

DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES
February 9th, 2021
VIA ZOOM

PRESENT: Cindy Summers, Jeff Long, John Lynch, Eric Wagner, Mary Ludgin, Judith Lalor, Mike Fox, Tammie Grossman, David Schrodt

Absent: Robbin O’Harrow, Naiyana McCaffery, John Linton

Staff: Shanon Williams, Anna Kosowski, Naomi Soto

The Downtown Oak Park Board of Directors meeting was called to order by President Cindy Summers at 8:35 am via ZOOM.

Motion to Approve January Minutes:

Approved: Mike Fox

Second: Eric Wagner

All in favor

— Motion Carried —

Motion to Approve January Financial Statements:

Approved: Mike Fox

Second: John Lynch

All in favor

— Motion Carried —

DTOP Treasurer, Eric Wagner --

As expected, January was a quiet month and came in under budget.

- Page 1 - SSA: The Village has been invoiced for the First Quarter SSA and receipt of money is expected within the next week or two.
- Page 1 - Holiday Light Grant 2020: \$5,000 for last year's Holiday Light Grant was received from the Village.
- Page 4 - Extra Reserve and Snow Reserve Accounts: The Extra Reserve Account totals \$128,171. The Snow Reserve Account totals \$55,507, which is made up of \$46,282 as budgeted plus an additional \$9,225 for (NOV, DEC, and JAN) if the snow stays under a total of 30 inches for the winter.
- Page 5 - Gift Certificates: Of the \$5,525 in Bonus Gift Certificates given out during the holiday season, only \$550 have been redeemed as of January 31st.
- Page 5 - Shopper's Reward: As of January 31st, 709 books with a value of \$35,450 have been given out and only \$4,090 have been redeemed. This compares to 1,117 books last year with a value of \$55,850 and \$12,170 redeemed.

VOP, Cameron Davis --

- **VOP Vaccination program**
 - VOP receives 1,000 doses on a good week
 - Healthcare, police/fire workers & seniors are top priority
 - Drive thru appointments
 - More info on village website
- **Business assistance loan program**
 - \$500k loan program
 - \$300k given out
 - \$200k remaining

OPEDC Executive Director, John Lynch --

- Lots of interest in leasing -- business expansions & new business
- Willis Johnson is close to signing Fannie May space to Bath products retailer.
- Albion 2 spaces leased:
 - YogaSix
 - STRIDE (treadmill studio)

DTOP Director, Anna Kosowski --

- Components:
 - Spring / Renewal messaging (launch March)
 - Plant Sale (in beginning of May)
 - Trivia on webpage with prizes
- Artist Commission:
 - Bill Renzulli selected for our 2021 artist commission - he was a favorite from last year & his work will complement the new Lake Street
- Feb. Marketing Efforts/Other:
 - Valentine's Day Gift Guide (Naomi created) -- Social media ads + Wednesday Journal eblast
 - Park District Program Ad
 - One Earth Film Festival - Sponsorship
 - Wednesday Journal Answer Book Ad
 - Sharing Take Out 25 & Pick Oak Park Content

DTOP Executive Director, Shannon Williams --

- Membership Drive: Discussing the idea of waiving the membership fee this year in lieu of the financial hardships of the merchants. I am checking with our attorney to see if that would be possible understanding that only members in good standing can vote at our annual election. If we cannot waive the fee we could look at refunding it or give them credit? Thoughts and input on this from the Board:

- Offer merchants a “Pay membership, Get \$50 DTOP gift certificate” (with expiration date) incentive.
 - Up the offer to \$75 - John Lynch
- Members suggest recruiting Jimmy Chen, owner of Poke Burrito to join the Board.
- Member Decline: 2020 paid members: 49 vs. 2019 paid members: 118
- Signage Grant Idea: Staff had the idea of offering merchants a small sign grant. We noticed that many businesses have hand written signs in their windows. We would limit the grant to a small amount and partner with Visual Impact Media who would work with the individual business. I would like Board input on this idea.
 - CONSISTENT COVID SIGNAGE
 - Cap per business
 - Indoor dining, new updates signage
- Carryover Monies: We have a surplus of \$30,000 moving into February; \$10,000 from 2020 and \$20,000 carrying over from January. I would like to ask for ideas as to programs or grants we might be able to offer our merchants with the funds. Jeff and I did discuss waiting until March 15 to see what we may have left over from the rebate program, as we budget \$80,000 and are trending down 40% on redemptions. The idea would be to use the unused funds from the rebate and the \$30,000 to offer some type of grant or funding to help merchants? Ideas from Board:
 - Give to customers for parking
 - Essential workers
 - Non-profits
- Nominating Committee 2021: The governance committee usually acts as the nominating committee but if there is anyone interested in being on this committee please let me know. We need to discuss three open seats and officer nominations for our 2021 election. I have attached our current BOD term document for discussion with the full board at this month's meeting.
 - Possible Nominees; Albion Developer, Paul Beckwith, Willis Johnson.
 - Who will be President? Vice President?
 - Eric Wagner, Jeff Long & Judith Lalor terms are up.
 - Judith will rejoin as a member. Stepping down from VP
 - Eric will rejoin as Treasurer
 - Waiting for update from Jeff Long
- Homelessness Port-a-Potty Update: The 2 portable toilets were installed last week on North Blvd, across from TJI Friday's. The Homelessness Coalition raised the money to

pay for them through sponsorships. DTOP signed the contract with Service Sanitation for two months. We will be monitoring them and if we see any problems we will have them removed. They will be serviced twice a week with the option to have them service more if there is a need.

Consent Reports:

- a) Executive Director – Shanon Williams
- b) Marketing Director – Anna Kosowski
- c) Digital Communication Report – Naomi Soto

Motion to adjourn Downtown Oak Park Board of Directors Meeting at 9:38am by Board President, Cindy Summers.

Approved: Mary Ludgin

Second: Mike fox

All in favor