

DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES
Nov 9th, 2021
VIA ZOOM

PRESENT: Eric Mazelis, John Linton, Eric Wagner, Jimmy Chen, Tammie Grossman, Paul Beckwith, Susie Goldschmidt, Jeff Long, David Schrodt, Mike Fox, Mary Ludgin
Staff: Shanon Williams, Anna Kosowski, Naomi Soto, Jeff Eng
Absent: Judith Lalor

The Downtown Oak Park Board of Directors meeting was called to order by Downtown Oak Park Board President, Eric Wagner, at 8:31 AM via ZOOM.

Motion to Approve October Minutes:

Approved: Paul Beckwith

Second: Woody Linton

All in favor

— Motion Carried —

Finance Report – Jeff Eng

1. SSA - page 1 - The 4th Quarter SSA was received from the Village in October.
2. Marketing Revenue - page 1 - Marketing Revenue is above budget because of the Renewal Campaign Plants and Mother's Day Boxes which were sold in the Spring, but also because Byline Bank sponsored both the See You Saturday and Winterfest events for a total of \$3,000. Thank you, Susie!
3. Thursday Night Out and See You Saturday - page 3 - Both events were successful. The combined expenses of these events were slightly over budget by about \$3,000 due to a general increase in prices this year, especially the rentals of tents, tables, and chairs.
4. Advertising and Promotions - page 3 - In a continuing effort to promote merchants during this difficult time, DTOP continues to spend more money on promotions than originally budgeted.
5. Extra Reserve and Snow Reserve Accounts - page 4 - Extra Reserves total about \$140,000 and are on target to total about \$152,000 by the end of the year. Similarly, Snow Reserves total about \$58,000 and will total about \$60,000 by year end.
6. Thursday Night Out Redemptions - page 5 - To date, about 90% or \$98,000 have been redeemed to merchants vs. 83% or \$125,000 in 2019.
7. DTOP Gift Certificates Sold and Redeemed - page 5 - Gift Certificates sold are up about 60% compared to 2019. Gift Certificates redeemed to merchants are up about 40% compared to 2019.

8. Summary - DTOP continues to be on budget for the year. As is historically true, November and December will be expensive months due to the costs of holiday decorations and snow removal.

Heated Sidewalks

- **Mike Fox** - why are they not turning on the heated sidewalk?
- **Tammie Grossman** - It isn't feasible for the village to cover the cost of the repairs; It will cost \$100k to diagnose the problem (solution not guaranteed) on top of the cost to repair it.
- Shanon will set up a meeting with Bill McKenna with Mike Fox & Paul Beckwith

Motion to Approve October 2021 Financial Statements:

Approved: Paul Beckwith

Second: Mary Ludgin

All in favor

— Motion Carried —

OPEDC updates– Eric Mazelis

- 435 Harlem Ave (old GAP location) - one tenant close to closing - positive progress
- David King office space next to byline approved last week
- 1010 Lake St
 - Hair cutterly - expect something to be signed in the next few weeks.
- 1112 Lake St
 - under receivership
 - significant exterior repairs needed - expected to start in the Spring.
 - Scaffolding might be around for a while which might make renting it out challenging.
- Marshall Fields building - no progress
- Village vacancy is low.
- Shanon will look into making the Marshall Fields building more festive & welcoming during the holiday season.

Village updates- Tammy Grossman

- 1140 building - developers will file for another application for the hotel.
- Read the village managers report - highlights big projects like this.
- Free Holiday parking returns
- This week & week of 11/29 - two children vaccination clinics at each of the elementary schools in OP.

Visit Oak Park updates – Eric Wagner

- Working with the Village of Oak Park to finalize the Visit Oak Park budget.

Holiday Marketing – Anna Kosowski

- **Holiday Mode**
 - **Shoppers Rewards**
 - Nov 1 - Dec 25
 - We decided to keep extension for participants to use their redeemed booklets - March 15
 - Allowing receipts from purchases of gift certificates (excluding DTOF gift certificates)
 - Limit 3 books per household
 - **Winterfest + Cookie Walk, Dec 4 3-6PM**
 - Cookies on sale online now
 - **Home for the Holidays -- replaced with Holiday Walk**
 - Dec 11 & 18 from 10-2PM
 - Movie at lake theatre
 - Live music in restaurants
 - Santa on the 18th
 - 5 business will be serving hot chocolate
 - **Holiday Gift Certificates promo**
 - Nov 25 - Dec 25
 - Buy \$100, get \$25 free - while supplies last
 - \$5,000 budget
 - Can be used from Jan - March 15
- **Mary Ludgin**
 - Supply chain issues
 - Cookie purchases were difficult to provide - low on staff
 - Costs have changed
 - Holiday lighting company is having issues getting ribbon & staffing.
 - Tent rentals have gone up in cost
- **Paul Beckwith**
 - Residents
 - How can we target the new people?
 - Set up meeting with Paul to discuss some strategies

New Business

a. Merchant survey results (attached)

- What merchant support services do they find benefit them most
 - Custom window decal
 - Professional photography
 - Help with Job Listings
- Marketing/Events
 - Merchant Spotlights
 - See You Saturday
 - Virtual Holiday Gift Guide
 - We are going to underwrite \$100 to any merchants that want to participate in the Wednesday Journal & OPRF Chamber.

- Feedback
 - See You Saturday - shorter time frame - concerns about Lot3 being closed all day - how to include Lake Street businesses.

Vacant Window - working with Mark at Visual Impact Media on creating graphics/decals to put in the empty storefront windows.

- b. Holiday party/meeting- December 15, 5-7pm
 - Festive get together - Little Gem Cafe Restaurant
 - Won't have a regular scheduled board meeting
 - More information will be sent out closer to the date

Old Business

- a. 5 year renewal (sample proxy attached)

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 9:29 AM by Board President, Eric Wagner.

Approved: Mary Ludgin

Second: Jeff Long

All in favor

— Motion Carried —

Go into Executive Session