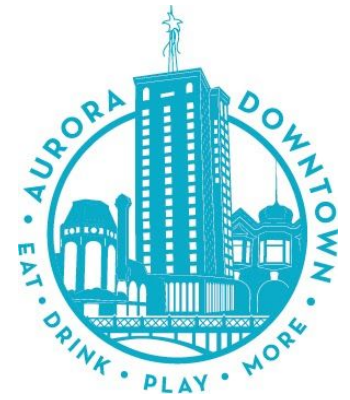


REVISED AGENDA

BOARD MEETING



Date: Thursday, March 19, 2020
Facilitator: Scot Bode, Chair

Time: 8:00 to 9:00 am
Location: 1 E. Benton St.

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) Hiring Process History

5) Bylaw Amendment

*Chairman: Scot Bode
Action Requested: Approval*

Motion to begin process of amending bylaws to reflect:

- a. That all financial expenditures are to be made and approved by the entire board.
- b. That all personnel and hiring of contractors are to be approved by the entire board
- c. Establish a structure, process and audit of board elections.
- d. Establish a structure and process for the election of officers by the board.

6) Open Letter to Scot Bode

Vice Chair: Kim Granholm

7) Treasurer's Report

*Finance: Roger Schnorr
Action Requested: None*

8) Standing Committees Report

Governance: Tony Hunsberger

Marketing: Cort Carlson

9) Special Committees Report

Business Attraction and Retention: Brian Failing

Events: Jason Sunderland

Streetscape: Gina Salamone

10) Slate of Officers

*Chairman: Scot Bode
Action Requested: Approval*

11) Manager's Report

Marissa Amoni

12) City Updates

13) Public Comment

Adjournment

Scot Bode

Upcoming Meetings

- Events Committee: March 25, 2020 at 7:30 p.m.
– Endiro Coffee
- BAR Committee: April 8, 2020 at 3 p.m. – Aurora
Regional Fire Museum
- Morning Mixer: April 16, 2020 at 8 a.m. -
Waubensee Community College
- Streetscape Committee: April 20, 2020 at 8:30
a.m. – Endiro Coffee
- Marketing: April 21, 2020 at 9 a.m. – Tivoli
Garage
- Planting Party: May 20 from 1 to 3 p.m. River
Street lot

3/19 Board of Directors

Thu, Mar 19, 2020 8:00 AM - 9:30 AM (CDT)

Please join my meeting from your computer, tablet or smartphone.

<https://global.gotomeeting.com/join/704448061>

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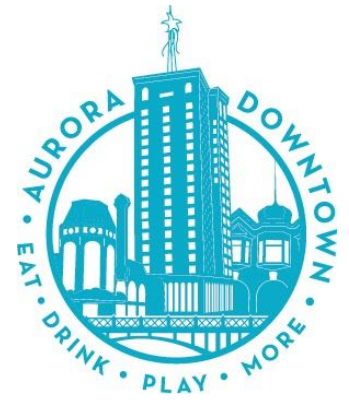
Access Code: 704-448-061

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<https://global.gotomeeting.com/install/704448061>

MINUTES

BOARD MEETING



Date: Thursday, January 16, 2020
Facilitator: Scot Bode, Chair

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

1) Call to Order and Introductions 8:05 a.m. called to order with a moment of silence and poem

2) Conflict of Interest None

3) Aurora Downtown Public Comment Policy

- Roll call vote:

Scot Bode - yea

Kim Granholm - yea

Roger Schnorr - yea

Cort Carlson - yea

Gina Salamone - yea

Jason Sunderland - yea

Emily Beaupre - not present

Shannon Cameron - not present

Kim Caponi - yea

Karen Christensen - yea

Tim Frederick - yea

Jessica Linder Gallo - yea

Bart Grometer - yea

Shannon Gutierrez - yea

Tony Hunsberger - yea

Kori Kasper - not present

Miriam Meza - yea

Jesus Sanchez - yea

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

Chairman: Scot Bode

Action Requested: Approval

Jon Monsma - yea

Kristine Walker - yea

Resolution Number 1 passed with 18 yea votes. 8:12 a.m.

