DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES
Sept 14th, 2021
VIA ZOOM

PRESENT: Eric Wagner, Cameron Davis, Eric Mazelis, Susie Goldschmidt, Mike Fox, John Linton, Judith Lalor, Mary Ludgin, David Schrodt
Absent: Jeff Long, Jimmy Chen
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 8:33am via ZOOM.

Call to Order
Moment for Robbin O'Harrow

Motion to Approve August Minutes:
Approved: Susie Goldsmidt
Second: Mary Ludgin
All in favor
— Motion Carried —

Finance Report – Jeff Eng

Page 1 - SSA: The 3rd Quarter SSA was received from the Village in August.

Page 2 - Sassetti: The expenses for this year's audit totaled $9,640. Sassetti is over budget for this year because the final bill for last year's audit was paid in January when the invoice was received. Sassetti was asked to send all invoices within the year of occurence in the future.

Page 3 - Thursday Night Out: TNO Expenses came in right on budget, around $30,000.

Page 3 - Advertising and Promotions: Total Advertising is under budget and Total Promotions is over budget, as more emphasis has been placed on promoting the merchants as the COVID pandemic continues.

Page 4 - Extra Reserve and Snow Reserve Accounts: The Extra Reserves now total $142,747 and Snow Reserves total $55,046.

Page 5 - Thursday Night Out: The total TNO books sold was $93,320 vs. $149,380 in 2019, and $56,650 has been redeemed to merchants vs. $105,813 in 2019.

Page 5 - Gift Certificates: The total Gift Certificates sold was $21,775 vs. $10,290 last year, and $37,540 has been redeemed to merchants vs. $8,240 last year.

Motion to Approve August Financial Statements:
Approved: Susie Goldschmidt
Second: Mary Ludgin
All in favor
— Motion Carried —

Thursday Night Out (TNO)
- Merchants love TNO for the exposure it provides them.
- Locals like the community aspect
- Suggestion: Increase price of TNO books

OPEDC - Eric Mazelis
- Tax bills for high rise developments are being closely monitored.

Village of Oak Park Report – Cameron Davis
- 53 new businesses opening
- Record breaking number of new businesses (specifically new in-home businesses)
- Approved 5 new liquor licenses
- American Rescue Plan Act - Hitting VOP website this Friday
- Short-term rental ordinance
    - Opportunity for people to comment on the ordinance.
- Outdoor dining ending in late October
- Back to Business grant — State grant / Federal Loan

Visit Oak Park / Eric Wagner
- Hosted State Travel Director
    - Gave her a grand tour with the hope of helping her understand our area and make sure we're fully incorporated to be involved in the State's marketing efforts.
- Marketing campaign still in market
- Visit Oak Park is bringing on a Marketing Specialist.

Marketing Report – Anna
a. Thursday Night Out wrap up
- Thursday Night Out went well this year.
b. MAC Committee
- We're still in the process of recruiting and development
c. See You Saturday
- downtownoakpark.net/see-you-saturday

Old Business
a. New Board member – Paul Beckwith representing Albion

Motion to nominate Paul Beckwith with ownership as a member of the DTOP board
Approved: Mary Ludgin
Second: Mike Fox
All in Favor
— Motion carried —

Distribution of Membership folders
- Suggestion: Each board member should hand out 5 folders to their neighboring businesses.
- Suggestion: Who is Downtown Oak Park campaign --Who we are. What we do.
  - Create elevator speech so we're all communicating the same message
  - Separate DTOP organization from the district
- Local residents
  - DTOP planning to create a new resident portal/webpage

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 9:44 AM by Board President, Eric Wagner.
Approved: Mike Fox
Second: John Linton
All in favor
— Motion Carried —