



**MINORITY, WOMEN, DISADVANTAGED & EVANSTON BUSINESS ENTERPRISE  
DEVELOPMENT COMMITTEE**

**Wednesday, July 17, 2024, 6:00 P.M.  
Lorraine H. Morton Civic Center, 2100 Ridge Avenue, Room 2402**

**AGENDA**

	Page
<b>1. CALL TO ORDER/DECLARATION OF A QUORUM</b>	
<b>2. APPROVAL OF MINUTES</b>	
A. <b><u>Approval of the May 15, 2024 Minutes</u></b> <a href="#">MWDEBE MINS 5-15-24</a>	3 - 4
<b>3. GUEST INTRODUCTIONS</b>	
<b>4. STAFF REPORTS</b>	
A. <b><u>LEP Projects Tracking Report</u></b> <a href="#">LEP Project Tracking Report Update072024</a>	5 - 6
B. <b><u>MWDEBE Tracking Report</u></b> <a href="#">2024 July MWEBE Tracking sheet</a>	7 - 10
<b>5. NEW BUSINESS</b>	

A. **Responsive Bidder Ordinance**

**6. OLD BUSINESS**

A. **M/W/D/EBE Committee Work Plan Updates:**

11 - 17

**Working Group 1**

**1.ED M/W/D/EBE Self Declaration, Local Business Process & Business Directory Update**

**2. Business Survey Discussion**

**3. Community Contributions Award Proposal**

**4. How to use funds to develop websites & Events Coordinator (position/work)**

**5. Envision Evanston Survey**

**Working Group 2**

**1. City Webpages & Apps**

**a) Economic Development**

**b) Workforce Development**

**c) MWDEBE/ Business Diversity Workforce Development**

**Working Group 3**

**1. Rebuilding Exchange + Ryan Field Agreement**  
**[WorkPlanUpdatedApr2024](#)**

**7. OTHER BUSINESS**

**8. ADJOURNMENT**

Order & Agenda Items are subject to change. Information about the Minority, Women & Evanston Business Enterprise Development Committee (M/W/EBE) is available at: [www.cityofevanston.org/mwebecommittee](http://www.cityofevanston.org/mwebecommittee). Questions can be directed to Tammi Nunez at 847-866-2935.

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**MINORITY, WOMEN, DISADVANTAGED & EVANSTON BUSINESS ENTERPRISE  
(M/W/D/EBE)**

**DEVELOPMENT COMMITTEE**

Wednesday, May 15, 2024

6:00 P.M.

Meeting Minutes

**MEMBERS PRESENT:** Councilmember Bobby Burns, Councilmember Kristian Harris, Ernest Noy, Jared Davis, Michael McLean, Bonaventure Fandohan

**MEMBERS ABSENT:** Councilmember Devon Reid, Rachel Williams, Kemone Hendricks, Angela Pennisi

**STAFF PRESENT:** Tammi Nunez, Purchasing Manager; John Gonzalez, Purchasing Specialist; Jessica Cooper, Interim Workforce Development Manager; Neal Reeves, Economic Development Specialist

**GUEST:** Dr. Twyla Blackmond Larnell

**PRESIDING MEMBER:** Councilmember Bobby Burns

**1. Declaration of a Quorum**

With a quorum present, Councilmember (CM) Burns called the meeting to order.

**2. Approval of Minutes**

Councilmember Kristian Harris motioned to approve the minutes for March 20, 2024. Seconded by Ernest Noy. All voted in favor of approving the minutes unanimously.

**3. Guest Introduction**

Dr. Twyla Blackmond Larnell - Research Proposal Racial Business Disparities in Evanston, Illinois: Invited to identify racial patterns in business activity and obstacles facing black entrepreneurs to recommend strategic interventions.

**4. New Business**

Dr. Twyla Blackmond Larnell will research to identify racial patterns in business activity and obstacles facing Black entrepreneurs to recommend strategic interventions to revitalize, preserve and stabilize supporting Black businesses in Evanston. The objective is to replicate the 1996 Business Disparity study while making notable advances by inquiring deeper into the experiences of Black business owners using various datasets, quantitative and qualitative analyses.

