

DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES
December 8, 2020
VIA ZOOM

PRESENT: Cindy Summers, Jeff Long, Viktor Schrader, John “Woody” Linton, Eric Wagner, Naiyana McCaffery, Judith Lalor, Mike Fox, Tammie Grossman, Mary Ludgin, David Schrod, Robbin O’Harrow

Absent: Kristen Halverson

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

The Downtown Oak Park Board of Directors meeting was called to order by President Cindy Summers at 8:31am via ZOOM.

Motion to Approve November Minutes:

Approved: Eric Wagner

Second: Tammie Grossman

All in favor

— Motion Carried —

Motion to Approve November Financial Statements:

Approved: Tammie Grossman

Second: Mike Fox

All in favor

— Motion Carried —

Finance Report – Eric Wagner

- Summary of Nov2020
 - DTOP remains on budget
 - Extra reserve \$124k
 - Snow reserve \$86,463
 - McAdam snow savings \$3,075
 - Gift certificates - less sold/redeemed this year than last year.

Village Report – Tammie Grossman

- Outdoor Dining
 - Working with restaurants to try to decide outdoor dining concepts/options with Aria Group for winter time.
 - Potential closing of westgate
 - Restaurants don’t think the tent concept works for them. They prefer something in front of their business.
 - Village will pay for tents/scaffolding
 - Restaurant responsible for heat & plastic
 - Outdoor dining has to have 2 sides open - state rule - covid numbers increased
- Village Marketing effort

- VOP hired A5
- Pick Oak Park
- Holiday lights
 - 5,000 for DTOP lights
 - Lights & garlands in other business districts
- Covid update
 - Village planning for distribution of COVID19 vaccine

OPEDC Report - Viktor Schrader

- Development updates
 - US Bank drive through 84ft apartment building approved - bank open till end of Jan21
- 203 S Marion
 - Working through approvals
- Albion is close to a lease for commercial
- Personal service interest, decrease in retail interest
- Fannie May closing after holidays

Holiday Happenings – Shop our Stores campaign highlights! – Shanon

- Cookie Tin Giveaway
- DTOP holiday video
- Holiday light cruise
- Gift Certificate promotion - buy 100, get 25 free - 2 per household - while supplies last - 5k budget - expire march152021
- Virtual visit with Santa
- Virtual gift guide
- Storywalk on Marion
- 3 Saturdays before christmas

Shoppers Rewards Program –changes - Shanon

- Accepting gift card purchase certificates
- 3 books per household

Social Media/Advertising numbers - Anna

- Directing people to SOS webpage

New Business

- After holiday, first quarter 2021
 - Recovery taskforce
 - 2-3 members from MAC committee
- Grant for heaters to restaurants
 - Obstacle
 - Thin budget & heaters are expensive

- Maybe DTOP can underwrite heaters for merchants that need it
- New website coming January 2021

Old Business

- Homelessness Coalition port-a-potties
- Strategic Plan/Governance

Consent Reports:

a) Executive Director – Shanon Williams

b) Marketing Director – Anna Kosowski

c) Digital Communication Report – Naomi Soto

Meeting adjourned at 9:28am by Cindy Summers