

DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING
JULY 14, 2020
VIA ZOOM

Present: Cindy Summers, John Lynch, Eric Wagner, David Schrodt, Robbin O'Harrow and Tammie Grossman

Staff: Shannon Williams, Anna Kosowski, Naomi Soto

Absent: Naiyana McCaffery, John "Woody" Linton, Judith Lalor, Mary Ludgin and Jeff Long,

The Downtown Oak Park Board of Directors meeting was called to order by President Cindy Summers at 8:37am.

No quorum to approve June 2020 board meeting minutes & financial report. Board of Directors will review & approve during the August 2020 board report.

DTOP TREASURER // Eric Wagner

Eric gives his financial report for July 2020.

- Better Lake Street rewards program - 25k from village
- Seperate checking acct set up from the village - 15k left over
- Visit OP Planting - village doesn't have money to fund plantings.
- Extra reserve account - monthly budgeted acct for June 1
- Snow reserve acct 37k
- Gift certificate 8k sold, 7k redeemed

DTOP EXECUTIVE DIRECTOR // Shanon Williams

Shanon discusses the \$25k grounds & maintenance budget cut from the Village for 2020. DTOP can handle 2020 without 25k, but will not renew the McAdams contract if the budget is cut next year. The Village will take over if they do not pay 25k towards DTOP's grounds & maintenance budget.

Small Business Task Force

John Lynch on the business recovery task force —

- As things move from phase 3 to 4 it would be helpful to have a task force to gather ideas about what could be done to recover small businesses.
- **Members: Deno Andrews, Simone, Tammie Grossman, Kara, Liz Holt, John Lynch, Andre from Mulatta, Mike Fox, Michelle Vanderlaan, Christian Harris, Corey Wesley, etc.**
- The task force meets once a week.
- Safety pledge - businesses can take the safety pledge & receive a certificate.
- A lot of the focus has been on increasing the marketing & promotion of the businesses, village and individually.

- OPEDC branding from last year is being used. Window clings with “it’s good to be open”.
 - Idea: all business districts can put them in their windows that promote that they’re open. OP is open, and supports their small businesses.
- Michelle Vanderlaan has window clings for DTOP merchants.

OPEDC EXECUTIVE DIRECTOR // John Lynch

John Lynch gives an update on developments —

- New retail is going to be a struggle for a while.
- Multi-family development has continued strong interest.

DTOP PRESIDENT // Cindy Summers

Cindy expresses concern over the loss of office customers —

- Office workers provided great business in dtop.
- Wondering if there’s a way to collect data to figure out what kind of shoppers we have in DTOP.
 - John Lynch suggests surveying customers.
- Cindy — Customers are so different from who they were.
- Tammie offers to look at permit data from the local garages. Garage permits are 50% lower than last year.

VOP // Tammie Grossman

- Tammie provides details on the VOP small business grant for all merchants. Grant covers businesses with fewer than 10 employees and is first come, first serve.

DTOP DIRECTOR // Anna Kosowski

MAC Meeting Updates

- On average, 5-10 merchants attend the MAC meetings with feedback for us.
- DTOP Sidewalk sale postponed, but Hemingway is going to continue.
- Merchants help provide ideas —
 - Feedback on marketing & promotion.
 - Focus on safety.
 - We created a list of reminders for the community.

Cindy Summers

- Construction
 - Things on schedule, moving along quickly
 - Next big thing — closure of Lake & Marion for construction. Starting July 20th
 - Thursday night — lot 3 will be closed.
 - Book Table — no wheelchair access. No sidewalks
- Parking
 - Cindy is concerned with fellow merchants taking advantage of the 15min parking spots. Tammie offers to make a few calls to specific merchants

Shanon / Governance

- Governance Committee members: Shannon Williams, Mary Ludgin, Judith Lalor & Eric Wagner.
- Shannon is looking to set up a meeting with Kristen Halverson and Cindy Summers.
- Outdoor Dining details —
 - Westgate is closed to traffic & home to the new Outdoor Dining in DTOP. Westgate has 10 picnic tables which are regularly cleaned by Randy.
 - Westgate picnic tables are well received by the public & businesses.
 - Thursday Night Outdoor Dining is moving slower.

PR Report with Jenny Shepherd

- DTOP hired PR Specialist, Jenny Sheperd
 - <https://www.fox32chicago.com/video/688782>
 - <https://www.chicagotribune.com/suburbs/oak-park/ct-oak-outdoor-dining-tl-0604-20200529-tubqrm4xq5dtpgrtp3nvo54ioe-story.html>
 - <https://www.nbcchicago.com/news/local/retailers-prepare-for-customers-to-return-to-stores-in-illinois-phase-3/2279632/>
- We continue to post business updates for merchants on our social media channels

Homeless Issues

- Homeless leaving garbage & boxes all over downtown.
- Shanon met with Homeless Coalition to get some ideas;
 - Housing Fwd has a street team that will respond to homeless disturbances.
- DTOP will create a webpage on homelessness resources for the community & merchants.

REMINDER: Please attach June minutes and financial report for review.

Motion to adjourn the June Board of Directors meeting by President, Cindy Summers at 9:51am.

Moved: Tammie Grossman

Approved: John Lynch