The committee recommended reaching out to Evanston based banks to learn more on how they support Black businesses and researching ordinances as it relates/impacts Black businesses.

**5. Staff Reports**

**A. M/W/D/EBE Tracking Report**

To be discussed during July 17, 2024, committee meeting.

**B. LEP Projects:**

BID 22-70 Evanston Animal Shelter Renovations, awarded to CCC Holdings, Inc. \$19,500 compensation paid to Evanston resident determined not be in LEP eligible position. To be discussed during the next meeting. Update: Currently under review by Law Department.

BID 23-26 Watermain Improvements and Street Resurfacing, awarded to Bolder Contractors, Inc. LEP compliance is under evaluation. Currently utilizing an Evanston resident in other non-city related projects to meet requirements. Resident is a full-time employee of the company. To be discussed during the next meeting. Update: Currently under review by Law Department.

LEP: Current practices of bidders reveal some prefer to pay the LEP penalty versus hiring qualified Evanston residents as the cost of the penalty is less than hiring. The committee will consider increasing the penalty from 1% to 5%. Subject to be discussed further during the next committee meeting. More information is needed to learn the negative impacts of LEP and if its not working as intended.

**6. Old Business**

**A. M/W/D/EBE Committee Work Plan Updates:**

**Working Group 1:**

1. Business Survey Discussion: Since the release of the survey, 70 responses have been received.

**7. Other Business**

Neal Reeves, Economic Development Specialist: Evanston Business Directory Database & ~~MWEDBE-MWDEBE~~ Update. Economic Development staff are working to improve their knowledge and command over the business environment in the City after requests for more data and information from the City Council. The registry will collect additional data including business type subcategories, Legacy Business status, ~~MWEDBE-MWDEBE~~ status, and LGBTQIA+ identification. The data will be posted on a dedicated website. This will allow staff to better communicate with businesses.

Timeline of communication progress:

- September, 2023 - MWEDBEs (Previously identified)
- January, 2024 - State of IL Taxpaying Businesses
- March, 2024 - Business Registration Renewals
- March, 2024 - Final Opportunity to Self-Identify

Updates to the directory will be ongoing and will be refined and updated as needed.

**8. Adjournment**

Councilmember Burns ended the meeting at 7:28 P.M routing



**Evanston™**  
Workforce Development



CITY OF EVANSTON WORKFORCE DEVELOPMENT DIVISION  
2024 LEP COMPLIANCE REPORT SUMMARY  
July 17, 2024

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**Total LEP- Eligible Projects: 12**

Projects Active: 8  
Projects Complete: 1  
Projects Pending Start: 3

**Projects in Compliance: TBD**

**Projects Not in Compliance: 1**

Penalty Assessed: TBD  
Waiver Requested:

**Average Number of Residents on Project: 1**

**Project Details To Date**

- Projects Awaiting Bid Date/ Council Approval
  - 24-18: Evanston Dog Beach Access
  - 24-20: Renovations at Bent Park Field House
- Recently Awarded Projects
  - 24-26: Sidewalk and Street Light Improvement Project (Greenleaf Street and Hartrey Avenue)
- Discussion / Updates
  - **22-70: Evanston Animal Shelter** (i.e. CCC Holdings)- final determination received from the Law Department: **NOT COMPLIANT** (see
    - Legal Final Determination - Bid 22-70 Evanston Animal Shelter pdf.pdf )
      - Will need to employ residents as laborers to achieve compliance;
      - Awaiting response from Sr. Project Manager to provide TD CPRs for current residents employed; inquired about Laborer opportunities.
    - **2023 Water Treatment Plant Roof Improvement** - penalty assessed; check received for LEP Reserve account on 7/12 in the amount of \$9,636.06
    - **Bid 23-26: Water Main Improvements** (i.e. Boulder Contractors) - final determination received from legal: **NOT COMPLIANT** (see
      - Legal Final Determination - Bid 23-26 Boulder Contractors.pdf )
        - Background: former City Staff agreements to allow non-City project work count towards LEP compliance.
        - Boulder is at 12.8% Compliance for the City. **Options: partial waiver or non-compliant**



