



## **ECONOMIC DEVELOPMENT COMMITTEE**

Wednesday, October 24, 2018 – 7:30pm

Lorraine Morton Civic Center, 2100 Ridge Avenue, City Council Chambers

**Members Present** Ald. Braithwaite, Ald. Wynne, Ald. Wilson, H. Powell, A. Pigozzi, J. Sierant

Members Absent

Staff Present: P. Zalmezak, C. Plante

### **1. CALL TO ORDER / DECLARATION OF QUORUM**

**Ald. Braithwaite called the meeting to order at 7:37**

### **2. APPROVAL OF MEETING MINUTES OF September 26, 2018**

**Ald. Wilson moved approval**

**Ald. Wynne seconded.**

**Approved 5-0**

Mr. Paul Zalmezak introduced the items for consideration, all three of which pertain to special service areas. The Main Dempster Mile and Downtown Evanston presented their annual budget and levy requests, and Central Street requested assistance to establish a special service area.

#### **A. Main Dempster Mile Levy/Funding Request**

Ms. Gotsick introduced herself and provided a summary of the group's finances and recent board changes. During 2018, they added welcome signs on Main Street and Dempster, candy cane light installation for the holidays, and sponsored banners and signs for planters. This year the organization will offer matching funds for businesses to do planters and holiday window decorations, and next year a mural will be commissioned on the side of the Soapie's building. They've launched a new business directory on the website that includes over 250 merchants. New events include Sauce Walk art & dessert crawl and a summer concert series, and an ad campaign on the CTA purple line. The proposed budget for 2019 includes a new street festival for October 2019 - Choctoberfest celebrating all things chocolate.

Ald. Wilson moved to recommend that council accept and approve their request and budget.

Ald. Braithwaite seconded.

Approved 5-0

#### **B. Downtown Evanston Levy/Funding Request**

Ms. Annie Coakley of Downtown Evanston introduced herself. DTE also has new board members. The 2019 proposed budget has a reduction in funding from the City, and this will

be the last year of this funding because of the end of the Washington National TIF. Biggest thing this year was completion of Fountain Square – allowed for Fitness Fridays events and return of It's Thursday Let's Dance. 4<sup>th</sup> annual Oktoberfest drew 1330 attendees. OHC drew over 16000 visitors to Evanston sites. 2000 students visited restaurants as part of big bite nite. Holiday tree lighting is December 8. Partnered with NSCVB to do CTA advertising. Sidewalk stickers “open during construction” at Albion. Mural installation at Church Street Metra. SSA will be reconstituting in 2019 and is working with a consultant. Looking at parking validation or valet program, new holiday décor, and possibly street.

Ald. Wilson moved to recommend the funding request and levy for downtown Evanston  
Ald. Wynne seconded.  
Approved 5-0

#### C. Central Street SSA RFP 18-51

Mr. Zalmezak commended both groups for good stewardship of public funds and being able to do as much as they do with limited staff. Central Street is seeking to follow their example by creating their own SSA. The request tonight is for a recommendation to City Council to fund consulting services to form the SSA, which would hopefully begin in 2019.

Ald. Wilson moved approval.  
Ald. Wynne seconded.  
Approved 5-0.

#### **4. ITEMS FOR DISCUSSION**

NONE

#### **5. COMMUNICATIONS**

##### A. Monthly Economic Development Communication

Mr. Zalmezak requested to change the date of the next EDC committee meeting to December 5<sup>th</sup> to avoid holiday conflicts and hold a joint meeting with the parking and transportation committee to discuss dockless bikes and electric scooters.

Ald. Wynne suggested holding the joint portion of the meeting on the November 28<sup>th</sup> with the dockless transportation discussion happening up front.

Announcements/Updates from EDC Members

#### **6. ADJOURNMENT**

**Ald. Braithwaite moved to adjourn at 8:15 p.m.**