

## **DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES**

**June 15th, 2021**

**VIA ZOOM**

**PRESENT:** Cindy Summers, Eric Wagner, Mike Fox, Cameron Davis, Jeff Long, Eric Mazelis, Mary Ludgin, Jimmy Chen, Susie Goldschmidt, Robbin O'Harrow

**Absent:** Judith Lalor, 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 Eric Wagner at 8:35am via ZOOM.

### **Motion to Approve April Minutes:**

Approved: Mike Fox

Second: Jeff Long

*All in favor*

— Motion Carried —

### **Motion to Approve April Financial Statements:**

Approved: N/A

Second: Jeff

*All in favor*

— Motion Carried —

### ***Finance Report – Jeff Long***

**Page 1 - Mother's Day Boxes:** As Anna will discuss, \$460 was received for the Mother's Day Boxes sold as part of promoting some of our merchants.

**Page 1 - Thursday Night Out:** TNO began last Thursday, 6/10. We did not budget any additional revenue for DTOP from TNO because the payout will be 100% to the merchants. In the past couple of years, DTOP kept 50 cents per coupon redeemed. Also, there will be no TNO sponsors this year. Instead, Byline Bank has purchased an ad.

**Page 1 - Member Dues:** To date, approximately half of the merchants (66 merchants out of 130) have paid their DTOP Membership Dues.

**Page 2 - Grounds/Maintenance:** Shanon has renegotiated the Grounds/Maintenance contract with McAdams, lowering DTOP's monthly payment to \$2,476 from \$3,025.

**Page 4 - Thursday Night Out:** TNO expenses are budgeted at \$30,000.

**Page 4 - Rebate/Shopper's Reward:** To date, \$40,350 out of \$44,350 has been redeemed to merchants for Shopper's Reward vs. the \$80,000 budgeted.

**Page 5 - Reserve Accounts:** The balance of the Extra Reserve Account is \$136,729 and the Snow Reserve Account is \$51,290.

**Page 5 - Gift Certificates:** A little more than twice as many DTOP Gift Certificates have been sold this year vs. last (\$14,100 vs. \$6,500) and more than three times as many have been redeemed to merchants (\$26,025 vs. \$7,315).

### ***Welcoming new members***

- Susie -- further explain membership perks
- online sales week
- board members go out
- merchant mingle
- emails to merchants
- new member packet

### ***Village Report – Cameron Davis***

#### **New!**

- Taco Muchos opening in Art District - DKT former spot

#### **Business Assistance Loan Program**

- \$70,000 left to loan out; maybe 4-5 businesses who can meet the guidelines.
  - Loan that turns into grant

#### **Health Order**

- New health order is out
- No complaints from merchants

#### **Susie: List of licensed businesses**

- Freedom of information on vop website
- Print out of all new businesses licenses that happened in the month prior
- Form must be filled out every month.

#### **Bluestone**

- Sealing bluestone in the business districts
- Bluestone has to be sealed to protect it for future years.
- Everything involved in the improvement program is almost done

#### **Vaccinations**

- ~33,000 vaccinations in Oak Park
- For updates visit vop website and search vaccinations

#### **Increase in home-based businesses in OP.**

#### **Loan Program**

- Shanon send out email to merchants
- ~\$10,000 loans available

### ***Visit Oak Park / Eric Wagner***

- Back in the market
- Digital ad campaigns working
- PR efforts to increase awareness
- TV commercial produced
- 6/23 -- Annual Meeting -- 1 Lake Brewing -- 3-5pm

### ***Governance Documents & Bylaws / Eric Wagner***

#### **Roles/Responsibilities - Basic Requirement Form**

- Please sign by next board meeting

#### **Governance Committee to continue work**

- Committee and task force descriptions

#### **Meet again in person starting in September**

- Majority of board members are on board

### ***Marketing highlights – Eric Wagner***

#### **TNO: Shanon / Anna**

- Sold 270 books
- Scaled down version of TNO; no music or beer/wine tent
- Starting July 1st:
  - Music coming soon
  - More tables and chairs
- Susie would like more information on the finances

#### **Fall Event / Anna**

- 4 Saturdays from September 18-Oct 9

We will plan for Winter Events/ Winterfest and Home for the Holidays 10.

#### **Consent Reports:**

##### **a) Executive Director – Shanon Williams**

- PR -- Jenny Shepherd is on a month-to-month contract.
- Banners
- New Member Packet
- Susie: Use QR codes to highlight new members

##### **b) Marketing Director – Anna Kosowski**

- Touched based on report

##### **c) Digital Communication Report – Naomi Soto**

**Motion to adjourn** Downtown Oak Park Board of Directors Meeting at 9:45 am by Board President, Eric Wagner.

Approved: Susie Goldschmidt

Second: Mike Fox

All in favor

— Motion Carried —