	Bid #	LEP ELIGIBLE Project Name	Project Manager	Contractor	Contract Award	LEP Eligible	Project Status	Compliance Rate (% TD)	Residents Interviewed/ Employment
1	22-46	Sidewalk Improvement (2 year renewal)	Bridget Nash	Schroeder & Schroeder Inc.	\$787,900	Yes	Active	0.0%	None TD, agreed to incur penalty
2	22-49	2022 Tennis Court Resurfacing Project at James Park	Bridget Nash	Chicagoland Paving Contractors, Inc.	\$300,000	Yes	Active	0.0%	None TD, has intent to comply
3	22-70	Evanston Animal Shelter Renovations	Shane Cary	CCC Holdings Inc.	\$6,849,309	Yes	Active	0.0%	Reggie Henley (Superintendent)
4	23-09	Oakton Corridor Traffic Calming Improvements	Rajeev Dahal	Landmark Construction Inc.	\$4,156,960	Yes	Active	2.8%	Blair Gibbs
5	23-26	Water Main Improvements and Street Resurfacing	Bridget Nash	Bolder Contractors Inc.	\$1,606,238	Yes	Finished	12.8%	Terrence O'Malley, Anthony Mitchell
6	23-55	Ecology Center - Renovation	Shane Cary	Central Rug & Carpet	\$2,318,999	Yes	Active	0.0%	None TD, has intent to comply
7	23-56	Sidewalk/Streetlight Improvements - Hartrey and Greenleaf	Rajeev Dahal	Utility Dynamics Corporation	\$483,271	Yes	Not Started		
8	24-03	Service Center Building D 2024 Parking Garage Restoration	Shane Cary	Monson Nicholas, Inc.	\$542,680	Yes	Active	21.4%	Terry Pettigree
9	24-04	CIPP Sewer Rehabilitation	Paul Moyano	National Power Rodding Corp.	\$571,431	Yes	Active	TBD	Russel Rice
10	24-05	2024 Water Main Improvements	Bridget Nash	Joel Kennedy Constructing Corp.	\$4,578,387	Yes	Active	6.4%	Antonio Joyner
11	NO PJN	2024 Roofing and Envelopes Repair	Anil K	Kedmont Waterproofing via Garland	\$671,152	Yes	Not Started		
12	24-26	Sidewalk and Streetlight Improvement Project Greenleaf Street and Hartrey Avenue	Rajeev Dahal	Alliance Contractors	\$1,181,222	Yes	Not Started		

