



1010 Lake St, Ste 114  
Oak Park, IL 60301  
708.383.4145  
downtownoakpark.net

## **DOWNTOWN OAK PARK BOARD OF DIRECTORS' MEETING MINUTES** **Tuesday, October 14, 2025 | VIA ZOOM**

**Present:** Susie Goldschmidt, Michael Carney, Paul Beckwith, Jonathan Kaufman, Lisa Nagatomo-Timms, Tina Salerno, Michelle Vanderlaan, Jeff Eng, Michael Mertes

**Staff:** Shanon Williams, Lauren Marmol, Amelia Dellos

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

### **Motion to Approve September 2025 Minutes:**

Approved: Paul Beckwith

Seconded: Tina Salerno

All in favor

– Motion Carried –

### **Finance Report – Michael Carney**

#### **1. Thursday Night Out (TNO)**

a. Sales up 21%

b. Expenses: \$72,000 exceeding \$60,000 budget, but book sales helped cover

#### **2. Oktoberfest**

a. 89,980 was collected this year from tickets sold for Beer and Wine vs. \$101,359 last year, sales were down 11%

### **Motion to Approve September 2025 Financial Statements:**

Approved: Paul Beckwith

Seconded: Lisa Nagatomo-Timms

All in favor

– Motion Carried –

### **Village Updates – Michael Mertes**

1. **DTOP Office (1010)** – Move-in complete

2. **Barnes & Noble (1144 Lake St.)**

○ Work ongoing

○ Proposed opening: May 2026

3. **Business Development:** Small business incentives, sustainability initiatives, fire suppression systems
4. **QuikTrip Plan:** Rejected; Village exploring alternative projects
5. **Holiday Inn:** Expected opening early next year
6. On pace to exceed business openings compared to this time last year

## **Marketing – Amelia Dellos**

1. **Merchant Mingle** – Scheduled for October 20
2. **Oaktoberfest**
  - a. Metrics strong; brand well received
  - b. Social media feedback positive on design and cleanliness
  - c. Focused video content on music, food, and Root Beer Garden
  - d. Increased ad buy and marketing mix (print, radio, parent publications)
  - e. Explore Oak Park & Beyond purchased billboards
  - f. Facebook up 197%, Instagram up 36%
  - g. Email open rate 50%, click-through rate 3%
3. **Hispanic Heritage Month**
  - a. Featured James Anthony Salon and Sea Love Candle Co. in social media content
4. **Shopper's Rewards**
  - a. Reviewed and proposed updates to revitalize the program
  - b. Reduced from 7 stores to 5
  - c. Spend \$500, Earn \$50
  - d. Simplify messaging and add POS receipt reminders
  - e. Add digital receipt option
  - f. Introduce "Golden Ticket" incentive
  - g. Michelle Vanderlaan emphasized early and targeted Facebook marketing
    - i. Board discussion: reducing number of stores may lessen local shopping emphasis; shorter holiday season this year due to late Thanksgiving

## **Events – Lauren Marmol**

1. **Oaktoberfest Update** – Successful execution; sustainability initiatives
  - a. Sales were down reflecting overall trend that people are drinking less
    - i. New nonalcoholic and THC drinks captured non-drinkers
  - b. Attendance was up 21% on Friday and 34% on Saturday

- c. Expanding labor next year as this year's extra help was successful in event execution
  - d. New programming in Root Beer Garden
    - i. DJ LuckyLucas
    - ii. Balloon Installation
    - iii. Obstacle course
    - iv. Train rides were successful, 600 riders
2. **Holiday Planning** – Early prep underway for Winterfest and Home for the Holidays
- a. Tina Salerno suggested power washing bluestone prior to décor installation

## **Old Business**

- 1. **Holiday Décor**
  - a. Kiosk updates discussed
    - i. Third-party vendor option or purchase kiosks outright (\$10–15K)
      - 1. Electrical needs for new infrastructure

## **Consent Reports:**

- a) Executive Director – Shanon Williams
- b) Marketing – Amelia Dellos
- c) Communication & Events – Lauren Marmol

**Motion to Adjourn:** Downtown Oak Park Board of Directors' meeting adjourned at **9:53 am** by **Susie Goldschmidt**, Board President.

Seconded: Michael Carney

All in favor

– Motion Carried –