4) Approval of Minutes

- *Kim Granholm moved to approve the minutes; Brian Failing seconded. Motion passes at 8:13 a.m.*

Chairman: Scot Bode

Action Requested: Approval

5) Treasurer's Report

- Shifting dollars slightly; similar budget, income from city

Finance: Roger Schnorr

Action Requested: None

6) Standing Committees Report

- Tony: Formalizing a review process for staff; Marissa requested a raise; review survey scheduled out to board
 - Cort: Marketing committee completed a list of 2020 focuses and will continue to market the downtown year-round as a destination

Governance: Tony Hunsberger

- Slate of officers 2020

Marketing: Cort Carlson

7) Special Committees Report

- Brian: BAR committee finalized the 2020 grant process, available on the website; Trevor Dick attended recent BAR meeting about CIP
- Jason: Gearing up for lots of events; volunteers always needed
- Gina: Streetscape working on spring planting and holiday decor; met with Josh Schultz about Tortas Guadalajara mural

Business Attraction and Retention: Brian Failing

Events: Jason Sunderland

Streetscape: Gina Salamone

8) Manager's Report

- See attached

Marissa Amoni

9) Aurora Film Society Presentation

- Jeannie Norris and Karl Nicholas presented and thanked the board

10) City Updates

- Abby Schuler: Work on Rotary Bridge in spring/early summer; replace stairs by La Quinta and Ballydoyle; found a graffiti vandal "Punchy"; replaced dam lights at Galena Blvd.

11) Public Comment

- Rebekah Axtel: Chamber Pulse lunch on Feb. 4

12) Upcoming Meetings

- Streetscape Committee: January 14, 2020 at 8:30 a.m. – Endiro Coffee
- Marketing: January 21, 2020 at 9 a.m. – Tivoli Garage
- Events Committee: January 29, 2020 at 7:30 p.m. – Endiro Coffee
- Board Orientation: January 30, 2020 from 8 to 10 a.m. - Aurora Regional Fire Museum
- BAR Committee: February 12, 2020 at 3 p.m. – Aurora Regional Fire Museum

[43 W. Galena Blvd., Aurora, IL 60506](#) • [\(630\) 256-3167](#) • [auroradowntown.org](#)

Adjournment 9:10 a.m.

Scot Bode

Absent: Shannon Cameron
Kori Kasper, Emily Beaupre (late)



AURORA DOWNTOWN

EAT • DRINK • PLAY • MORE

Manager Report: Marissa Amoni
January 16, 2020

Administration

Agenda/Minutes created for January 16 board meeting.
Met with Jessica Linder Gallo from Aurora Chamber to discuss office options.
Toured the basement space at the Graham Building on Stolp Ave. as possible office space.
Attended BAR meeting on 1/8/20.
Attended Exec Committee lunch on 1/14/20.
Attended Streetscape meeting on 1/14/20.

Marketing

Salon focus; posted a listing of downtown salons/barbershops on Facebook/Instagram.
First Fridays poster release on social media.
Blog post by Chrissy Somers of Families on the Fox featuring an afternoon in downtown Aurora.
Completed winter Aurora Downtown Quarterly newsletter.

Public Relations

2020 events list shared with media list.
Sent Mays Mayhew gallery show press release to media list.
Press release listing free business events hosted at Santori Public Library in January/February.

Events

Aurora, Illinois mugs ordered/arrived/unpacked/priced/delivered.
2020 trolley dates secured/awaiting contracts.
Food Truck vendor email #1 sent out.
First Fridays Google Drive folder shared with First Fridays venues.
Met with photographer to secure photo booth locations for First Fridays in 2020.
Hosted 2019 volunteer party at Velazquez Pool Hall.

Outreach

Boss Babes at Wyckwood House.
Met with Jon Monsma from Invest Aurora on downtown projects.
Attended Invest Aurora's business registration partner workshop.
Visited Downtown Wheaton office; met with Elle Withall, executive director.

Announcements

Boss Babes photo shoot on Wednesday, January 22 from 8:30 to 10 a.m. at Society 57.

Boss Babes: Boys in the House invites men to join for a \$20 donation to Mutual Ground on Wednesday, February 5 from 8:30 to 10 a.m.

Endiro - Illinois Made award honors at 2 p.m. on Thursday, January 23.

Yetee Station is now open at 102 E. Galena Blvd. \$10/free play

Mang-kuk Filipino Asian is now open at 210 E. Galena Blvd.

First Fridays is February 7; next up Woman Up! on March 6.