2024 MWDEBE Goal Compliant												
Dept.	Date	RFP/Bid #	Project Title	Total Project Amount	% MWEBE	Name of MWEBE	M BE	W BE	E BE	D BE	Subcontract Amount	MBE Group
PWA	2/12/2024	BID 23-55	Ecology Center Renovation	\$2,318,999		Bodala, LLC, DBA Central Rug and Carpet (LEP Eligible)						
					6.2%	Central Rug and Carpet			X		\$ 142,743.00	
					5.6%	JH Plumbing Solutions, Inc	X				\$ 129,000.00	Hispanic or Latino (C)
					12.5%	Windy City Heating & Cooling, Inc	X				\$ 289,500.00	Hispanic or Latino (C)
PWA	2/12/2024	RFP 23-38	Solar Power Purchase Agreement @Robert Crown Community Ctr.	N/A		Verde Solutions LLC						
					25.0%	BA Lighting LLC dba BA Solutions		X			N/A	
<b>February Total</b>				<b>\$2,318,999.00</b>							<b>\$ 561,243.00</b>	
<b>Total to Date</b>				<b>\$2,318,999.00</b>	<b>24%</b>		<b>2</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>\$ 561,243.00</b>	
PWA	3/11/2024	RFP 23-53	Pavement Condition Evaluation Project	\$82,592.00		Infrastructure Management Services, LLC						
					3.6%	Barricade Lites Inc.	X				\$3,000.00	Black or African American (C)
PWA	3/11/2024	BID 23-56	Street Light Improvement Project	\$483,271.00		Utility Dynamics Corporation (LEP Eligible)						
					25%	Everlights Inc.				X	\$121,000.00	
PWA	3/25/2024	RFP 23-54	Towing Services	TBD		North Shore Towing						
								X			N/A	
<b>March Total</b>				<b>\$565,863.00</b>							<b>\$124,000.00</b>	
<b>Total to Date</b>				<b>\$2,884,862.00</b>	<b>24%</b>		<b>3</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>\$ 685,243.00</b>	
PWA	4/29/2024	No Proj #	2024 Capital Improvements Proj's. Construction Engr.	\$343,049.00		Terra Engineering Ltd., (LEP Eligible)						
					100%	Terra Engineering Ltd.,		X			\$343,049.00	
PWA	4/29/2024	Bid 24-05	2024 Water Main Improvements Project	\$4,578,387.00		Joel Kennedy Constructing Corp., (LEP Eligible)						
					2.18%	Orient Express Service, Co.	X				\$100,000.00	Asian (C)
					2.18%	Menini Trucking, Inc		X			\$100,000.00	
					0.96%	J.A.C.K. Contractor Services		X			\$43,928.00	
					0.25%	Chicago Cut Concrete Cutting, Inc.		X			\$11,250.00	
					2.18%	Ozinga			X		\$100,000.00	
					1.23%	Nels Johnson - SavATree			X		\$56,542.00	
PWA	4/29/2024	No Proj #	2024 Roofing and Envelope Repairs	\$595,316.00		Garland/DBS, Inc. (LEP Eligible- partial waiver approved)						
					6%	Futurity 19		X			\$37,475.00	
					29%	Kedmont Waterproofing		X			\$171,600.00	
PWA	4/29/2024	Bid 24-06	Independence & Larimer Park Renov.	\$3,384,000.00		All-Bry Construction Company						
					32%	CPMH Construction	X				\$1,084,000	Black or African American (C)
ED	4/29/2024	RFP 24-02	2024 Great Merchant Grants Prog. & Business District Landscaping	\$74,679.00		Herrera Landscape & Snow Removal						
					100%	Herrera Landscape & Snow Removal			X		\$ 74,679.00	
ED	4/29/2024	RFP 24-09	2024-2025 Business District Maint. Proj.	\$380,000.00		BrightView Landscapes, LLC (Not LEP-eligible)						
					41.45%	Maza Construction Corporation	X				\$157,500.00	Hispanic or Latino (C)
<b>April Total</b>				<b>\$9,355,431.00</b>							<b>\$2,280,023.00</b>	
<b>Total to Date</b>				<b>\$12,240,293.00</b>	<b>24%</b>		<b>6</b>	<b>6</b>	<b>5</b>	<b>1</b>	<b>\$ 2,965,266.00</b>	
PWA	5/13/2024	Bid 24-11	2024 Rebuild IL/MFT St. Resurfacing Project	\$2,711,904.14		J.A. Johnson Paving Company (Not LEP-eligible)						
					12.6%	Galaxy Underground, Inc.		X			\$341,976.00	
PWA	5/13/2024	No Proj #	MFT Street Resurfacing Construction Eng.	\$100,190.00		Christopher B. Burke Engineering						
					100%	Christopher B. Burke Engineering			X		\$100,190.00	
<b>May Total</b>				<b>\$2,812,094.14</b>							<b>\$442,166.00</b>	
<b>Total to Date</b>				<b>\$15,052,387.14</b>	<b>23%</b>		<b>6</b>	<b>7</b>	<b>6</b>	<b>1</b>	<b>\$ 3,407,432.00</b>	

