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ECONOMIC DEVELOPMENT COMMITTEE MINUTES
July 27, 2022 6:00 P.M.

Members Present (in person): Councilmember Wynne, Councilmember Nieuwsma, Councilmember Burns, Member Klein, Councilmember Kelly, Councilmember Reid (on Phone), Member Pennisi

Members Absent: Scott Ogawa,

Staff Present: Paul Zalmezak, Neal Reeves, Katie Boden

1. CALL TO ORDER/DECLARATION OF A QUORUM

Quorum was declared at 6:09 p.m.

2. APPROVAL OF MEETING MINUTES

A. Minutes from June 29, 2022

Councilmember Nieuwsma moved to approve the minutes. Seconded by Councilmember Burns. Motion carried unanimously.

3. PUBLIC COMMENT

Cheryl Judice, owner of Hecky's BBQ, thanked the city for support financially. Ms. Judice spoke in support of the Legacy Business Program citing that it is a boost of confidence for lifelong Evanston businesses. She thanked the committee for the opportunity.

Dave Glatt, owner of Dave's Italian Kitchen, spoke in support of the program as a business being in business for 50 years. He thinks it is a great idea and many individuals have had a tough time with the pandemic.

Carl Klein shared that San Francisco voted unanimously to support their legacy program. In July 2022, the LA City Council approved a legacy program supporting funding and technical assistance. It would be great for Evanston to support one of the first programs in the Midwest. The program is a great way to honor these businesses.

John Cahill Sr (Read by CM Kelly) - Legacy Businesses , like Cahill, spoke in support of the program.

4. ITEMS FOR CONSIDERATION

A. Creation of a New Legacy Business Program

- Councilmember Kelly motioned. Seconded by Councilmember Wynne.

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The initial planning meeting discussed launching the program with \$100,000. The working group will meet next week to continue to set up the framework. Mr. Zalmazak explained that the initial meeting will create marketing materials to start the program. The funding/grants is something that can evolve in the future. Kelly shared that the program may have line items/funds dedicated in the future.

CM Nieuwsma inquired about the working group. Involved are Mr. Zalmezak, CM Clare Kelly, and Carl Klein, among others.

CM Burns shared that a social media blitz could help to promote the idea. CM Kelly shared that the line item could have developer contributions.

Motion to approve allocation of \$100,000 by CM Nieuwsma, Seconded by CM Burns. Motion was approved unanimously.

5. ITEMS FOR DISCUSSION

A. New Business Workshop with Evanston Community Bank

- Motion made by Councilmember Reid. Motion seconded by Councilmember Wynne

Cindy Rawlings of Evanston Community Bank & Trust gave a brief overview of the program. Through the series, she hopes to provide background information and skills for entrepreneurs. As an overview, they will host 4 topics at the YWCA with Evanston-based presenters and entrepreneurs.

- Session 1 - Business Formation: Why Entity Choice Matters
- Session 2 - The Story Behind the Numbers: What is Your Business Telling You?
- Session 3 - Borrowing Basics: When to Consider Taking on Debt
- Session 4 - How to Talk to your Banker: Why having a Relationship with Your Banker is Important
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Ms. Boden shared that the topics were selected due to FAQ and geared towards home-based businesses. Mr. Zalmazack added that there is no cost to the city and both sides will do their own marketing of the event.

CM Burns commended Evanston Bank and Trust for their partnership in hiring locally. He suggested clarifying, Session 2 the Story Behind the Numbers?

- Future series should be focused on membership organization meetings to get more involvement, bigger audience. Work with member organizations. Sunshine Enterprises can be another resource to send out the information.

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B. Sustain Evanston Community Incentive Program Proposal

Mr. Zalmezak explained that the program is a great opportunity to collaborate across departments. Cara Pratt, Sustainability and Resilience Coordinator, explained the background of the Sustain Evanston Program was providing incentives for business interventions associated with energy efficiency, waste. This would be a small business grant program that will follow guidelines similar to the City's existing grant programs.

CM Kelly inquired about the target of the program. Ms. Pratt shared that it couldn't be "chain" and it would be a need. Ms. Boden clarified that the limitations are less than 10 locations.

Member Pennisi inquired about how the program would work. CM Nieuwsma was fine with the staff review, then to EDC for approval, then to council for final approval. Mr Zalmezak shared that it would come to the committee until we identify an internal approval process/review.

Member Pennisi asked about the clawback provision. Mr. Zalmezak shared that we have pursued legal action and/or waived but the goal is to support tax payer dollars. If there is a leasehold improvement, then it might not be a clawback because it stays with the space as a benefit.

Member Klein inquired about what "success" looked like. Ms. Pratt shared that there will be an assessment and demonstration of a proof of concept, which would position for a longer term sustainability effort. Ms. Pratt shared the network of shared practices is a great way to highlight. Brian Zimmerman, Solid Waste Coordinator, highlighted the benefits to changing waste behavior and alleviating some of the waste.

CM Nieuwsma inquired about the "participation in Sustain Evanston" component. Ms. Pratt explained its connected to the network to educate and promote amongst business. Ms. Boden added that some of the low/no cost aspects of the old program would be a part of this program as well.

CM Nieuwsma inquired about a recycling component being added. Mr. Zimmerman shared that 65-70% of businesses are doing some type of recycling and could/should be a part of this program. There is a free service for recycling.

Next, CM Nieuwsma inquired about green energy as well. Ms. Boden shared a checklist of eligible incentives for behaviors we want to see. Mr. Zalmezak shared next steps will be reviewing

6. COMMUNICATIONS

A. ED Reports

Mr. Zalmezak shared that the movie theater is still likely to launch before summer. New improvements will not be seen from the streets. The trampoline park is working

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The Clean Team Proposal is going to go to the Council on September 12. It will help SSAs redirect money spent on clean up to marketing etc.

Interface Studio progress is going well with the Retail Action Plan. Business owners, residents will all have an opportunity to participate. The Evanston Thrives webpage has been created on the City page. Anyone interested in participating can contact our office. An activation mechanism will be going up soon.

1611 Simpson is working with a potential tenant but if not CM Burns would like to do a community engagement event to get someone to take on the space.

Kelly inquired about the Orrington Hotel. They have not shared any updates. It has not been sold. A decision is anticipated in August.

Mr. Zalmezak suggested we can add a listing by ward on the website via CoStar. We should have or create a list. Member Pennisi shared that Loopnet is so vast that it can be overwhelming. CoStar can be a better option. CM Burns suggested a site/zoning specific use would be good for potential investors. CM Kelly agreed with the idea that they are more suited for specific uses.

B. Announcements / Updates from EDC Members

7. ADJOURNMENT

Meeting was adjourned at 7:14 PM