

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

**JULY 12<sup>TH</sup>, 2022**

**VIA ZOOM**

**PRESENT:** Paul Beckwith, Susie Goldschmidt, Judith Lalor, Terry Wilson, Jimmy Chen, Jeff Long, David Schrodt, Tammie Grossman, Kevin Jackson, Eric Mazelis, Mike Fox

**Staff:** Shanon Williams, Anna Kosowski, Mary Icenogle, and Jeff Eng

**Absent:** Eric Wagner, Erin Payton, Michael Carney

The Downtown Oak Park Board of Directors' meeting was called to order by Downtown Oak Park Board Vice President, Judith Lalor at 8:31 am via Zoom.

## **Introductions**

1. Kevin Jackson was introduced as the new Village Manager.
2. Each Board and Staff member introduced himself/herself.
3. Organization overview – Mike Fox. Downtown Oak Park is a self-funded SSA, with a budget of around \$900,000. The district is about four square blocks, designed as a hub of shopping and events. Budget goes towards marketing, landscaping, staff, and other miscellaneous operations.

## **Motion to Approve June 2022 Minutes:**

Approved: Mike Fox

Seconded: Jeff Long

All in favor

- Motion Carried –

## **Finance Report – Jeff Long**

1. Member Dues - To date, 70 out of 104 Members paid their Membership dues vs. 66 last year at this time. Jeff E. has sent out a second round of invoices but might begin calling to collect dues.
2. Prescott Campaign - The Prescott Group was paid \$22,114 for their initial work and work done on the Membership Campaign, out of the \$50,000 budgeted for the year.
3. Extra Reserve and Snow Reserve Accounts - The Extra Reserve Account totals \$185,635 and the Snow Reserve Account totals \$62,569.
4. Thursday Night Out – 3,101 books have been sold in June which totals \$77,525. Merchants have redeemed \$37,852 in books and coupons (43% of sold), leaving \$43,221 not yet redeemed. DTOP retains \$2 of every book sold and has retained \$6,202.
5. Gift Certificates – Redemptions are much higher than pre-pandemic levels. As of June 2022, \$16,845 in gift certificates have been sold since January 2022, compared to \$18,085 sold from January to June 2021. \$31,200 has been redeemed from January to June 2022, compared to \$28,505 at the same time last year.

## **Motion to Approve June 2022 Financial Statements:**

Approved: Mike Fox

Seconded: Tammie Grossman

All in favor

-Motion carried –

## **Village of Oak Park Updates – Tammie Grossman**

1. Unsure of the status of Delia’s demolition but haven’t heard any complaints. There is a sign that might be in front of the building for new development, but it has been asked to be taken down. The project has not been approved yet.
  - a. Paul – He has heard that the building should be demolished by the end of August and new construction is going to begin in September. Veronica has indicated that she would be interested in staying in the ground floor of new construction in that location.
2. Sweetgreens had its grand opening. Wild Fork and crepe restaurant will be opening soon.

## **New Business – Shanon Williams**

1. Marketing to residential towers – all of the property managers have been reached out to and DTOP will be meeting with them. Potential ideas: tabling in lobbies to hand out event and introduction postcards, coupons for Thursday Night Out or gift cards if they provide an e-mail; block party with Vantage and Albion; Taste of Oak Park – tray of different restaurants and restaurant owners come out to meet with the new residents in their buildings; Thursday Night Out night for each of the towers – showing their building ID to get \$5 off a book.
2. Welcome e-mail – This will be going out to all the new e-mails that have been collected during Thursday Night Out and others who sign up for the mailing list. It gives a synopsis of who DTOP is and what the organization does.
3. Looking at bringing back a wine event in June of 2023 and potentially expanding Oaktobefest depending upon this year’s success.
  - a. Judith – mentioned the possibility of expanding Oaktobefest to Sunday.
4. Susie: not many River Forest residents know about Thursday Night Out.
  - a. Shanon – in past years, posters were dropped off at businesses and the library, but it is a difficult area to market to because there isn’t a concentrated area where people tend to meet at.
  - b. David – social media could be a potential way to reach people. Stephanie will reach out.

## **Old Business – Shanon Williams**

1. No August Board Meeting.
2. Reminder for all board members to get the “Basic Requirement of the Board of Directors” form signed.
3. Hoping to work on the Sustainability practices with the Village on events and working with individual businesses to get back on track post-COVID.

## **Executive Director Report – Shanon**

1. Merchant Mingle – An event hosted in a restaurant or shop with catering, as a way for merchants to get together and connect, usually every few months. There is one coming up in August where property owners will also be invited.
  - a. Judith – Encore! would be happy to host.

**Motion to adjourn:** Downtown Oak Park Board of Directors' Meeting at 9:16 am by Board Vice President, Judith Lalor.

Approved: Mike Fox

Seconded: Jeff Long

All in favor

-Motion Carried –