CD	6/10/2024	RFP 24-10	Inspection and Plan Review Services	\$50,000.00		SAFEbuilt Illinois, LLC						
					25%	EC Purdy & Assoc.	X				\$12,500.00	Black or African American (C)
PWA	6/10/2024	Bid 24-26	Sidewalk & St. Light Improvement Project	\$1,181,221.75		Alliance Contractors, Inc.,						
					1.4%	Work Zone Safety	X				\$15,868.00	Caucasian
					0.7%	Precision Pavement Markings	X				\$8,029.75	Black or African American (C)
					7.1%	Rico Enterprises, Inc.		X			\$83,200.00	
ED	6/10/2024	RFP 24-19	Downtown EV Civic Plaza Plan, Engagement, Design, & Implementation	\$98,765.00		Living Habitats, LLC.,						
					100%	Living Habitats, LLC.,		X			\$98,765.00	
PWA	6/24/2024	BID 24-21	2024 Rebuild IL/MFT St. Resurfacing Project	\$2,711,904.14		J.A. Johnson Paving Company						
					12.6%	Galaxy Underground, Inc		X			\$341,976.00	
<b>JuneTotal</b>				\$4,041,890.89							\$560,338.75	
<b>Total to Date</b>				<b>\$19,094,278.03</b>	<b>21%</b>		<b>9</b>	<b>10</b>	<b>6</b>	<b>1</b>	<b>\$ 3,967,770.75</b>	

<b>LEP Penalty 41307 Fund as of 07.15.2024</b>
<b>Current LEP Balance was \$92,328.61</b>

2024 MWDEBE Goal Waived							
Dept.	Date	RFP/Bid #	Base Bid Amount	Project Title	Company	Reason Waived	
PWA	2/12/2024	BID 23-58	\$1,577,362.00	Service Center North Fuel Island Replacement Project	Stenstrom Petroleum Services Group (Rockford, IL)	Self-perform work: Precludes Subcontracting Opportunities	Work is highly technical and specialized work in nature and recognized the limited number of potential qualified vendors.
PWA	2/26/2024	BID 24-04	\$571,431.25	2024 CIPP Sewer Rehabilitation – Contract A	National Power Rodding Corp., (Chicago, IL)	Self-perform work: Highly skilled & specialized work (CIPP lining is relatively specialized work. As a 'trenchless technology', work is done to minimize or eliminate disturbance at ground level.)	CIPP sewer lining process occurs through existing manholes, where a new pipe is essentially installed within the old existing pipe. The process for smaller diameter sewers (<36") typically takes less than a day, and requires no excavation.
PWA	3/11/2024	RFP 23-59	\$38,744.00	Ice Refrig Maint. Svcs. Robert Crown Community Center	PremiStar LLC, (Wood Dale, IL)	Self-perform the work; They will utilize their technicians to perform the services requested.	Although PremiStar LLC., will attempt to use Boiler Source, HILLCO and RHL Insulation, WBE certified supply vendors for common materials, supplies, parts, etc.
PWA	3/25/2024	BID 23-14	\$69,189.25	2024 Summer Bus Transportation	Compass Transportation, (Chicago, IL)	Commodity Purchase	Commodity Purchase
PWA	3/25/2024	BID 24-01	\$115,000.00	Dredging of the Church Street Boat Harbor	Kovilic Construction Co., Inc. (Franklin Park, IL)	Self-performing the work	The process of dredging in an environment such as Lake Michigan requires the knowledge and experience of operating an excavator in water of varying depths and currents
PWA	4/29/2024	BID 24-03	\$542,680.00	Service Center Building D - 2024 Parking Garage Restoration	Monson Nicholas Inc., (Villa Park, IL)	Self-performing the work	Monson Nicholas Inc., specializes in the type of work being performed and does not subcontract the labor for this type of work. They will self-perform all work. The waiver request and explanation were reviewed and approved to be valid by the Project Manager.
PWA	5/13/2024	RFP 24-14	\$188,105.00	Robert Crown HVAC Maintenance	Great Lakes Plumbing & Heating Co. (Westmont, IL)	Self-performing the work	The contractor must be the original equipmt. manufacturer/authorized vendor of the OEM RCCC's HVAC system equipmt./use factory-trained technicians/must maintain an independent license for Schneider Electric's EcoStructure system for equipmt. monitoring.
PWA	5/13/2024	RFP 24-16	\$73,950.00	30" Filter Backwash Valves with Hydraulic Actuators	Independent Mechanical Industries (Elk Grove Village, IL)	Self-performing the work	The pipefitter is the sole trade on the project. The valves have been purchased and supplied by the City.

