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DOWNTOWN OAK PARK BOARD OF DIRECTORS' MEETING MINUTES Tuesday, September 9, 2025 VIA ZOOM

Present: Susie Goldschmidt, John Melaniphy, Michael Carney, Paul Beckwith, Mike Fox, Jonathan Kaufman, Juan Munoz, Lisa Nagatomo-Timms, Tina Salerno, Michelle Vanderlaan, Becky Grajeda
Staff: Shanon Williams, Lauren Marmol, Amelia Dellos, Jeff Eng

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

Motion to Approve August 2025 Minutes:

Approved: Michael Carney
Seconded: Tina Salerno
All in favor

– Motion Carried –

Finance Report – Michael Carney

- 1. Thursday Night Out (TNO)**
 - Sales up 21% YoY
 - Revenue: \$18,200
 - Credit card fee offset generated approx. \$3,600 in extra revenue
 - ~85% of books redeemed
 - Expenses: \$58,000 (projecting close to \$60,000)

- 2. Gift Certificates – Promote to increase redemption**

Motion to Approve August 2025 Financial Statements:

Approved: Lisa Nagatomo-Timms
Seconded: Paul Beckwith
All in favor

– Motion Carried –

Village Updates – John Melaniphy

- 1. DTOP Office (1010) – Nearing ready; internet/utilities in progress; team almost fully staffed**
- 2. Barnes & Noble (1144 Lake St.)**
 - Permits submitted; landlord pursuing Cook County Class L (12-year

- incentive; property pays 10% of assessed value)
- Proposed opening: May 2026

3. Roosevelt bank property – Village pursuing acquisition
4. Class L – No rulings yet from Cook County Board
5. 104 Oak Park Ave (former U.S. Bank) – Meeting with landlord; ongoing
6. Pete’s Fresh Market – Making progress; fines possible if milestones missed
7. QuikTrip – Significant community pushback
8. Holiday Inn – Says October opening; timeline likely longer

Marketing – Amelia Dellos

1. TNO Metrics / Sponsorship
 - Sponsorship opportunity created from strong TNO metrics
2. Content & Social Performance
 - Working with Yummy Tours on video
 - Facebook budget +50% → FB views +113%
 - Instagram engagement +95%
3. Oaktoberfest Marketing
 - Mix of digital, radio, print, sponsored email
 - Sustainability press release
 - Social followers trending up
4. MAC Meeting Overview
 - Takeaways to inform Q4 content and cross-promotions

Events – Lauren Marmol

1. Final TNO Numbers – Book sales +21%
2. Opportunities for Next Year (TNO)
 - Consider weekly theme nights to sustain engagement
 - Build tiered sponsorships (e.g., MC/hosted segments) for a more “hosted” feel
 - Board discussion: Explore season expansion (Paul); note school-year schedules can depress evening turnout
3. Oaktoberfest Update – Ongoing prep; sustainability and marketing in motion
4. Hispanic Heritage – Proceeding to apply for grant program

Old Business

1. Public Works – Garbage cans, rat abatement, alley cleanliness remain priorities
2. Awning Grant – Proposed Changes (for approval)
 - Budget increase from \$2,500 to \$4,000
 - Payment structure: 1/3 upon approval letter; balance upon completion/installation

Motion to Approve Awning Grant Changes:

Approved: Michael Carney

Seconded: Paul Beckwith

All in favor

– Motion Carried –

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 at 9:53 am by Susie Goldschmidt, Board President.

Seconded: Mike Fox

All in favor

– Motion Carried –