

DOWNTOWN OAK PARK BOARD OF DIRECTORS' MEETING MINUTES

OCT. 11TH, 2022

VIA ZOOM

PRESENT: Mike Fox, Tammie Grossman, Jimmy Chen, Susie Goldschmidt, Michael Carney, Jeff Long, Eric Mazelis, Paul Beckwith, Erin Payton

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

Absent: David Schrodt

The Downtown Oak Park Board of Directors' meeting was called to order by Downtown Oak Park Executive Director, Shanon Williams, at 8:36 am via Zoom.

Motion to Appoint New Officers (Mike Fox as President, Susie Goldschmidt as Vice President, Jeff Long as Treasurer, and Erin Payton as Secretary):

Approved: Tammie Grossman

Seconded: Jimmy Chen

All in favor

- Motion Carried –

Motion to Approve September 2022 Minutes:

Approved: Jeff Long

Seconded: Jimmy Chen

All in favor

- Motion Carried –

Finance Report – Jeff Long

1. Oaktoberfest total revenue \$117,762
 - a. Participation fees totaled \$2,700
 - b. Sponsorships totaled \$4,000
 - c. Expected to get \$5,000 back from Burke Beverages for sponsorship
 - d. Oaktoberfest total expenses \$113,889 (Budget \$90,000)
2. Thursday Night Out Expenses totaled \$55,070
 - a. Thursday Night Out merchants have redeemed about 89% so far
 - b. Jeff Eng - that is on track. Every year about 90% is redeemed (other 10% is from coupons that go unused)
3. Snow reserve accounts total \$63,842; Extra reserve accounts total \$185,997
4. Gift Certificate sales at \$23,105

Motion to Approve September 2022 Financial Statements:

Approved: Tammie Grossman

Seconded: Susie Goldschmidt

All in favor

-Motion carried –

Village of Oak Park Updates – Tammie Grossman

1. Village is looking at acquiring a bathroom for the downtown area (used to have a public restroom in the Visit Oak Park location; due to COVID many stores limited use of bathrooms to the public) - there have been incidents about people using areas they shouldn't be (especially Metra station). Rented port-a-potties but there were issues with drug use, and there was a fire in one of them.
 - a. Looking at something called the Portland Loo
 - b. Has a blue light making it difficult for intravenous drug use, open top and open bottom which makes it difficult for people to hide out in there
 - c. Goes to water supply to have running water
 - d. Working on plan with maintenance firm (already maintain the Metra station and parking garages) and police, would plan to put right next to Lot #10
 - e. Mixed feelings from the Board
 - f. Mike Fox - quick research shows positives and negatives, maybe give this to the MAC because people who are right there can give their opinions
2. Parking - Village has issued debt to pay for parking garages (over \$20M in debt associated)
 - a. Parking fund is separate and is only from user fees, does not get ticket revenue
 - b. Due to COVID, has been in significant deficit
 - c. Solutions offered by the Board: designated pick up/drop off area (between Marion and Harlem, 15-minute paid parking); change 1.5-hour free parking to 30 minutes; increase hourly rate to \$2/hour to drive people to garages instead of Village spots; increase rate of quarterly garage permits by \$25; changes employees of DTOP who get parking to people who make less than \$20/hour
 - d. Shanon – sending out notifications to DTOP merchants and employees
 - e. Jeff Long – going down to 30-minutes won't drive people to the garage, concerned about how this might affect business (FFC pays for members to be able to park) - Shanon agrees that going down to 30 minutes is drastic and might drive people away from garages
 - f. Paul Beckwith – going down to 30 minutes is too low, and not enough time to do anything

Marketing update - Holiday Events – Anna Williams

1. Shoppers Reward Program begins November 1st through December 25th (spend January 1st through March 15th) – staying the same as past years
2. Winterfest (Dec. 3rd) - Ordered cookie tins, working on ordering cookies, have sent out merchant participant forms, new Santa, time has moved to a little earlier (11 am - 3 pm), cookie tins have gone up to \$25
3. Home for the Holidays (Dec. 17th) - sleigh rides, Santa, considering new hot cocoa walk (bringing to the MAC next week to see what they think)
4. Will do holiday gift guide, gift certificate promotion (buy \$100, get \$25 free in gift certificates)

Oaktoberfest Recap – Shanon Williams

1. Zucchini track - Public Works will not be storing anymore, so we are introducing a new sponsorship to have people store it
 - a. Susie – Byline Bank would be interested

New Business

1. Misc. concern – Tammie - rodents eating the corn for the seasonal decoration
 - a. Shanon will look into this for next year
2. Anna is leaving, staying on through the end of holiday events and can help with onboarding and training the person who is filling her position
3. 2 seats for governance committee are open, meeting once a month
4. 3 board members were lost – Frank Heitzman has been recruited, 2 more seats need to be filled

Motion to adjourn: Downtown Oak Park Board of Directors' Meeting at 9:46 am by Mike Fox, Board President.

Approved: Jeff Long

Seconded: Susie Goldschmidt

All in favor

-Motion Carried –