

## **DOWNTOWN OAK PARK BOARD MEETING**

**TUESDAY, APRIL 14 2020**

**Location: Remote via Zoom (covid19)**

### **PRESENT:**

**Board Members:** Jeff Long, Mike Fox, Cindy Summers, Robbin O’Harrow, Craig Faylor, John Lynch, Mary Ludgin, Eric Wagner, Judith Lalor, John “Woody” Linton.

**Absent:** Naiyana McCaffery

**Staff:** Naomi Soto, Anna Kosowski, Shanon Williams, Jeff Eng

The Downtown Oak Park Board of Directors meeting begins at 8:35 a.m. with a report from DTOP Director, Anna Kosowski as we wait for the rest of the group to join via Zoom.

### **DTOP DIRECTOR | ANNA KOSOWSKI:**

#### **Merchant Advisory Committee Zoom meetings**

- March 19
  - In place of regular meeting.
  - Viktor with OPEDC attended to answer business financial resource questions.
  - 11 attended.
- March 26
  - MAC requested a follow up meeting
- April 9
  - Executive committee requested MAC input
  - Discussed COVID-19 effect on 2020 marketing & promotion plans MAC recommendations:
    - Follow City of Chicago procedures
    - Cancel Uncork & Art dans la Rue
    - Tentatively move TNO to start late July through Oct
    - They liked idea of a wine event early October in place of Oaktobefest
    - Look into district-wide delivery service
    - Develop DTOP Delivers web page to have more features
    - Discount on professionals to help with e-commerce

### **COVID-19 COMMUNICATION**

- March 15 - Social media message: Local businesses are OPEN | Support Local
- March 16 - Naomi gathered content & we launched webpage:  
<https://www.downtownoakpark.net/businessupdates-covid19/>
- March 17 - Shanon coordinated with VOP & Naomi promoted eight 15-minute pick-up parking spots available.

- Shanon sending out weekly merchant email communication
- Sharing great OPEDC & Chamber resources
  - We are sharing merchants social media posts daily on Facebook & Instagram
  - March 30 - We sent an email requesting merchants to send us their content so we could do a paid promoted social media post for them on Downtown Oak Park's page - we received 18
  - Eblast sent to DTOP list (5,000 recipients - 23% open rate; 20% click thru rate) sent April 6 + Wednesday Journal list (7,600 recipients) & Oak Park Eats list (2,300 recipients) on April 7
- *Connect with local businesses + Lake Street Improvement Project begins*  
<https://conta.cc/2yASGG8>
- Wednesday Journal results; 7,684 Delivered / 3,524 Total Opens / 542 Clicks
- Oak Park Eats results; 2, 087 Delivered / 1,365 Total Opens / 187 Clicks
  - Message sent from a merchant they received from a customer: *"I was about to order from a giant, online retailer (that shall not be named) when I got an email from Downtown Oak Park listing the local stores that were open online. And I was happy to see that you were!"*
  - Currently updating DTOP Delivers webpage -  
<https://www.downtownoakpark.net/businessupdates-covid19/>
    - Promoting through social media & WJ digital banner ads
    - Updating page design & features
    - Adding photos
    - Adding banner & "look" to page
    - [www.dtopdelivers.com](http://www.dtopdelivers.com) redirects to page

## LAKE STREET STREETScape COMMUNICATIONS

- **52 Reasons to Experience Local launched:**  
<https://www.downtownoakpark.net/52reasons/>
- Incorporated in *S upport Local Businesses During Difficult Times* e blast:
- Downtown Oak Park businesses need your support now more than ever. [Click here](#) for up-to-date information including which businesses are currently offering delivery, curbside pick-up, online shopping, online gift cards & virtual tip jars:  
[downtownoakpark.net/businessupdates-covid19](https://downtownoakpark.net/businessupdates-covid19)
- When you shop here, you support your friends and neighbors
- Your dollars have local impact
- A commitment to jobs in our community

Still need more reasons to experience local? [Here are 52.](#)

- Window clings & trash compactor with reasons - to come soon.
- Sharing on social media

Postcard - needs edits after event changes etc. - Board feedback, move forward with it?

