

Howard Street Evanston Special Service Area #10
Ward Eight - 629 W Howard Street
Wednesday, August 26, 2026 at 2 pm
Meeting Agenda



Members present: India McKay, Jeremy Denny, Barbara Carlson,
Monica Picchietti, Shelley Carillo

Others present: Cindy Plante, RPBA

Katie Boden & Paul Zalmezak, City of Evanston

Deb Evans - Peckish Pig

1. Call to order

The meeting was called to order at 2:07pm.

2. Public comment

3. At Home in Evanston event September 16, 6:30-8:30pm

Cindy shared that Northwestern invited Howard Street to be part of the At Home in Evanston welcome event for students on 9/16. This year it's being held in Fountain Square in Downtown Evanston instead of on-campus - do we want to have a Howard Street table?

India asked if there are still rules prohibiting participating businesses and organizations from handing out food samples. Katie isn't sure - that was a rule for campus events due to the university's catering contract, but we're not sure that applies this year since the event is no longer being held on campus.

Monica and Katie will plan to attend. Cindy will let the university know.

4. 2027 preliminary budget discussion

Cindy asked Paul and Katie if there are restrictions on carryover in SSA budgets. Paul said there aren't. Cindy is working on a draft budget that's mostly consistent with the current year budget and expects to have carryover money available since we're under budget so far this year, and hopes to use the carryover to ensure that we're able to stay under the tax cap for FY27. The only significant changes we're looking at for next year include adding funding for the storage unit and potentially litter cleaning crew, which was discussed at last month's meeting. For the remainder of this year litter pickup would be covered by other city funding sources, but it

was unclear if this needed to be in the SSA budget for 2027, so the current draft includes about \$40,000 for litter crew. Paul said it might be able to still be a TIF expense in '27.

Barbara asked if this would include the crew picking up litter in the city-owned parking lot. Cindy isn't sure. Jeremy wants to make sure it would also include the portion of Clark up to the gas station. Cindy will confirm this, and will follow up with Paul and Katie about specifics.

Katie asked if there's anything else that people want to add for next year.

Jeremy spoke about wanting to add an additional event to the first part of the year, and potentially a holiday event.

Barbara asked about how holiday lights will be funded after the TIF expires? Katie said it will go to the SSA after the TIF expires, and the SSA will also have more money coming in to pay for it once the TIF expires - we're still only getting the frozen amounts right now.

Cindy added that the Chicago side of Howard is aiming to get the holiday lights put up on the trees earlier - hopefully September. Katie will follow up with Illuminight about getting it scheduled here too. Katie added that he's going to also be doing the Callan Plaza overhead lighting soon and Paul shared a photo of the proposed lighting for installation. Cindy and India asked if these can be programmed to be different colors. Paul thinks yes but will confirm. Katie suggested that traditional festoon lighting might also still be an option. Katie will follow up with the vendor on this and get it resolved before the next meeting. The City is also planning on installing vinyl wrap artwork as a mural, which could be changed out every so often, plus some additional seating and planters for Callan Plaza, plus some kind of more durable ground cover for where the grass is now. Landscape Concepts Management has started doing the landscape maintenance for what's there currently - all of this is being funded with remaining ARPA funding.

5. 2026 event calendar

a. Block Party - 8/29

Cindy shared the event permit from the city and confirmed that the water slide rental has been booked and paid for; we haven't received an invoice from C&W for the ice cream truck yet. We have requested the required security detail from the police which is

required if there will be alcoholic beverages - it's \$75/hr per officer for a minimum of 3 hours. They haven't assigned anybody yet but it's posted. If we're not doing drinks, we can cancel this but would need 24 hours notice.

Cindy asked Deb if Peckish Pig is still planning to do food? Deb asked about the budget and scope. Neither Katie, Shelley, nor Cindy were able to find what the budget was for this last year. Cindy recalled that when she ran a similar event last year on the Chicago side, they catered burgers and hot dogs for 200 people for just under \$2,000. Deb is OK with this and will plan to do food for the weekend and will send an invoice to Cindy.

Jeremy asked if the SSA is allowed to pay for alcohol. Paul and Katie said the City isn't allowed to but the SSA can. Jeremy will provide some cocktails and an NA option.

Shelley asked about flyers and no parking signs. Cindy shared printed flyers that she brought - this is the most updated version that reflects the date change. Katie said that the City usually posts no parking 48 hours before - this is part of the event permit.

Jeremy asked Deb if she needs a grill for Saturday. Deb said no - she'll cook the burgers inside and then serve outside in chafing dishes.

b. Halloween Trick or Treat - 10/31

India asked if the permit has been updated to include food & drinks. Cindy said yes and will confirm. What else do we need?

Shelley asked if we could add a taffy apple order and popcorn. Cindy asked how many apples - Shelley said 100-150. Cindy asked if we're ordering from Sweet Temptations or Affy Tapple? Shelley said let's do Affy Tapple and plan to also get cookies from Sweet Temptations. Monica has the popcorn machine and supplies and will plan to bring it out. Cindy will follow up with Ana about preparing a flyer & promo graphics and a signup for businesses to participate in the trick or treat.

Deb offered to do a haunted patio that could be part of this too, she would need a few weeks' notice to put it together.

Shelley asked if we should get the big tent for this. Cindy didn't include it in the event permit request. Katie suggested requesting the patio heaters and fire pits instead through Evanston Thrives. Cindy will follow up on this.

c. Turkey distribution - 11/22

Jeremy got in touch with his contact at Sysco, they weren't able to make it work and proposed working with Jewel again. Deb can reach out to her meat contact for this - how many turkeys would we need. Shelley said 150. Deb will check on the price with her contact - what was the budget last year? Shelley said \$2,000-3,000, which included providing each person a turkey, mashed potatoes, and a box of brownie mix. Last year it was Jewel bags but we want to do branded bags for this. Shelley asked about the big tent. Cindy hasn't submitted a permit for this event yet - doesn't the big tent require an additional permit? Katie said that since it's set up by city staff, we don't need the additional permit to use the Evanston Thrives tent.

d. Small Business Saturday - 11/28

Cindy shared that this is being combined with RPBA's SBS welcome station and will be in Callan Plaza. Cindy will request the big tent and heaters when doing the event permit request for this event.

India suggested having this also take the place of the holiday event.

Katie suggested doing a holiday shopping promotion instead, like a passport program or rebate.

e. Holiday Event - 12/12

We're focusing on Small Business Saturday rather than an additional holiday event this year.

6. One Howard Street Updates

Katie and Paul provided updates on One Howard Street projects.

7. Adjournment

Meeting adjourned at 3:10pm.