

DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES
April 13th, 2021
VIA ZOOM

PRESENT: Cindy Summers, Eric Wagner, Mike Fox, Tammie Grossman, David Schrodt, Jeff Long, Eric Mazelis, Mary Ludgin

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

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 8:33 am via ZOOM.

Motion to Approve March Minutes:

Approved: Jeff

Second: Mary

All in favor

— Motion Carried —

Motion to Approve March Financial Statements:

Approved: Mike

Second: Jeff

All in favor

— Motion Carried —

Finance Report – Eric Wagner

SSA - The SSA for the 2nd Quarter of 2021 was received from the Village.

Member Dues - \$2,800 have been received from 56 members for 2021 DTOP Membership Dues, compared to \$1,325 collected last year at this time. Another 66 members have been invoiced. Gift Certificates and DTOP door decals will be mailed shortly to paid members.

Shopper's Reward - To date, \$36,230 (out of \$44,350) have been redeemed to merchants vs. \$67,030 at this point last year.

Extra Reserve Account - Extra Reserves currently total \$134,424 and are expected to be \$151,090 by year end.

Snow Reserve Account - Snow Reserves total \$50,038 and are expected to be \$60,036 by year end.

Holding Account - \$58,333 is being held for each of the May, June, and July SSA, and an extra \$20,003 for the August SSA.

Gift Certificates - \$10,560 worth of Gift Certificates have been sold this year compared to \$21,860 redeemed. This is an indication that the consumers are using Gift Certificates from previous years.

Also, attached is the Gift Certificate Reimbursement Analysis which I conducted for the Gift Certificates reimbursed in 2020. As you can see, approximately 22% of the Gift Certificates reimbursed in 2020 were purchased in 2020 and 54% were purchased in 2019, with the remainder in decreasing percentages for previous years. As in years past, Sassetti will calculate a certain amount which we'll be able to write-off.

Visit Oak Park – Eric Wagner

- Gearing up to get back into market again after lost funding from village & state
- Late last fall governor approved funding for state's tourism bureaus for FY 21
- Received a little more than half of what they usually receive
- In December the Village found funding as well
- Hired back contractors - finance director, DM burton social media, writer
- Allowed to spend advertising dollars by May 1
- Adding itineraries, photos, videos, SEO
- Summer campaign -- 200K May 1 - Oct 31 key messages, visit safely - working with Sojourn digital marketing firm - to get first party data, Arrivalist uses cell phone location data
- Pretty much all digital this year -- efficient
- TV commercial architecture marketing
- Digital Pass for Oak Park Craft Beer Trail
- PR Firm out of Chicago earned media strategy -- stories from local businesses
- Relaunch event -- socially distanced outdoor launch event 1 lake brewing

Village Report – Tammie Grossman

- Using IL dept of public health guidelines
- Monday everyone over 16 available to get vaccine
- Pre registration site
- Over last few months prioritized disabilities & people over 65 & essential workers
- First J&J distribution last week - targeted restaurant workers for that - 400 ppl vaccinated
- 1/3 of oak parkers have been vaccinated, based on IL database
- New guidance for block parties in couple weeks
- Going forward with Farmers market, same location, limits & counters, hoping to have music, no singing

OPEDC - Eric

Eric C. Introduction

- Introduction
- Selling DTOP
- Zoning Requests

1. ATM 1010 Lake Street / US Bank wants to put an ATM there, zoning variance, looking for letter of support from DTOP
2. 1107 09 Westgate - Dentist wants to sign on lease, doctor salerno
 - Cindy will send letter of recommendation from Sugar Fixe
 - Mary L. with Cindy people shop before & after they see their doctor
 - Mike F. no brainer
 - ask DTOP letter of support from donor board
 - Board supported

New Business

Recovery Task force update

Thursday Night Out

- sell limited amount of tickets online, outdoor seating
- shortened hours, no music no alcohol

Gift Boxes

- 3 price points
- sell online

Movie/Dinner combination

- sell online
- with discount

What we can do outdoors -- TNO event starting in the fall

Mary - 20% of population has had 1 shot, things are changing fast

Shanon - in 3 months have another Recovery Task force meeting to discuss late fall event

Mary - May election

Slate - Susie Goldschmidt, Jimmy Chen & Mike Fox term ends in 2024

running for second term - Jeff Long, Eric Wagner, Judith Lalor

officer slate - Eric Wagner (President) Mike Fox (VP) Jeff Long (Treasurer) Judith Lalor (Secretary)

Cindy Summers discussion -- Nina McGaffrey resignation -- do we want to fill another seat?

Begin quest for another board member or 2 because of quorum issues,

End of May annual meeting - small gathering in person, indoor/outdoor - OKAY

Motion for this slate to be approved.

Approved: Cindy Summers

Second: Tammie Grossman

All in favor

— Motion Carried —

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 10:00 am by Board President, Cindy Summers.

Approved: Mike

Second: Mary

All in favor

— Motion Carried —