

DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES
Oct 12th, 2021
VIA ZOOM

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

Guest: David King

Absent: Mary Ludgin

The Downtown Oak Park Board of Directors meeting was called to order by Downtown Oak Park Board President, Eric Wagner, at 8:37 AM via ZOOM.

A moment was taken to introduce Paul Beckwith and Downtown Oak Park board of directors members.

Motion to support the intention of turning the building into rental space

Approved: Susie Goldschmidt

Second: Paul Beckwith

All in favor

— Motion Carried —

Motion to Approve September Minutes: with requests to update Jimmy Chen's September 2021 attendance.

Approved: Cameron Davis

Second: Jeff Long

All in favor

— Motion Carried —

Finance Report – Jeff Long

Page 3 - Marketing Other (Advertising, Promotions, Partnerships, Misc.) - This category is over budget because like last year, more money has been spent on promoting the DTOP businesses during the pandemic.

Page 4 - Extra Reserve Account and Snow Reserve Account - Extra Reserves are currently at \$144,107 and Snow Reserves at \$56,298. The Extra Reserves are expected to total about \$151,000 at the end of the year and the Snow Reserves about \$56,000. If the rest of the year goes as planned, there may be up to an additional \$50,000 to be added to the Extra Reserves.

Page 5 - Thursday Night Out - At the end of Thursday Night Out, the total book value sold was \$109,420 vs. \$149,380 in 2019. As of 9/30, \$93,310 or 85% was redeemed to merchants vs. \$124,485 or 83% in 2019.

Page 5 - Gift Certificates - As of 9/30, \$22,605 in Gift Certificates were sold vs. \$11,040 last year. \$40,700 in Gift Certificates were redeemed to merchants vs. \$8,880 last year.

Motion to Approve September Financial Statements:

Approved: Mike Fox

Second: John "Woody" Linton

All in favor

— Motion Carried —

DTOP/Sassetti Audit - Feedback:

- Sassetti suggests that DTOP staff try to do a better job of turning in receipts for items purchased on the company credit card.
- DTOP currently has roughly \$100,000 in reserves and \$50,000 in snow reserves.
- DTOP has a goal to have \$222,000 in reserves by 2022.

Motion to Approve the Sassetti Audit:

Approved: Mike Fox

Second: Susie Goldschmidt

All in favor

— Motion Carried —

OPEDC - Eric Mazelis

- No updates from OPEDC.

Village of Oak Park Report – Cameron Davis

- Latest business NPO grant program
 - The Village of Oak Park's latest \$550,000 grant program has had a tremendous response from merchants and NPOs.
 - For more information, please visit www.oak-park.us/village-services/business-services
- 2021 is booming with new business. Find a list of newly opened businesses here, www.oak-park.us/sites/default/files/development/2021-10-01-new_businesses_2021.pdf
- COVID-19
 - All covid information can be found on the VOP website. To learn more, visit www.oak-park.us/news/covid-19-coronavirus-resources

Visit Oak Park / Eric Wagner

- Visit Oak Park's digital campaign ends this month.
 - Campaign budgeted at \$200,000
 - Produced good results
- Visit Oak Park hires a New Marketing Specialist with a primary focus on changing their website.

Old Business

a. Strategic Plan update – Eric Mazelis

- DTOP core competencies - 4 pillars
 - *Marketing*
 - Promotional, social media campaigns, messaging, etc.
 - *Events*
 - Creating a calendar of events for the community.
 - *Business*
 - Liason for the merchants
 - Bring new ideas to table for dtop businesses
 - Business training
 - *Governance*
 - Shanon is working on creating a more structured governance system for board and organization.
- 2022 Events:
 - Incorporate more event series
 - Jazz Thaw in March (Series)
 - Instead of having Jazz Thaw be one weekend, the DTOP Event Task Force suggests DTOP extend the event over 4 week days in March.
 - Oaktobefest: Event Task Force suggests we keep this as a one-weekend event.
 - Open items:
 - Are we charging enough for events?
 - Adding more stations of activities to add to the experience of the event.
 - Wine event in June: Hold off for 2022.

b. Corporate Renewal update – Shanon Williams

- Proxies will go out in December 2021
 - We need 51% of both owners & merchants to approve
 - 68 current good standing paid members
- January 2022 - Special board meeting to discuss outcome
- New membership packet will be online under the Member Resources page on DTOP website. <https://www.downtownoakpark.net/members/> (password: dtop)
 - Print packets will be distributed to new members.
- 2022: Begin campaign for DTOP organization - Who is Downtown Oak Park?

c. Basic requirements form Role and Responsibilities

- Shanon sent out a DocuSign link for Board Members to sign.

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: Jeff Long

All in favor

— Motion Carried —