Aurora Downtown, SSA #1

BUDGET VS. ACTUALS: FY2020 001 - FY20 P&L

January - December 2020

			TOTAL	
	ACTUAL	BUDGET	<i>YET TO SPEND</i>	% OF BUDGET
Revenue				
43400 SSA income		290,000.00	-290,000.00	
45000 Interest income	9.54		9.54	
Total Revenue	\$9.54	\$290,000.00	\$ -289,990.46	0.00 %
GROSS PROFIT	\$9.54	\$290,000.00	\$ -289,990.46	0.00 %
Expenditures				
60900 Administrative	545.51	57,500.00	-56,954.49	0.95 %
60960 D & O insurance	1,178.00		1,178.00	
60990 Other administrative expenses	9,135.61		9,135.61	
Total 60900 Administrative	10,859.12	57,500.00	-46,640.88	18.89 %
62100 Marketing Committee		40,000.00	-40,000.00	
62110 Website and social media	628.06		628.06	
62140 Marketing support	4,031.05		4,031.05	
Total 62100 Marketing Committee	4,659.11	40,000.00	-35,340.89	11.65 %
62200 Events Committee		50,000.00	-50,000.00	
62220 First Fridays	3,874.17		3,874.17	
62250 Other events	4,570.53		4,570.53	
62260 Events - Income	-5,711.00		-5,711.00	
Total 62200 Events Committee	2,733.70	50,000.00	-47,266.30	5.47 %
62800 Business Attraction & Retention	900.00	36,500.00	-35,600.00	2.47 %
Event Support	447.56		447.56	
Total 62800 Business Attraction & Retention	1,347.56	36,500.00	-35,152.44	3.69 %
65000 Governance Committee		2,500.00	-2,500.00	
65100 Governance Expense	2,072.41		2,072.41	
Total 65000 Governance Committee	2,072.41	2,500.00	-427.59	82.90 %
66000 Finance Committee		7,500.00	-7,500.00	
66100 Finance Expense	3,145.00		3,145.00	
Total 66000 Finance Committee	3,145.00	7,500.00	-4,355.00	41.93 %
68300 Streetscape Committee		96,000.00	-96,000.00	
68310 Decorating	1,848.60		1,848.60	
68330 Streetscape - Income	-1,250.00		-1,250.00	
Total 68300 Streetscape Committee	598.60	96,000.00	-95,401.40	0.62 %
Total Expenditures	\$25,415.50	\$290,000.00	\$ -264,584.50	8.76 %



AURORA DOWNTOWN

EAT • DRINK • PLAY • MORE

Manager Report: Marissa Amoni
March 19, 2020

Administration

Agenda/Minutes created for March 6 special board meeting, and for March 19 board meeting.
Moved into new office space at 43 W. Galena Blvd.
Completed and sent Annual Report General Not For Profit Corporation Act.
Attended BAR meeting on 2/12/20.
Attended Streetscape meeting on 2/17/20.
Planned and attended Morning Mixer at Stolp Island Social on 2/20/20.
Attended and led Events meeting on 2/26/20.
Set up GoToMeeting for March 19.

Marketing

Shopping focus/Women's History Month focus.
First Fridays posters by high school students.
Spring ads/AACVB ad.
Met with Tom at Money Mailer.
Working on Spring 2020 Aurora Downtown Quarterly newsletter.
Posted two pieces online about supporting local businesses during COVID-19.

Public Relations

SciTech rocket launch preview.
First Fridays press releases.
Social media ongoing/daily promotion.
Spring Break press release.

Events

Egg Hunt on the Island prep.
Food Truck Festival ongoing planning.
First Fridays planning/promo.
Booked Wednesdays at the Plaza concert series.
Applied for Neighborhood Festival Funding grants.
Planning Downtown Taste with Exchange Club.

Outreach

Attended State of the City and networking pre-party.
Attended Lauren Underwood lunch on 2/18/20.
Attended Census 2020 presentation.
Attended Simply Destinee ribbon cutting.
Attended SciTech rocket exhibit ribbon cutting.
Attended Altiro sneak peek dinner, and ribbon cutting.
Boss Babes photo shoot at Society 57 to celebrate Woman Up!
Attended ribbon cutting for American Legion at 1 E. Benton St.
Attended Invest Aurora promoting partnership breakfast.
Met with Harriet Parker from SBDC/WCC.
Reached out to all downtown restaurants regarding COVID-19 closures.

Announcements

COVID-19 measures could cancel/postpone events.
First Fridays is cancelled for April 3. It could go virtual.
Egg Hunt on the Island is cancelled on April 4 from 1 to 3 p.m.