

**DOWNTOWN OAK PARK BOARD OF DIRECTORS MEETING MINUTES**  
**MARCH 8th, 2022**  
**VIA ZOOM**

**PRESENT:** Eric Wagner, Mike Fox, Tammie Grossman, Jimmy Chen, Mary Ludgin, Eric Mazelis, Susie Goldschmidt, Judith Lalor and David Schrodt.

**Staff:** Shanon Williams Naomi Soto, Jeff Eng

**Absent:** Jeff Long, John Linton and Anna Kosowski.

**Special Guests:** *Prescott Group - Jim Prescott, Sally Prescott, Carolyn Schiffner and Jeff Kraft.*

The Downtown Oak Park Board of Directors meeting was called to order by Downtown Oak Park Board President, Eric Wagner, at 8:30 AM via ZOOM.

**Motion to Approve January 2022 Minutes:**

Approved: Mary Ludgin

Second: Mike Fox

*All in favor*

— Motion Carried —

***Finance Report – Jeff Eng***

Here are all of the highlights of the Finance Report:

1. SSA - The first quarter SSA was received from the Village and the money used from the Extra Reserve Account for cash flow purposes was replenished.

2. Shopper's Reward - As of February 28th, \$52,100 worth of books were distributed vs. \$42,800 last year vs. \$67,850 the year before. Also, \$10,330 was redeemed to Merchants vs. \$12,860 last year vs. \$64,130 the year before.

3. Gift Certificates - The comparison of Gift Certificates Purchased and Redeemed as of February 28th for this year vs. the previous years is listed. The amounts Purchased and Redeemed are similar to pre-COVID.

All other financial categories are on budget.

Also, included is a Revised Budget as of February 24th which will be reviewed at Tuesday's Board meeting. The budget was revised for the following reasons which are highlighted in green:

1. VOP Plantings - The Village has verbally agreed to restore the \$25,000 we've received in the past for the plantings. If for some reason, the agreement does not get approved and signed, we will revert the budget back to \$0.

2. McAdams Grounds/Maintenance - The maintenance agreement was increased by \$10,000 as a result of additional work based on the money from the Village.
3. Promotions - Promotions were increased by \$25,000 to pay for the Prescott Campaign which the Board has approved and which will be reviewed at Tuesday's Board Meeting.
4. Shopper's Reward - Shopper's Reward was decreased to \$60,000 based on a lower response rate than expected due to COVID.
5. Net Revenue - With the above changes , overall Net Revenue actually increases by \$9,000.

Please let me know if you have any questions about the attached reports.

**Motion to Approve January 2022 Financial Statements:**

Approved: Mike Fox

Second: Mary Ludgin

*All in favor*

— Motion carried —

**Motion to Approve the Revised Budget:**

Approved: Mary Ludgin

Second: Mike Fox

All in favor

— Motion carried —

**Prescott Group Introductions**

**Jim Prescott**

- Introductions
- Presentation - reshaping DTOP voice, refacing DTOP membership

Questions:

- Is there a way we can work on engagement with the towers? Is there a way to leverage email lists to help with messaging?

Thoughts:

**Motion to Approve the Strategic Communications Contract with the Prescott Group:**

Approved: Mike Fox

Second: Tammie Grossman

All in favor

— Motion carried —

***Village of Oak Park updates- Tammy Grossman***

● **COVID**

- Indoor masks & proof of vaccinations are no longer required - all voluntary
- Still trying to do vaccination clinics – March 10 & 15
- Waved outdoor dining permit fees
- 103 COVID cases
- 189 cases per 81,000
- Hospitalization rates are low - 5.6% beds are occupied by COVID patients
- Most cases are coming from ages under 13

● **Contract**

- DTOP x VOP contract expires the end of May
  - Send any changes to contract to Tammie
  - Kyuramen is in the final stages
  - David Schrodtt – Shanon will send the existing DTOP contract
- New village manager starts on Monday, March 21st.

***Visit Oak Park updates – Eric Wagner***

- No updates from Visit Oak Park

***OPEDC - Eric Mazelis***

- No updates from Oak Park Economic Development Corporation

***New Business — Shanon Williams***

- Nominating committee – 2 board seats opening up
  - Mary Ludgin
  - John “Woody” Linton
- Village maintenance/landscape contract 2022

***Consent Reports:***

a) Executive Director – Shanon Williams

b) Digital Communication Report – Naomi Soto

**Motion to adjourn** Downtown Oak Park Board of Directors Meeting at 9:55 AM by Board President, Eric Wagner.

Approved: Mary Ludgin

Second: Judith Lalor

All in favor

— Motion Carried —