- Add 52 reasons & DTOP Delivers in place of event schedule
- Insert in WJ?
- April construction narrative: Construction details - closure, detour info. + Lake Street Improvement Project WHYS
  - Share Better Lake Street information  
Included in April 6/7 Eblast to DTOP & WJ lists
  - <https://conta.cc/2yASGG8>
  - Naomi created social media post on FB & Instagram
  - Naomi updated on downtownoakpark.net homepage
- Better Lake Street Reward Program
  - Shanon creating Better Lake Street Reward Program envelope
  - Naomi updating web page coming soon
  - Begins May 1st - added: *Receipts from online shopping & food delivery purchases will also be accepted!* Gift certificate purchases will also be accepted.
- Continue to communicate:
  - Reward Program
  - Better Lake Street construction details
  - 52 Reasons to Experience Local
  - DTOP Delivers

Downtown Oak Park Board of Directors meeting was called to order by President Cindy Summers at 8:53 a.m.

***Motion to Approve March 2020 Meeting Minutes***

**Moved:** Mary Ludgin

**Second:** Mike Fox

**All in favor:** Unanimous

***Motion to Approve March 2020 Financials***

**Moved:** Mary Ludgin

**Second:** John Linton

**All in favor:** Unanimous

**DTOP TREASURER | MIKE FOX:**

“We are trying to figure out how the rest of the year will continue but unfortunately most of our events balance themselves out.

- Financially we're okay
- Okay with dipping into reserves to help our members and merchants during this uncertain time.

Cindy

- We had an executive board meeting two weeks ago to try to get ahead things during this uncertain times.
- So much uncertainty
  - Gov. doesn't want group gatherings this summer
  - We know some other places (miniapolis) are canceling all of their programs and events this summer.
- If we cancel our events, what does that look like?
- MAC feedback?

Shannon

- We met with MAC regarding events and moving forward
- Pritz. Doesn't want large events
- MAC aware of difficulty with large gatherings
- Move TNO from August to October with adjustments
- Larger events:
  - Move Oktoberfest or move our wine event to October
  - Problem: we need months and months to plan events
    - With the amount of uncertainty, we need to decide what we want to do today so we can start planning or plan something else.
    - Shannon doesn't feel it's worth our time and energy on these events because people aren't
  - TNO is easy to plan and we could pull that together.

Mary Ludgin

- Other parts of the world are slowly starting to open up.
- We will get insights from around the globe.

Tammie

- Village is planning to cancel the day in our villages, 4th of July fireworks.
- Haven't publicly announced it.
- Doesn't think events in fall is realistic
- Doesn't feel planning a big event is worth DTOPs time

Cindy

- Touch on budget scenarios

- Cancel summer events option
- If we cut all events for whole year

Jeff Eng

No events for 2020

- 1st 4 columns is in the budget
- Revised in Jan

No Summer Events

Page 1

-5th column of numbers

- took out the numbers for TNO & Uncork sponsorship
- took out numbers for fall events

First page is revenues we'd be missing if we pulled these events.

Go to page 5

- Did same thing on expense side.
- Took out expense side
  
- Impact on whole budget is on the last page on the bottom line of budget
  - Net revenue
  - In Jan we had a 23k cushion
  - If we take out the summer events we add a 18k cushion
  - If we don't have any events it will increase it by 5k
  - Summary Summers: without any summer events we will have net revenue after reserves 46k.

Cindy:

- Maybe we continue with some sort of food event

Shanon

- Looking into ways to

Tammie

- Is there a way to modify the BLS reward program so that people come shopping in DTOP before christmas
- Makes more sense to do things that don't involve group gatherings

Shanon

- We added gift card receipts, curbside pick up, delivery
- People can shop online without being in the store.

Cindy Summers

- BLS ends, is when DTOP shoppers rewards begins.
  - Could an overlap cause issues?

Shanon

- Our starts Nov 1st
- BLS stops Oct 18
- No overlap but will be hard for people being used to the BLS program.

Anna

- Different ways we could do TNO
  - Turned into some kind of delivery option

Shanon

- Something we could explore and could cut costs without music and table rentals and tents.
- We could potentially figure out a way

Anna

- Try to do a DTOP thursday night out delivery day

Cindy

- Seems clear that we should cancel all major events for the year.
  - Uncork
  - Oaktoberfest
  - ADLR

Shanon

- Do we want to keep Winter Events?