<b>PWA</b>	5/13/2024	BID 24-16	\$375,201.59	FY 2024, 2025, and 2026 Distribution System Materials	Water Products Company (Aurora, IL)	Commodity Purchase	Commodity Purchase
<b>CD</b>	6/10/2024	RFP 24-10	\$90,000.00	Inspection and Plan Review Services	B&F Construction Code Svcs, Inc. (Elgin, IL)	Self-performing the work	To maintain the framework of their company's standards and minimize risk B & F Construction Code Services

MWDEBE Committee Work Plan	Status	Next Step	Timeline
<b>Goal 1: Position Evanston's MWDEBE Committee as a leader in MWDEBE advocacy in Evanston.</b>	<b>Working Group Members: Angela &amp; Jared &amp; Kemone</b>		
Strategy 1: In collaboration with community partners, develop and maintain a MWDEBE directory that is accessible to the public.			
Tactic 1: Prepare and distribute an email form to gather directory information for MWDEBE businesses	Economic Development staff is updating the business registration process to include this information; MWDEBE committee has provided input	Launch new business registration process	7/2023
Tactic 2: Aggregate available business registration information on MWDEBE businesses to create a directory	Will be able to proceed as businesses register in the new system	Await new business registration process	7/2023
Tactic 3: Seek input from and / or collaboration with the Black Business Consortium, Evanston Chamber of Commerce and other potential partners.			
Strategy 2: Identify and assess the needs of the MWDEBE community through a minimum of quarterly initiatives and outreach efforts.			
Tactic 1: Survey businesses that identify as MWDEBE through the business registration process	Initial survey questions being collected	Finish survey and distribute to any businesses we currently have information for	Survey approved March 20, 2024; Send out to registered businesses on file prior to Apr 2024 meeting
Tactic 2: Host in-person and virtual listening events, including ward meeting attendance	Inaugural contracting fair held	Plan follow up events	
Strategy 3: Collaborate with the Economic Development Committee to facilitate discussion of their agenda items, allowing the MWEBE Committee to provide an assessment of impact on the MWDEBE community.	MWDEBE liaison serving on Economic Development Committee	Active engagement with agenda and full MWDEBE committee input	
Strategy 4: Seek opportunities to collaborate with community partners to provide networking and supportive programming for the MWDEBE community.			
Tactic 1: Provide an MWDEBE Committee presence at existing and planned networking events.			
Strategy 5: Prepare an annual report to the Mayor and City Council, summarizing actual versus proposed MWEBE participation in city budget items and related cost factors, as well as the assessed needs of the MWDEBE community and supportive activities of the MWDEBE committee.			
<b>Goal 2: Increase local firms that provide goods and services the City needs</b>	<b>Working Group Members: Bonaventure &amp; Krissie &amp; Devon</b>		
Strategy 1: Create a Supplier Diversity Program at the City that may include designing a training program for the purpose of increasing the capacity of local firms to provide the goods and services the City needs.			
Strategy 2: Review and evaluate the City of Evanston's procurement and competitive bidding practices in order to maximize opportunities for MWDEBE businesses.			
Tactic 1: Include questions about procurement and the procurement process in surveys, focus groups and biannual town hall meetings assessing the needs of the City's MWDEBE community			
Tactic 2: Post procurement opportunities 10 days earlier to the MWDEBE community			
Tactic 3: Actively advertise opportunities and recruit MWDEBE contractors for participation in the procurement process, including open houses featuring differnet vendors			
Tactic 4: Create a self-assessment and hold Q&A sessions to help MWDEBE businesses prepare for participating in the City's procurement process			
Tactic 5: Partner with workforce development organizations to provide training for MWDEBE growth in Evanston			
Tactic 6: Specify percentage of work/bids to be awarded to MWDEBE through contracting and subcontracting processes			
Tactic 7: Breakdown municipal contracts into smaller sizes to increase accessibility for small businesses.			
<b>Goal 3: Increase the number of local contractors that work as general contractors and subcontractors on major projects in Evanston</b>	<b>Working Group Members: Michael, Ernest &amp; Rachel</b>		
Strategy 1: Provide training, networking and business opportunities for MWDEBE businesses connecting them to major projects in Evanston, such as the NU stadium project			
Tactic 1: Launch a training center to create a pipeline for laborers into the trades, as well as supporting transtion from tradespeople to business owners			

