMMITTEE MEETING: October 27, 2010

Respectfully Submitted,

Annette Logan

Annette Logan
Economic Development Planner