

DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES
January 11, 2021
VIA ZOOM

PRESENT: Cindy Summers, Jeff Long, Robbin O’Harrow, John Lynch, John “Woody” Linton, Eric Wagner, Mary Ludgin, Judith Lalor, Mike Fox, Tammie Grossman.

Absent: Naiyana McCaffery

Staff: Shanon Williams, Anna Kosowski, Naomi Soto

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

Motion to Approve December Minutes:

Approved: Eric Wagner

Second: Jeff Long

All in favor

— Motion Carried —

Motion to Approve December Financial Statements:

Approved: Jeff Long

Second: Mike Fox

All in favor

— Motion Carried —

Treasurer / Eric Wagner

- Village approved holiday light grant for 2020
- Page 1 - unable to pay us the \$25k that was budgeted.
- Holiday season decor - over budget than last year - light displays
 - Rent to own. Storage and installation included

STAFF / JEFF Eng

- Scale down & Move tno & uncork to july-september
- Still host winterfest & home of the holidays & shoppers rewards
- Grounds & maintenance

Motion to approve proposed budget for 2021

- Moved: Mary Ludgin
 - Second: Jeff Eng
- All in favor
Motion carried

VOP / Tammie

- Working on outdoor dining solutions with restaurants.
 - VOP will pay for scaffolding.
 - Restaurants will pay for wrap & heaters.

- Covid update
 - 2300 cases in OP
 - Village starting to roll out vaccine
- Pick Oak Park
 - Facebook
 - Instagram
 - Website
 - Gift guide
 - Business Districts

DTOP STAFF / Shanon

- VOP handling cost of grounds & maintenance
- Worked out 1 rotation with woodlawns
- McAdams will do watering of planters

New Business

- a. \$10,000 carry over from 2020, use to help businesses - Cindy
- b. Recovery Task force marketing plan – Anna

DTOP Spring Promotion Campaign / Anna

- Developing promotional idea
- Downtown Evolving - Watch Our Resilience Rise - Grow with us
- Time frame: Mid-March through May
- 3 main components
 - Intentionally Spend Local message / program TBD
 - Flower Sale
 - Renew Exhibit
- Recycle, Green, Garden, Wellness, Breathe, Growth, Evolve, Change, Self Care -- individual “experiential exhibits” in business & empty storefront windows --
- Goal to bring people downtown, identify with collective effort to evolve / and leave feeling lighter having spent locally or seen a message that inspired them
- Working on logistics
- Simple graphic “look” -- lightness, airy
- Social media campaign to match components & include merchant features

January Marketing Efforts

- 52 Reasons to Experience Local
- DTOP delivers
- Shoppers Reward Program
- Business highlights - “use your rewards”
- Pick Oak Park

- Merchant spotlights

Old Business

a. Strategic Plan Review (see attached) – Cindy/Shanon

Strategic Plan:

- We will be revisiting our Strategic plan outline at this month's meeting. With the pandemic taking priority over the last year I think it would be a good to revisit and shift our priorities accordingly. Going into 2020 we prioritized marketing and events, construction remediation and parking. 2021 our focus was going to include; a general message campaign to attract new demographics and geographies, a program to promote DTOP gift certificates, create a task force for business support and training and a task force to work on vacancies and improve business mix.

- The Governance Committee began meeting again. This month we will be working on defining the roles and responsibilities of Board members as well as Officers. Mary, Eric, Judith and Dave Schrodtr are a part of this committee. Once we have a final document we will be presenting it to the Board for approval. In the coming months we will also be working on a Board orientation packet and procedure, documents and policies on board culture, a decision making model, a grievance policy and a conflict of interest policy.

- Hire interns to do marketing for merchants

b. Governance – Mary

- Board members should know what they are committing to when they take on responsibilities.
 - Created a draft form.

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 9:50am by Board President, Cindy Summers.

Approved: Mary Ludgin

Second: Mike fox

All in favor