CIndy

- Lets wait to see
- TNO can be modified and planned/cancelled on short notice.
- Have to be flexible from budget standpoint
- SideWalk Sale
  - Not a gathering event
  - Do we want to have that on hold?

Anna

- Could tie things into a Digital event

Shanon

- Tie in BLS
- Include Hemingway District

Cindy

- Be done more than once

Cindy

- Potential for Delivery service

Shanon

- Touch base with some of the drivers that already deliver or the district

Cindy

- Customers prefer delivery
- Time consuming for merchants
- Long term shift in businesses - how do we support this shift

Tammie

- The stay at home order does not allow non-essential businesses to have a delivery service.
- Only those serving food
- They can have an online presence
- Not allowed to have a delivery service

Cindy

- We should plan for when the stay in place order is lifted how do we support the delivery process for merchants.

Anna

- Create a delivery package
- Create different tiers

Shanon

- Doable
- MAC committee is in support of
- We can work on right now

Robbin

- Can set us up with Yurik & others.
- Got set up on GrubHub
- Jimmy at Poke Burrito created a delivery idea

Shanon

- Jimmy never followed up after that meeting but will follow up with Jimmy
- MAC was really excited about the potential of this idea.
- We can work on setting up and rolling out when shelter order is over to give to all merchants to use.

Robbin

- Focus on the positive

Anna

- Hope dtopdelivers.com will help in redirect
- Will remove/update

Cindy

- Large events are cancelled for the year
- Side walk sale, dtopdelivers,
- TNO is potential option for modified event
- Hold on Winter events as we see how the year plays out

### **Cindy - Wanted to hear from non-retail businesses**

- What do services businesses need?
  - Jeff long: so much up in the air
  - Different types of cleaning products
  - Might be restrictions with how many people will be able to begin the gym at once shelter in place.
  - Prepping gym for reopen
- Revisit how we can help service businesses after shelter in place if lifted

### **How is Willis Johnson?**

- They are fine
- Had to layoff 450 people
- Doesn't know what the future holds
- Trying to get by, hard because he's aging.

### **Annual Meeting**

- Need to make this virtual
- Usually do it by Proxy
- Jeff sent out 116 letters and invoices and received 21 paid membership back
- Might be problem with mailing system
  - Jeff should send out a reminder
- Shanon: in the bylaws do we have to have our annual meeting in May? Yes.
  - Virtual
  - Voting
  - Statement from Shanon & Cindy

### **Tammie Village of OP**

- OPEDC is having some webinars | OPEDC has been very helpful



- Village is 102 active cases
- Number of senior buildings with cases
- Trying to work with them to prevent further disease

*Good news:* we have been able to move the projects much faster and be done sooner.

- Because garages haven't been used as frequently so we've been able to finish Holley Court updates.
- Will there be any acceleration for DTOP construction project?
  - Tammie has a meeting today to discuss BLS in dtop and the projection of the end date. Will let us know if the project is projected to move faster than planned.

John Lynch OPEDC is available to talk to merchants that may have any questions on how to move forward.

Robbin

- Requested signage BLS

Shanon

- Will reach out to Sally for signage

BLS Reward Program

- Finishing envelop
- Booklet produced next
- People can begin saving receipts

Landscaping

- Is essential businesses
- Woodlawns is coming out April 22nd to put in planters
- Randy is back on 5 days a week | contact Randy if anyone sees anything out of place

Mary Ludgin

- Shanon will touch base regarding governance.
- Monitoring

Eric Wagner

- Funded hotel, motel tax
- Big hit on budget, hoping to hang in there and stay strong. Challenging time
- Marketing standpoint: stay home and inspire people to travel when it's safe again.
- Trying to adapt and navigate the new way of tourism after this.
- Virtual tours? Home and Studio just released a new tour, Brookefield Zoo - bring zoo to you virtual tour.
- Joe Kremel might be of use.

Cindy meeting adjourned at 9:53am

- Mary
- Mike fox
- All in favor