

DOWNTOWN OAK PARK BOARD OF DIRECTORS' MEETING MINUTES

JAN. 10TH, 2023 VIA ZOOM

PRESENT: Susie Goldschmidt, Mike Fox, Erin Payton, Jeff Long, Frank Heitzman, Michael Carney, Dave Schrodt, Eric Mazelis, Paul Beckwith, Cam Davis

Staff: Shanon Williams, Gabbie Burbanks, Jeff Eng and Mary Icenogle

Absent: Jimmy Chen

The Downtown Oak Park Board of Directors' meeting was called to order by Board President, Mike Fox, at 8:35 am via Zoom.

Introduction – Gabbie Burbanks (Marketing Director)

Motion to Approve November 2022 Minutes:

Approved: Erin Payton

Seconded: Jeff Long

All in favor

- Motion Carried –

Finance Report – Jeff Long

1. Winterfest expenses in, looks to be a break-even event
2. Snow removal under budget by \$2,000
3. Reserves at their goal: Financial plan should meet in March for a plan going forward and reducing the amount being put in reserves (Mike Fox)
 - a. Jeff – may dip into Reserves for Shopper's Reward but it is always replenished once SSA comes in – just used for cash flow purposes for a month or two
4. Shopper's Reward at 211 books given out (vs 190 last year) - still below pre-COVID numbers
5. Holiday bonus gift certificates: \$5,260 given out (vs \$4,600 last year)
6. Extra money purposed in village maintenance agreement changes in 2023 budget
 - a. Village introducing a fall rotation (\$7,000 for DTOP) but quotes are coming in much higher
7. New event? Shanon budgeted \$15,000 (would like \$20,000) and budgeting for \$10,000 in revenue (conservative estimate)

Motion to Approve December 2022/EOY Financial Statements:

Approved: Paul Beckwith

Seconded: Susie Goldschmidt

All in favor

-Motion carried –

Village of Oak Park Updates – Cam Davis

1. Paid out about \$959,000 in business-assisting grant programs (more than 300 grants)

2. 133 new business licenses in 2022 (compared to 100 last year) – almost all of these are first floor or office new businesses
3. Delia’s building – plans approved on Village side, waiting on permission from Water Reclamation District, hopefully will start building in Spring

Marketing: New Step/Direction in 2023 - Gabbie Burbanks

1. Next step; transition from “We are DTOP” campaign
 - a. What do we want to say next? When you think of us as an organization, what is the one word that comes to mind?
 - i. Board feedback: nucleus (Erin), heart (Jeff L.), Restaurant Row (Susie), shopping (Frank), engine (Mike Fox), vibrant (Mike Carney), many faces (Paul Beckwith), alive (Eric)
2. Membership Drive / New / Renew membership box

Old Business - Shanon Williams

1. Mike to remain President and Susie to remain VP through annual election in May
2. Portland Loo – planning to go forward with it but wanting to discuss all concerns with merchants
 - a. Erin – at her previous job, their building had external restrooms put in and they were a good thing, they were locked at night and never had any issues

Consent Reports

1. Shanon – highlighting sustainability and working with GBA and the Village, would like to bring it back as a focus for events
 - a. Meeting with the arts council – would like to see more public art in the district, looking at possibly putting in some murals
 - b. Governance – creating a calendar for more structure for board meetings, topics for each meeting, presenting to the board next month
 - i. Mike – can you send out a list of the committees and their members so we can see where the holes are with recent turnover, could be helpful for placing new members/including them on committees
2. Mary – working on a consistent social media calendar including more educational content

Motion to adjourn: Downtown Oak Park Board of Directors’ Meeting at 9:47 am by Mike Fox, Board President.

Approved: Susie Goldschmidt

Seconded: Erin Payton

All in favor

-Motion Carried –