

AGENDA

BOARD MEETING



Date: Thursday, May 16, 2019
Facilitator: Scot Bode, Chair

Time: 8:00 to 9:00 am
Location: City Hall, 5th Floor

1) Call to Order and Introductions

2) Conflict of Interest

Members: Please disclose any existing conflicts of interest with the items on the agenda.

3) Approval of Minutes

*Chairman: Scot Bode
Action Requested: Approval*

4) Treasurer's Report

*Finance: Roger Schnorr
Action Requested: Approval*

5) Standing Committees Report

***Governance: Tony Hunsberger
Marketing: Cort Carlson***

6) Special Committees Report

***Business Attraction and Retention: Brian Failing
Events: Jason Sunderland
Streetscape: Gina Salamone
Marissa Amoni***

7) Manager's Report

8) Upcoming Meetings

- BAR Committee: June 13, 2019 – Aurora Regional Fire Museum
- Streetscape Committee, May 20, 2019 – Endiro Coffee
- Marketing, May 21, 2019 – Tivoli Garage
- Morning Mixer, June 20, 2019 – Paramount School of the Arts
- Events Committee, May 28, 2019 – Endiro Coffee

9) City Updates/Public Comment

Adjournment

Scot Bode

Minutes

MARCH 21, 2019 BOARD MEETING



The meeting was called to order by Scot Bode, Chair of the Board at 8 a.m.

1) The Chair called the meeting to order

2) The chair asked for introductions

3) Approval of Minutes.

Shannon Cameron moved to approve the minutes; Kim Granholm seconded. The motion passed at 8:05 a.m.

4) Treasurer's Report.

Roger Schnorr had an excused absence. Kim Granholm moved to approve the Treasurer's Report and the motion was seconded by Jason Sunderland. The motion was carried unanimously.

5) Reports - *Standing Committees.*

- **Governance.** Scot Bode announced that Tony Hunsberger is the replacement for LuLu Blacksmith as Governance Chair.
- **Marketing.** Cort Carlson – Banners are up on River Street and Stolp Avenue. Aurora Downtown has an updated logo. Updated brochures are out. Website analytics are being monitored.

6) Reports - *Special Committees.*

- **Business Attraction and Retention.** Brian Failing – BAR drafted CIP requests and will review next month. Offered a grant for \$7.5K to a prospective business.
- **Special Events.** Jason Sunderland – listed upcoming events and volunteer needs. First Fridays is growing again with 28 things on the map.
- **Streetscape.** Gina Salamone – A planting party is scheduled for May 23 from 2 to 4 p.m. Heritage markers are being reinstalled this spring after being recently powder coated thanks

to Abby Schuler. Committee is working with Megan Paul at VARA Design on holiday decor. Abby updated on Cleanslate crew helping out.

7) Manager's Report. Marissa Amoni gave a summary of what she has been working on the last few weeks. She introduced Loretta Daly with Invest Aurora.

8) City of Aurora Updates. 80 S. River updates. Officer Martinez updates (minimal issues in downtown). Jen Evans gave updates on utility boxes.

9) Other Business. No other business was discussed

10) Public Comment. Arts Center tour that day. Auction items for Mutual Ground needed.

12) Upcoming Meetings

Executive: May 14, 2019

Morning Mixer: June 20, 2019

Board Meeting: July 18, 2019

Ballydoyle

School of the Arts

City of Aurora, 5th Floor

The meeting was adjourned at 8:54 am

Board Members Absent:

Roger Schnorr (excused)

Kori Kasper

Aurora Downtown, SSA #1

BUDGET VS. ACTUALS: FY2019 001 - FY19 P&L

January - December 2019

		TOTAL		
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
43400 SSA income		290,000.00	-290,000.00	
45000 Interest income	16.50		16.50	
46400 Miscellaneous income	153.50		153.50	
Total Revenue	\$170.00	\$290,000.00	\$ -289,830.00	0.06 %
GROSS PROFIT	\$170.00	\$290,000.00	\$ -289,830.00	0.06 %
Expenditures				
60900 Administrative	19,777.03	57,500.00	-37,722.97	34.39 %
62100 Marketing Committee	14,173.59	40,000.00	-25,826.41	35.43 %
62200 Events Committee	14,180.17	50,000.00	-35,819.83	28.36 %
62800 Business Attraction & Retention	6,412.01	35,000.00	-28,587.99	18.32 %
65000 Governance Committee	1,213.48	1,000.00	213.48	121.35 %
66000 Finance Committee	3,466.58	10,500.00	-7,033.42	33.02 %
68300 Streetscape Committee	-1,111.66	96,000.00	-97,111.66	-1.16 %
Total Expenditures	\$58,111.20	\$290,000.00	\$ -231,888.80	20.04 %
NET OPERATING REVENUE	\$ -57,941.20	\$0.00	\$ -57,941.20	0.00%
Other Expenditures				
Other Miscellaneous Expense	41.12		41.12	
Total Other Expenditures	\$41.12	\$0.00	\$41.12	0.00%
NET OTHER REVENUE	\$ -41.12	\$0.00	\$ -41.12	0.00%
NET REVENUE	\$ -57,982.32	\$0.00	\$ -57,982.32	0.00%



AURORA DOWNTOWN

EAT • DRINK • PLAY • MORE

**Events Committee Minutes
April 23, 2019 at 7:30 p.m.
Endiro Coffee**

In attendance:

Jason Sunderland
Marissa Amoni
Shannon Gutierrez
Rebekah Axtel
Krista Danis
Tim Frederick

Discussion:

1. Completed Food Truck Festival map
2. Discussed summer events
3. Reviewed volunteer needs
4. Went over Food Truck Festival plan



AURORA DOWNTOWN

EAT • DRINK • PLAY • MORE

Marketing Committee Minutes

April 16, 2019 at 9 a.m.

