

## **DOWNTOWN OAK PARK BOARD MEETING**

**TUESDAY, MARCH 10 2020**

**1010 Lake Street, Suite 114**

**Oak Park, IL 60301**

### **PRESENT:**

**Board Members:** Jeff Long, Mike Fox, Cindy Summers, Robbin O'Harrow, Craig Faylor, John Lynch, Mary Ludgin, Naiyana McCaffery, Eric Wagner, Judith Lalor, John "Woody" Linton.

### **Absent:**

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

The Downtown Oak Park Board of Directors meeting was called to order by President Cindy Summers at 8:33 a.m.

### ***Approve Feb 2020 Meeting Minutes***

**Moved:** Mary Ludgin

**Second:** Jeff Long

**All in favor:** Unanimous

### ***Approve Feb 2020 Financials***

**No vote;** The DTOP Board of Directors did not vote for financials because they were not provided in the meeting packet. Shannon will attach the Feb 2020 Financials in the next meeting packet for review and approval.

### **DTOP ACCOUNTANT | JEFF ENG — Budget Overview**

Jeff states that he feels the finance committee has a good understanding of where the numbers are and proceeds with an overview and breakdown of how the budget is set up;

### **REVENUE:**

- SSA & Tiff
  - The biggest portion of our budget comes from the commercial property owners DTOP as they have a special line item on their tax bill which funds our budget.
  - Village gets money from the county and gives it to DTOP.
  - This does not include condo buildings.

- Marketing Revenue;
  - Money that comes in for each event.
  - Uncork, TNO, Oaktoberfest
  - Tix revenue
  - sponsorship / participation fees
- Gift Certificates
- Landscape & Maintenance | Village funded
  - Reimbursed \$25,000
  - Holiday grant \$5,000
- Membership
  - \$50 per member
  - 2019's total was last \$4,000
  - Shanon to send out an outline of membership voting rights.
- Street Banner Program
- Interest and dividends from bank
- Misc.

**2019 Revenue: \$930,908**

**EXPENSES:**

Personnel & Grounds and Maintenance

- \$231,000 salary for staff
- Consultants — (Ellen Shepherd)
- Parking, conferences, professional dues/subscriptions
- Woodlawns & McAdams
- Holiday Season Decor

Finance

- Credit cards
- Annual meeting
- Awning program
- Banner program
- Any costs involved in putting meetings on; MAC, Annual, Board, etc.

Office Admin,

- Rent
- Utility
- Supplies
- PR
- Tech

## Marketing Events

- On budget

## RESERVES:

What are reserves for? We put aside for the years when we are over budget and supplement. For example, we have reserves for when there's an excess amount of snow.

- \$50,000 in reserves
- \$5,000 for snow reserves.

## BANK ACCOUNTS:

- General operating account
- Charge account
- Gift certificates (always a \$0 account balance since what goes in gets taken out)
- Reserves; budgeted 40k total for reserve & snow reserve
- Accounts receivables
- Shoppers Rewards Program; gets budgeted for this year but the numbers are for the prior year's program.
  - DTOP gave out/spent \$67,850 in Shoppers Rewards rebates. We had a budget of \$80,000. Roughly \$12k left over.

## EVENTS:

- Summaries of events
  - TNO
  - Oktoberfest: \$92,000 in revenue - \$92,000 in expenses = evens itself out.
  - Winterfest costs DTOP \$6,000
  - Uncork

## DTOP DIRECTOR/ ANNA KOSOWSKI

### Lake Street Construction begins in April

- Village / Better Lake Street PR / [betterlakestreet.com](http://betterlakestreet.com)

### Shop Local Movement // 52 Reasons to Experience Local

- Goal is to focus on positive marketing message
- Each of the 52 reasons will emphasize the goal
- Website will house the 52 reasons and give an explanation to what 52R is.
- Placements;
  - Trash compactors

- Email blasts
- Ads
- Social media #ExperienceLocal
- Window clings
- Would live on beyond construction

### **Story Walk**

- Partnering with OP Public Library
  - 3 month event
  - Individual pages will be on business windows
  - Construction themed books

### **Better Lake Street Shoppers Rewards Program**

- 4k booklets to give out. \$25/ 2 per household.
  - Make sure to highlight WHILE SUPPLIES LAST.
- Program will run until the end of May.
- Cece will be running the program
- Working with Better Lake Street to get this going
- Shanon signed a contract for DTOP staff to take on the project.
- Envelopes and marketing of the program is in the works now.
- Oak Park Ave infrastructure construction going on now.

### **Merchants Communications**

- Emails sent out to merchants with updates, deadlines and other important information.
- Meetings scheduled and held to share details regarding current topics.
- Postcard with A5 | MAC felt the reasons “*why*” the construction project is taking place needs to be on the postcard.
- Social media
- Email Blasts
- Giveaways
- Sharing Better Lake Street details.

### **Merchant Ambassador Program**

- The MAC came up with an idea to have a few “key” merchants as ambassadors for Better Lake Street construction project. These ambassadors will teach their fellow merchant neighbors how to better explain the upcoming project to not only their staff, but their customers so that one message/story is being shared.

## **Merchant Mingle**

- March 19th @ lake street kitchen + bar

## **Parking**

- GPS feature has been added to the DTOP parking map. Users can now get directions to local parking garages.
- Joe Kremel from the Village is making a video promoting the garages.

## **VILLAGE OF OAK PARK REP | CRAIG FAYLOR**

Parking Garage Updates — concrete falling

- Parking garage updates will require that 10-15 spaces are blocked off at a time.
- Communications being sent out this week, updates start next week.
- Emerson Garage is having tech and stairwell issues.

## **GOVERNANCE | MARY LUDGIN**

Committee members:

- John Lynch (opedc)
- Shanon Williams (dtop)
- Mary Ludgin (owner)
- Judith Lalor (Little Gem/merchant owner)

Mary would like to develop packet for incoming board members;

- Gaps
- List of profiles of current board members
- Humanizing the board
- Element of what DTOP does
- 11 board members created December 1973
- Possible candidates: Kristin Halverson, Andrew Yull or Susy Goldsmith (byline bank)

## **Cindy Summers — Village Board**

- EEC; Environment & Energy Commission
- Village asked businesses to limit single use of plastics.

## **OAK PARK ECONOMIC DEVELOPMENT COMMITTEE | JOHN LYNCH**

Property Tax assessments

- 12 days ago new reassessments came out
- People freaking out / residential and commercial
- Assessments / overall assess value went up about 30%

- Property tax is likely to stay constant
- Commercial is different / increase in assessment is most likely an increase in taxes.

**Meeting adjourned at 10:11 a.m. by Downtown Oak Park President, Cindy Summers.**

**Moved:** Mike Fox

**Second:** Judith Lalor

**All in favor:** Unanimous