

**DOWNTOWN OAK PARK BOARD OF DIRECTORS' MEETING MINUTES**  
**February 20th, 2024 VIA ZOOM**

**Present:** Jeff Long, Frank Heitzman, Susie Goldshmidt, Mike Fox, Mike Carney, Erin Payton, David Schrodt, Cameron Davis, Tina Salerno, Michelle Vanderlaan, Emily Egan (Village of Oak Park), Brandon Crawford (Village of Oak Park)

**Staff:** Shanon Williams, Amelia Dellos, Jeff Eng, Jayne Furlong

The Downtown Oak Park Board of Directors' meeting was called to order by Board President, Susie Goldschmidt, at 8:37am via Zoom.

**Motion to Approve January 2024 Minutes:**

Approved: Mike Carney

Seconded: Cameron Davis

All in favor

- Motion Carried –

**Finance Report – Jeff Long**

1. SSA 1st quarter check not received yet
2. \$9,500 paid to Prescott in Nov/Dec
3. \$2,300 under for snow removal
4. \$68,000 from reserves used for cash flow until SSA check is received, will be replenished then
5. Shopper's Rewards on track to match last year
6. Board Feedback/Questions:
  - a. Susie - Gift Certificates - Sold \$1200 in January but redeemed \$6,100. Why?
    - i. Rolling redemption, especially after the holidays
    - ii. No expiration dates unless promotion/donation

**Motion to Approve January 2024 Financial Statements:**

Approved: Erin Payton

Seconded: Mike Fox

All in favor

-Motion carried –

**Village Updates - Cameron Davis**

1. Outdoor Dining
  - a. Currently working with restaurants who want street dining - none in DTOP
  - b. Info will be going out regarding sidewalk dining soon
  - c. Board feedback/questions:
    - i. Erin - Define street dining and why none in DTOP
      1. Cam - Street dining requires taking over parking spots and paying the Village to rent those spots to use for tables. DTOP has the

highest concentration of sidewalk dining, but not much opportunity for street dining. Sidewalk dining is also more financially feasible for most businesses.

2. New Business Licenses
  - a. 9 issued in January - most ever in January
3. Restaurant updates
  - a. KBBQ on Marion Street - project is moving along
  - b. Crepas Culichi - signed a lease on adjoining space (formerly FixThat4U) to create a party room
  - c. 1120 space (previously Bar Louie) - local restaurant signed a letter of intent
  - d. Other districts:
    - i. Pleasant District - Egg Harbor moving into old Wild Onion space
    - ii. Harrison - Publican Bread ribbon cutting on 2/27

### **Marketing** - Amelia Dellos

1. Valentines Day Promotions
  - a. High-rise flyer, post on website, socials
  - b. Eblast - still seeing high open rates (41%)
2. Branding Update
  - a. Famous Victory delivered first-round ideas
  - b. Provided feedback and have a second meeting scheduled
  - c. Once FV provides the next round of ideas, staff will present ideas to the Merchant Advisory Committee for input
3. Board Feedback/Questions:
  - a. Susie - Social Media - What can the board do to help with engagement?
    - i. Amelia - "Liking" and sharing posts helps boost visibility.
  - b. Michelle - Galentine's Day - seems to be bigger this year than before, maybe a cool marketing opportunity next year

### **Events** - Jayne Furlong

1. Merchant Mingle
  - a. Bringing back mingles beginning 2/22, will have 3 this year
  - b. Vigo hosting Mingle on Thursday, 2/22
2. Jazz Thaw
  - a. Music Booked, waiting for final contracts
  - b. Already getting good buzz around Jazz Brunch

### **Old Business** - Shannon Williams

1. Committee Guidelines
  - a. The executive committee met to design guidelines for new subcommittees
  - b. Staff members assigned to each committee will reach out to set up the first meeting
  - c. At the first meeting, committees will review guidelines and plan goals

2. Lot 10 update
  - a. Shanon has been in conversation with the Village around this project.
    - i. Frank Heitzman and Peter Morova (Careful Peach Boutique) have provided input on the project.
    - ii. Electricity is still up in the air
    - iii. Shanon asked about adding a portion of the sidewalk on Marion that was never updated during past project into this project - Village will look into it
  - b. Cam - This project is a priority for public works.
  - c. Board feedback/questions:
    - i. Tina - Will this project be done in phases? Where should customers park?
      1. Cam - Still in the design phase, so the actual project plan will be discussed with the contractor, but the impact on parking will be considered.

### **New Business**

1. Term Expirations
  - a. 4 board seats expiring this year
2. Nominating Committee
  - a. Previously Paul, Erin, and Mike Fox
  - b. Susie would like to join this committee
  - c. Erin would like to move off this committee

### **Consent Reports**

- a) Executive Director – Shanon Williams
  1. Board Feedback/Questions:
    - d. Susie - SSA Funding Explanation on Website - Seems like a great idea to clarify how our funding works
    - e. Susie - Migrants - Any update from the Village on the influx of migrants selling items on the street?
      - i. Shannon has received concerns from merchants. She contacted Village President Vicki Scaman and is waiting for direction from the Village.
- b) Marketing – Amelia Dellos
- c) Events/Communication- Jayne Furlong

**Motion to adjourn:** Downtown Oak Park Board of Directors' Meeting at 9:25 am by Susie Goldschmidt, Board President.

Approved: Cameron Davis

Seconded: Michelle Vanderlaan

All in favor

-Motion Carried –