43 W. Galena Blvd.

In attendance:

Cort Carlson

Marissa Amoni

Shannon Cameron

James Cardis

Miriam Meza

Discussion:

1. Approved Money Mailer quarterly ad
2. Declined on putting ad in Suburban Family
3. Talk to Abby about putting up more banners
4. Emphasize "Eat, Drink, Play" in marketing materials



AURORA DOWNTOWN

[date]

Streetscape Committee Report

The Streetscape Committee’s purpose is to ensure a clean, safe and presentable downtown:

- Holiday Decorations
 - Inventory and assess the use of seasonal decorations annually
 - Encourage owners and business with ideas to create a more festive atmosphere
- Visual beautification
 - Ensure the presence of clean and “friendly” pedestrian paths
 - Report sidewalk and road maintenance violations and ensure enforcement by the City
 - Ensure adequate maintenance of roads, lighting, signage, plantation, and snow removal
 - Analyze and identify areas in need of trash receptacles
- Landscaping
 - Assess if any landscaping should be improved, removed or changed
 - Inventory flower amounts and assess the best location for the flowers in addition to creating an innovative way to display the flowers.
- Create a comprehensive downtown visual enhancement plan (TBD)

<p>Committee Chair: Gina Salamone</p>	<p>Members:</p> <p>Gina Salamone: gsalamone@huckbouma.com Kim Granholm: Kim@aurorafastprint.com Kori Kasper korikasper90@gmail.com Marissa Amoni maj2099@gmail.com Joe Weber Joseph Weber jpweber321@gmail.com Cathy Hayen Hayen, Cathy CHayen@aurora-il.org Schuler, Abby ASchuler@aurora-il.org Alex Voigt: avoigt@aurora-il.org</p>
--	---

Snapshot of Project(s)

Activity	% Complete	Issues	Delivery Date	Owner
Planting Party		Please join us	May 23	
Holiday Contractor		Finalizing contract	May 21	
New decorations		Considering ideas	N/A	

Status Summary

1. Please join us May 23rd at 2 PM for our planting party to put together the planters throughout town. Meet in the parking lot A. Wear appropriate clothes. No supplies needed, but gardening gloves recommended. After the pots are completed, we will head to Gillerson's from 4-6 for a mixer.
2. I am meeting next week to finalize the contract with the company that installs our Holiday decorations.
3. We are continuing to work with VARA Design to complete a design plan for future decorations in order to maintain a cohesive look.

Budget Overview

Item (Activity)	Budget Allocation (Income)	Expenses	Profit	Notes
Totals				



June 1, 2019
DRAFT as of May 13, 2019

Mr. Donald Hughes
City of Aurora
44 E. Downer Place
Aurora, IL 60507

Dear Mr. Hughes,

Thank you for all of the support and enthusiasm you have shown towards downtown Aurora over the short time you have been working for the City of Aurora. Aurora Downtown is excited about the future and working together to further the development of downtown.

Aurora Downtown's Board of Directors respectfully submits these capital improvement requests for 2019. We have divided these among several areas in hopes of further expanding the vision we see for downtown.

- Developing *Downtown Gateways* that welcome visitors and residents alike.
 - Improve the look and feel of the gateways into downtown, especially the corner of New York & Broadway and the BNSF viaduct on S. Broadway. Other areas in need of consideration are Galena Boulevard, New York Street, Lake Street, Benton Street and Downer Place.
 - Add infrastructure that enhances a family experience by developing new green space in the Downtown Core. We request that the City purchase vacant sites and turn them into pocket parks that can serve as a centralized meeting point for families with appropriate street furniture.
 - Preserve and enhance existing green space in Downtown.
- Enhancing the overall *Streetscape* environment of downtown.
 - Reactivate the exterior and interior building grant program to assist current and potential property and business owners in the Downtown.
 - Create an overall aesthetic for wayfinding downtown that highlights our vibrancy.
 - Finish, complete, and implement a Streetscape Plan for Broadway.
 - Install arches on the LaSalle Street Historic Auto Row to create a sense of place.
 - Improve the visual appeal of BNSF viaducts and bridges that are not gateways.
 - Complete the Riverwalk through downtown on both sides of the river with consideration for cantilever walkways.
 - Increase the curb appeal of vacant and City owned property. Utilize lighting, windows, etc. to increase appeal of downtown.

- Investing in ***Downtown Infrastructure*** to ensure the sustainability of the downtown.
 - Ensure utilities meet the needs of large and small developers throughout downtown: electric, sewer, water, and communications & media.
 - Continue improvements to parking and signage to complement new residential and commercial development.
 - Continue to invest in lighting to improve the overall safety and feelings of a safe environment in downtown after dark.
 - Improve pedestrian and vehicular traffic flow along Broadway and other streets to lower the incidence of accidents and property damage.
 - Create a permanent location for food trucks and pop-up shops.
 - Add additional street furniture to enhance walkability and outdoor dining opportunities.
 - Review sidewalks throughout the downtown to ensure they can be cleared with ease during the winter months and to expand outdoor seating opportunities.

These requests range from overall needs like parking and safety to specific wants, like creating welcoming entry points into Downtown Aurora. We will submit our 2021 list to the City of Aurora by June 1, 2020.

We look forward to your guidance to improve our next submittal. In addition, we look forward to working closely with the City of Aurora to continue to make Aurora's downtown a premiere destination for locals and visitors from across our region.

Sincerely,

Scot Bode
Chair, Board of Directors
Aurora Downtown

Brian Failing
Chair, Business Attraction and Retention
Aurora Downtown