

DOWNTOWN OAK PARK BOARD OF DIRECTORS' MEETING MINUTES
April 2024 VIA ZOOM

Present: Jeff Long, Frank Heitzman, Susie Goldshmidt, Mike Fox, Mike Carney, Erin Payton, Emily Egan, Paul Beckwith, Tina Salerno, Jimmy Chen

Staff: Shanon Williams, Jayne Furlong, Amelia Dellos

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

Motion to Approve February 2024 Minutes:

Approved: Mike Fox

Seconded: Tina Salerno

All in favor

- Motion Carried –

Finance Report – Jeff Long

1. **Snow Removal - Page 2** - Snow Removal for the 1st Quarter was about \$7,000 under budget, as the snowfall continued to be below average.
2. **Jazz Thaw - Page 3** - The expenses for Jazz Thaw were about on budget at \$11,709 vs. the \$12,000 budgeted.
3. **Shopper's Reward - Page 3 and 5** - The Shopper's Reward Program for this year came in about the same as last year. As of the end of the Program on March 15th, 1,267 books with a value of about \$63,350 were given out vs. \$70,000 Budgeted - and vs. last year's 1,234 books with a value of \$61,700 vs. the year before's 1,213 books with a value of \$60,650. \$47,960 has been redeemed to Merchants vs. the \$55,900 last year and \$51,740 the year before. Last year, 91% of the Total Books given out was redeemed vs. 85% the year before. To date, 75% has been redeemed; and so, another \$10,000 could be reimbursed to the Merchants if 91% is redeemed again this year.
4. **Extra Reserve Account - Page 4** - Approximately \$15,500 was withdrawn from the Extra Reserve Account for cash flow purposes. Typically, Extra Reserves are used in February and March for cash flow purposes because of the large amount of merchant reimbursements for the Shopper's Reward Program. When the SSA is received in April, the Extra Reserve Account will be replenished back to \$235,092.

Motion to Approve March 2023 Financial Statements:

Approved: Mike Carney

Seconded: Mike Fox

All in favor

-Motion carried –

Village Updates - Emily Egan

1. Economic Vitality Plan -
 - a. Currently in RFP.
 - i. Should have consultant selected early May. Supplementing their work with village staff assistance.
 - b. Project will collect data regarding local economy and how it compares to Chicago and the region.
 - i. Setting a baseline of data to monitor against moving forward.
 - c. There will be rounds of stakeholder engagement, focus groups, etc.
 - i. Community engagement will help inform and analyze data and make recommendations on how to attract and retain business.
 - d. Approx. 3-year plan
2. Village-wide Updates
 - a. 3 new restaurants in Oak Park
 - i. Egg Harbor (South Blvd)
 - ii. Cafe Cubano (N. Oak Park Ave)
 - iii. Gyumon (N. Marion St) - in DTOP
 - b. Chamber of Commerce received a liquor license for more events
3. Board Feedback/Questions:
 - a. Susie - Status of MedMen
 - i. The corporate entity is in transition and may be bought out but no final word on closing
 - b. Susie - Currito space
 - i. No updates
 - c. Shanon - Who handling recruitment after closing OPEDC?
 - i. The Village is looking for the Economic Vitality Plan to inform re-engagement.
 - ii. Currently, 3 staff (Emily, Cam, and Brandon) are involved with development.
 - d. Susie - Status of Target theft issue
 - i. Meeting with manager coming up.
 - ii. Working with police chief on suggestions.
4. Emily will be the Village liaison for DTOPBA moving forward

Events - Jayne Furlong

1. Cultural Caffeine Tour
 - a. April 22nd - 28th
 - b. 13 businesses participating in promotional event
 - c. So far good feedback from public and businesses in anticipation of event
 - d. Amelia - Marketing the event through usual channels (socials, e-blasts, website) as well as a live spot on WGN next Wednesday
 - e. Board Feedback/Questions
 - i. Susie - Reminder to members to engage with social posts to increase reach

2. TNO

- a. Lot 3 Events
 - i. Using Lot 3 once a month for larger feature
 1. June - LGBTQ+ Resource Fair as part of TNO Pride Night
 2. July - Artisan Market - managing in house, may partner with Arts District
 3. August - Self-Care Fair - highlighting service industry
- b. Music
 - i. Grouping by genre/theme this year so each week is unique
 - ii. Increasing diversity of music to include more genres
- c. Board Feedback/Questions:
 - i. Susie - Do we allow businesses to set up tables on sidewalks?
 1. Businesses have in the past. It is up to them and their staffing availability if they want to have items outside.

Marketing - Amelia Dellos

1. Branding Presentation
 - a. Final branding will be unveiled at the Annual Meeting in May
2. LinkedIn
 - a. DTOPBA profile fixed and usable again

Old Business

1. Lot 10
 - a. Bids came in over budget
 - b. Project went before the Village Board on Thursday
 - i. Not able to include decorative sidewalks due to cost
 - ii. The Village Board changed approval for an increase in funding for electrical connection for events
 1. ComEd still has to ensure the ability to bring in the amount of electric so this is still up in the air
 2. Village Board is interested in ideas to recoup cost of increase
 - c. Board Feedback:
 - i. Paul - Losing how many parking spots in Lot 10?
 1. Staff will follow up
 - ii. Frank - Will EV parking be reserved for only electric vehicles or for anyone's use?
 1. Staff will follow up
 - iii. Mike F - Why is the Village doing this project specifically?
 1. Shanon will look into exact reasons and follow up
 - iv. Mike F - Start date for the project?
 1. Projected start date is end of May
2. Board Election and Annual Meeting -

- a. Change annual meeting from Thursday, May 23rd to Wednesday, May 22nd 5pm-7pm due to multiple conflicts
- b. Paul to look into reserving Albion community room
- c. Jimmy Chen is not running again
- d. Erin Payton is stepping down

New Business

1. Frank H - What happened to Art Dan La Rue event?
 - a. Shannon - Has not come back since Covid but could be revisited now that staffing is stabilized
 - b. Potential partnership with Arts District

Consent Reports

- a) Executive Director – Shanon Williams
- b) Marketing – Amelia Dellos
- c) Events/Communication - Jayne Furlong

Motion to adjourn: Downtown Oak Park Board of Directors' Meeting at 9:39 am by Susie Goldschmidt, Board President.

Approved: Mike F

Seconded: Mike Carney

All in favor

-Motion Carried –