

DOWNTOWN OAK PARK BOARD OF DIRECTORS' MEETING MINUTES
June 13th, 2023 VIA ZOOM

Present: Susie Goldschmidt, Tina Salerno, Dave Schrodtt, Jimmy Chen, Mike Fox, Cam Davis, Jeff Long, Paul Beckwith, Erin Payton, Frank Heitzman, [Michelle Vanderlaan](#)

Staff:Shanon Williams, Jeff Eng, Jayne Furlong

The Downtown Oak Park Board of Directors' meeting was called to order by Board President, Susie Goldschmidt, at 8:32am via Zoom.

Motion to Approve April 2023 Minutes:

Approved:Jeff Long

Seconded: Erin Payton

All in favor

- Motion Carried –

Finance Report – Jeff Long

1. As of May, 73 Dtop members paid, about the same as last year
2. Summer planting - 50% paid, remaining to be paid this month
3. Shopper rewards - 90% redeemed, less than budgeted
4. Snow reserves - Money from new event redirected
5. TNO started off with similar number of book sold for first week this year as compared to last (655 for 2023, 694 for 2022)

Motion to Approve April 2023 Financial Statements:

Approved: Mike Fox

Seconded: Tina Salerno

All in favor

-Motion carried –

Village Updates - Cam Davis

1. Changes to department structure in wake of Tammie Grossman retiring - Cam's role will change to focus on Economic Vitality, he will remain contact for DTOP
2. Record setting new business numbers - close to 40 so far, most recent Pelican Quality Breads in Arts District
3. Record use of facade improvement program - 11 applications in so far, Crepas in DTOP district was first this year
4. 32 business initiatives in progress currently
5. Tammie's going away party will be at the Albion in DTOP, June 22nd from 5pm to 7:30pm

6. Delias building - ran into challenges so decided against a basement, filling in hole for foundation, anticipate completion in Spring 2024
7. Wake-n-Bake coming to 1010 Lake - local chain of cannabis bakeries intending to open 10 locations in next 2 years
8. Village going to do an economic development study to help guide resources and efforts - many business requests/interest, not enough spaces
9. Home based business numbers are lowering

SSA Funding Process - Mike Fox, Cam Davis

1. Over 700 SSAs across IL - very popular and common, available to all but has to be enacted by legislative movement (ordinance)
2. SSAs are utilized in retail districts and subdivisions to fund special features - planting, marketing, facades, special events, programming, etc.
3. Downtown Oak Park SSA was established in 1973 and is the only SSA in Oak Park - voted in by property owners - 51% must vote yes to establish an SSA
 - a. Each SSA has to have a managing entity, in this case Downtown Oak Park. DTOP presents the budget to the Village, the Village Board reviews the request and approves/denies amount to levy, amount submitted to the tax office which establishes the taxation rate for property owners, tax money is returned to the municipality who releases money to the managing entity.
 - b. Budget this year was \$700k.
 - i. Out of the budget, the Village builds in a cushion to cover uncollected taxes which goes to a fund at the Village. Downtown Oak Park gets these funds back from time to time which can impact the levy amount. Current fund has \$50k or less currently.
 - c. Current levy is 4.56 %
 - i. Levy amount can change - percentage has been higher in the past and fluctuates with projects
4. SSAs can be amended - Village board and 51% of property owners would have to vote yes
5. Downtown Oak Park used to have two financial systems, SSA and TIF - TIF money was for projects, no longer active

Marketing - Jayne Furlong

1. Social Media update
2. TNO Update - record number of books sold week 2 (811)

New Business - Shannon Williams

1. Prescott Campaign
 - a. rehired Prescotts to do 2 e-blasts monthly and 1 membership email quarterly
 - b. Campaign focus is "We are Downtown Oak Park"

- c. Contract through December but can pull out at any time if Marketing Director is hired
- 2. Banners going up today - 17 businesses and 6 nonprofits

Old Business

- 1. Sustainability
 - a. Village underwriting refuse for events
 - b. Manned waste stations at TNO going well - Compost/Recycling/Landfill
 - c. Tracking diversion
 - d. Want to create a sustainability plan for district - working with Cassie at Smart Energy Design Assistance Center

Consent Reports

- 1. Executive Director (Shanon)
- 2. Marketing (Jayne)

Motion to adjourn: Downtown Oak Park Board of Directors' Meeting at 9:44 am by Susie Goldschmidt, Board President.

All in favor

-Motion Carried –