MWDEBE Committee Work Plan	Status	Next Step	Timeline
Tactic 2: Create a directory of active contractors			
Tactic 3: Re-evaluate hiring criteria to increase work opportunities			
Tactic 4: Incentivize real estate owners with a possible tax incentive to utilize local small businesses			
Strategy 4: Increase access to small business training resources			
Tactic 1: Consider the SBA 8A Mentor/Protégé program to support a regenerative business environment in which local business mentor small businesses to gain greater access to opportunities			
Tactic 2: Consider a permanent home for small business assistance program for Evanston businesses, aimed at clearing obstacles to growth and opportunities			
Tactic 3: Engage with the high school to educate the promote small business and entrepreneurship, including training in the 8A program requirements			

Jared Davis Notes:

**Survey Feedback:**

- I think that questions #7,#8,#9 need to have mult. choice added for clarity.
- #10. CDFI? Maybe that's just abbreviated for our purposes and will be spelled out on the actual survey, but I don't know what that means.
- Additionally, would your firm be interested in or could it be beneficial for you to be listed as a local marketplace vendor.

**Questions / Comments for the Committee and City:**

Generally speaking, how do we (MWEBE & COE) get to a place where the "Business Case for Diversity" is to our advantage and not to our detriment? Diverse board leadership diverse management, diverse workforces all are proven to produce better outcomes. Municipals, orgs and companies who don't figure this out soon, will find themselves in a regulatory quandary, an employee shortage and a PR nightmare.

Yet it seems at every significant turn we try to make in the interest of our most vulnerable population, we are essentially penalized in a number of ways that are not seen by the untrained eye.

How do we not only figure out sustainable solutions internally, but help existing and potential partners of COE figure this out as well?

- Why are we (COE) not a desirable municipality to work with on bids for the projects we have available?
- How is it that we can't demand the requirements we desire as it relates to affordable housing and other major projects with developers?
- Why can't we manufacture / create/ produce and grow our own collective of developers who will not only abide by our requirements but who see it as an opportunity to partner with us to do what's right?
- We like to promote how we are examples to other communities and how we are "the first to (insert accomplishment here)". Wouldn't this be an amazing story we can all continue to (truthfully) tell about our little nimble community on the North Shore, that is taking matters into its own hands to help combat these critical, very solvable issues facing every community in the U.S.?
- Can we be creative with our Economic Development to foster conversations with our largest retailers, to help solve some of the existing and future mutual issues? Things like homeless persons in front of their stores affecting business and foot traffic and workforce development for employment in these stores. Surely this can be seen as an additional way to highlight their "good corporate citizenship", if nothing else in their eyes.
- Engaging our largest employers to partner on the initiative - for NU; this is an education equity issue, for Endeavour Health Syst; this is a health equity issue, for Hagerty Consulting; this is an equity issue regarding consulting in the areas they specialize in, for Underwriters Laboratories; this is equity based on their own mission statement "working for a safer world" - , Byline, BMO, Chase and Wintrust Banks; this is a financial services equity issue. And the list goes on.

