

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

**SEPT. 13<sup>TH</sup>, 2022**

**VIA ZOOM**

**PRESENT:** Judith Lalor, Mike Fox, Erin Payton, Susie Goldschmidt, Jimmy Chen, David Schrod, Eric Wagner, Jeff Long, Paul Beckwith, Tammie Grossman

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

**Absent:** Mike Carney, Terry Wilson, Eric Mazelis

The Downtown Oak Park Board of Directors' meeting was called to order by Downtown Oak Park Board President, Eric Wagner at 8:33 am via Zoom.

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

Approved: Susie Goldschmidt

Seconded: Mike Fox

All in favor

- Motion Carried –

## **Finance Report – Jeff Long**

1. 3rd Quarter SSA payment from Village received
2. Thursday Night Out – additional revenue from retaining \$2 per book, revenue is \$15,676 (over budget of \$14,000), more books sold than 2019 and 2018
  - a. TNO expenses were \$5000 over budget due to increase in costs
  - b. 74% redeemed from merchants so far
3. Gift certificates – redemption is comparable to last year and higher than pre-COVID years
4. Received half of \$25,000 budget from Village for planting
5. Only 78 merchants have paid dues, 70 have not
6. Snow removal reserves at \$3,333
  - a. Mike Fox asking about typo – JUN - AUG 2022 Thursday Night Out (Row 123, Column D) should be JUN - AUG 2021, Jeff Eng confirmed typo and will be fixed

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

Approved: Paul Beckwith

Seconded: Susie Goldschmidt

All in favor

-Motion carried –

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

1. Lot #10 was slated to be resurfaced in 2022 but has been postponed because the lot could benefit from sustainability efforts, expanded sidewalk in front of the businesses
  - a. Village is proposing hiring a consultant in 2023 to help reconfigure
  - b. Working with Beer Shop to figure out the schedule for the chalet – ability to stay in the winter with no charge, with re-surfacing and changes made to the lot in 2024 & structure would need to be moved and would likely not be able to return... possible to have some space during summer or to work something out

- c. Paul – any thought about EV plugs for electrical cars (Tammie says no, there are already stations that will be upgraded this year)
  - d. Applying for grant for sustainability – one reason for delay
- 2. Continuing work on North Marion (in 2023 budget)
- 3. Study of garages to see what kind of repairs are needed, a number of time-sensitive repairs needed at Holley Court to be done next Spring – likely to propose rate changes for parking in Downtown districts (amount of free time, increase in meters)
- 4. Approved shared sales tax agreement with Dom's – hope to be there by Fall
- 5. Work done in space across street for Sephora and Wild Fork
- 6. No news on the hotel yet

### Marketing update – Anna Williams

- 1. Oaktoberfest event – website is up-to-date, marketing plan is underway including outreach around town (e-blasts, posters, reaching out to high-rises), wider reach advertising (Tribune, Time Out Chicago), social media
  - a. Several community organizations involved with it (about 12 organizations in Kids' Root Beer Garden)
  - b. 12 DTOP restaurants at the food vendor tents (menus submitted, listed on website)
  - c. Beer & wine tent will be staffed by Beyond Hunger and SGA volunteers – need volunteers for Saturday night
  - d. Drink ticket price increased (\$8 to \$10; mug was \$25 now \$30), new this year will be offering hard seltzers to try to stay on top of festival drinking habits
  - e. Working with Village departments (Public Works, Police)
- 2. Marketing to high rises – continued meeting with different property managers, tables inside of lobbies inside of two developments, coordinating Oaktoberfest mug giveaways, newsletter

### Marketing update – Mary Icenogle

- 1. Marketing to high-rises – Around Downtown newsletter – description and future intentions
  - a. Paul Beckwith (resides in Albion), people were excited about this
  - b. Erin Payton, it was helpful to mention yard sale

### TNO Numbers - Oak Park Eats article – Shannon Williams

- 1. Thursday Night Out – hoping to take TNO to the next level next year (refined, better bands that play the entire night, laying out the street a little differently, making a kids' area on Westgate, bringing sustainability back)
  - a. Susie – restaurants should be reminded to be fast, reduce wait-times, a lot of people from River Forest had not heard of Thursday Night Out
- 2. Oak Park Eats article – talking about Thursday Night Out success and the future

### New Business

- 1. Eric Wagner – governance policy, will be stepping down to avoid conflict of interest, will be his last board meeting – Judith will become Board President which leaves vacancy with Board VP and Eric will be helping with transition
- 2. Shannon – looking for people on the nominating committee, and replacements on committees
- 3. Budget submitted brought down to \$700 (had \$725 as ask last year) costs have changed and increased
  - a. Waste hauling for Oaktoberfest – \$9700 charge from Public Works for waste hauling, working through it with Village (Vicki and Kevin) – for this year it will be paid for by Village but in the future, DTOP might need to explore other waste hauling options, sponsorships, etc.

4. Climate Action Plan – getting businesses back on board and bringing back sustainability efforts
5. Beer Chalet – Dani and husband want to make it a permanent structure
  - a. Tammie – we can't give Village property away for free, they could buy it
6. Articles of Incorporation – David Schrod, every 5 years voted and amended
  - a. David – historically the Board has voted to extend, term expires in May 2023

#### **Old Business – Shanon Williams**

1. Sustainability – working with different organizations, Village has approved and adopted comprehensive action plan – figuring out what DTOP's part is
2. Governance – going through bylaws with committee, want to create policy and best practices manual
3. 2023 – focus on board structure, more meaningful meetings, board topics given ahead of time

**Motion to adjourn:** Downtown Oak Park Board of Directors' Meeting at 9:34 am by Board President, Eric Wagner.

Approved: Mike Fox

Seconded: Jeff Long

All in favor

-Motion Carried –

