

DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES
March 16th, 2021
VIA ZOOM

PRESENT: Cindy Summers, Eric Wagner, Mary Ludgin, Judith Lalor, Mike Fox, Cam Davis, David Schrodtt, Robbin O’Harrow, Naiyana McCaffery, John Linton, Jimmy Chen, Jeff Long

Absent:

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 8:35 am via ZOOM.

Motion to Approve February Minutes:

Approved: Eric Wagner

Second: Mike Fox

All in favor

— Motion Carried —

Motion to Approve February Financial Statements:

Approved: Mike Fox

Second: Robbin O’Harrow

All in favor

— Motion Carried —

Motion to Approve Roles, Responsibilities & Basic Requirements form,

Approved: Mike Fox

Second: Eric Wagner

All in favor

-- Motion Carried --

Finance Report – Eric Wagner

SSA - The SSA check for the 1st Quarter of 2021 has not yet been received from the Village. We have been told by the Village that it will be processed this week.

Snow Removal - Due to the amount of snow this winter, we do not anticipate any savings in our snow removal contract with McAdam's Landscaping.

Phone and Internet - We have switched our phone carrier from AT&T to RingCentral and our internet carrier from AT&T to Comcast. There was an initial outlay of about \$1,800 for initial service and new equipment. However, that will be paid for within a few months because our monthly cost will be more than half of what it was.

Extra Reserves - Approximately \$18,000 from the Extra Reserve account was used for cash flow purposes to cover expenses until the SSA is received. The Extra Reserve account will be replenished once the SSA is received.

Shopper's Reward - As of February 28th, only 856 Shopper's Reward books with a value of \$42,800 have been given out. This compares to 1,357 books with a value of \$67,850 given out last year. To date, only \$12,860 have been redeemed to merchants compared to \$64,130 last year.

DTOP Gift Certificates - As of February 28th, \$6,955 in DTOP Gift Certificates have been sold vs. \$2,980 last year. Gift Certificates redeemed have totaled \$8,635 this year vs. \$6,490 last year. Also, only \$1,375 bonus Gift Certificates have been redeemed out of the \$5,525 given out at Christmas. These bonus Gift Certificates will expire in 2 weeks on March 15th.

Village Report – Tammie Grossman

a. Covid/Vaccine update

- 7,000+ oak parkers vaccinated -- focus on essential workers & 65+
- Getting vaccines as scheduled

b. Outdoor sidewalk café application update

- Outdoor dining in public parking spaces -- begins April 2021
- Applications sent out to merchants weeks 3/1 via email

c. Oak Park Ave construction

- Opavenew.net // currently on the portion of the project that is affecting merchants most but it's ahead of schedule.
- Project full length of OP ave

New Business

a. Kiosk- Lake and Marion

- DTOP Board of Directors are in support of a Kiosk being placed on Lake and Marion Street.

b. Gift Certificate program/ Gift Cards

- DTOP Board of Directors

c. Communal outdoor dining space

- Better plan for cleanliness
- Thumbs up from the board!

8. Re.new.al promotion update - Anna

- New e-commerce
 - Can add multiple items to you cart
 - Discount codes
- Downtownoakpark.net
- downtownoakpark.net/renewal
 - 11 message

- Indoor plant sale - 19 business participating - 19 different plants for sale -- sold 30 plants already
- Buy plants online, pick up in store
- Renewal quiz/giveaway
- Executing marketing plan
- Earth Day Celebration
 - Maybe 3 day in person activities
 - Bike day with wheel & sprocket
 - Giving away gardening gloves & seeds
 - Green film screening

9. Old Business

a. Recovery task force meet again in April/May to reassess

b. Nominating Committee update

- 3 candidates
- Next month we will present the slate
- 2 seats available for the board
- We can have 9-11 seats / Mike Fox in a temporary seat

C. Attendance

- DTOP is planning

10. 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 9:16am by Board President, Cindy Summers.

Approved: Mary Ludgin

Second: Jeff Eng

All in favor