This is not a request to just throw money at these issues and requests. **All of these entities have the human capital investment they can make at essentially no cost to them** - a Community engagement component, an investments arm, a strategic planning component and boards of directors consisting of

individuals who have created, adopted and nurtured effective ideas into well executed strategic plans on small and large scales.

We (the City of Evanston) offer a myriad of attractions to existing and potential partners from tech & innovation opportunities, to lakefront access, to multimodal transportation opportunities, to youth engagement, career pathways, access to a large manufacturing sector, world class arts & entertainment and incentives I am not even mentioning here.

There has to be someone(s) on the COE payroll (or at some school at NU) who can help us come up with a creative video or tiktok presentation series, to drive these points home in a creative, succinct and effective manner to help tell our story and get us on not only the right track, but on the right side of history.

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# Award Proposal

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To: Minority / Women / Disadvantaged / Evanston Business Enterprise  
Development Committee  
From: Angela Wilson Pennisi  
Kemone Hendricks  
Ernest Noy  
Date: March X, 2024

The purpose of the M/W/D/EBE Development is *To identify and assess the needs of the M/W/D/EBE community on a regular basis, develop a program to address the established needs of the M/W/D/EBE community* and the City of Evanston's vision is *Creating the Most Livable City in America*.

Establishing two awards that highlight the community contributions of M/W/D and Evanston small businesses supports both this vision and the purpose. We want more companies contributing to the livability and vibrancy of Evanston, and highlighting the contributions of a M/W/D and Evanston businesses provides an avenue for promoting all nominees, encourages continued contributions to Evanston by these businesses, and allows the nominees and winner to promote their business through this recognition.

#### Eligibility Criteria:

We debated the benefits of awards focused on community contributions of Evanston businesses versus awards highlighting valued and appreciated Evanston businesses and would like the committee's input on what qualities we wish to recognize in this process.

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We recommend two awards, one recognizing an Evanston-owned M/W/D business and another recognizing an Evanston-owned and based business without requiring M/W/D ownership.

Utilizing a standardized nomination form, the committee would determine the eligibility of the nominees, including consideration of Small Business Administration eligibility requirements:

- The business must be in operation and operate for profit
- The business must not exceed the SBA definition of “small”, referencing the [North American Industry Classification System guidelines](#) related to sales and number of employees
- The business must not be a type of [ineligible business](#)

We recommend collaborating with the business districts, Special Service Area organizations, and [Enjoy Evanston](#) to promote the award. Once the committee has established the eligibility of the nominees, members of the community would vote online to determine the winning businesses. The awards would be presented during the Evanston Mayor’s State of the City Luncheon, typically held in March of each year.

We recommend a monetary award or grant for each recipient, ranging from \$2,000 to \$5,000, to either support their business’ work in the community, encourage continued contributions to the City of Evanston, or simply to recognize excellence.

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# Angela Wilson Pennisi

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## Award Proposal

To: Minority / Women / Disadvantaged / Evanston Business Enterprise  
Development Committee  
From: Angela Wilson Pennisi  
Date: January 12, 2024

The purpose of the M/W/D/EBE Development is *To identify and assess the needs of the M/W/D/EBE community on a regular basis, develop a program to address the established needs of the M/W/D/EBE community* and the City of Evanston's vision is *Creating the Most Livable City in America*.

Establishing an award that highlights the community contributions of a M/W/D/EBE business supports both this vision and the purpose. We want more companies contributing to the livability and vibrancy of Evanston, and highlighting the contributions of a M/W/D/EBE business provides an avenue for promoting all nominees, encourages continued contributions to Evanston by these businesses, and allows the nominees and winner to promote their business through this recognition.

I would recommend collaborating with an existing Evanston awards event, such as the Evanston Chamber of Commerce or the Evanston Community Foundation to present the award. We could consider seeking nominations from each of the business district associations in Evanston to include businesses from all neighborhoods in the city. The nomination and award process itself could generate enthusiasm and excitement by providing a public voting process that the businesses could engage in with their customers and clients. The award could include a cash grant to support their work and encourage continued contributions to the City of Evanston.

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