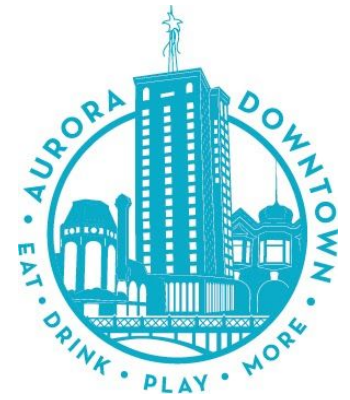


AGENDA

BOARD MEETING



Date: April 16, 2020
Facilitator: Kim Granholm

Time: 8 to 9:30 AM
Location: Virtual Meeting

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

Chair: Kim Granholm

4) 2020 Goals

Action Requested: Approval

5) Staff review and pay update

Chair: Kim Granholm

6) Treasurer's Report

Chair: Kim Granholm

Finance: Roger Schnorr (excused)

Action Requested: None

7) Standing Committees Report

Governance: Tony Hunsberger

Marketing: Cort Carlson

8) Special Committees Report

Business Attraction and Retention: Brian Failing

9) BAR Committee emergency grants vote

Events: Jason Sunderland

Streetscape: Gina Salamone

10) Manager's Report

Marissa Amoni

11) City Updates

12) Public Comment

13) Upcoming Meetings

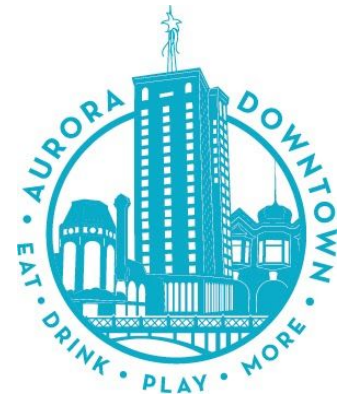
See website calendar. Next board meeting: May 21 at 8 a.m. location TBD

Adjournment

MINUTES

SPECIAL BOARD MEETING

CALLED BY KIM GRANHOLM & GINA SALAMONE



Date: Thursday, March 26, 2020
Facilitator: Kim Granholm, Vice Chair

Time: 8 a.m. to 9 a.m.
Location: Virtual Meeting

1) Call to Order

Kim Granholm called the meeting to order at 8:04 a.m.

Vice Chair: Kim Granholm

2) Conflict of Interest

NONE

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

3) Slate of Officers

Kim Granholm noted feedback from the board orientation: -
Decide on FOIA - bylaw review - strategic plan

Kim presented the slate of officers. Virtual vote was conducted via Google Forms. Results for Kim Granholm for Chair: 14 Yea; 6 Nay; 1 Abstain

*Vice chair: Kim Granholm
Action Requested: Vote*

Vote for slate of officers by virtual vote via Google Forms. All approved. Request to see form.

Discussion: Jessica Linder Gallow questioned how many officers are on the executive committee.

Tony Hunsberger and Jesus Sanchez noted concerns about adhering to the bylaws with the election of the slate of officers presented by Kim Granholm. Jesus questioned whether it was violating the bylaws.

Scot mentioned bylaw 6.7.3.

Gina mentioned bylaw 8.4.4.

4) Public Comment

NONE

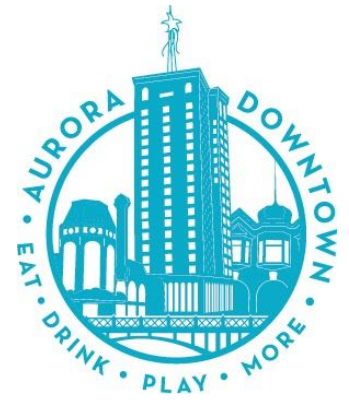
Adjournment

Vice Chair

Kim Granholm adjourned the meeting at 8:44 a.m.

MINUTES

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 8:09 a.m.

2) Conflict of Interest None.

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

3) Approval of Minutes

Roger Schnorr moved to approve the minutes; Jason Sunderland seconded. Motion passes at 8:10 a.m.

*Chairman: Scot Bode
Action Requested: Approval*

4) Hiring Process History

Discussion regarding the past practices of Aurora Downtown and hiring practices.

*Chairman: Scot Bode
Action Requested: Approval*

5) Bylaw Amendment

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.**

Kim Caponi made a motion to begin the process to review bylaws; Shannon seconded; Shannon made an amendment to generally review all bylaws for board approval; Kim Caponi seconded.

Motion passes at 8:55 a.m.

Jessica Linder Gallo made a motion to authorize up to \$1K to review bylaws; Karen Christensen seconded. Motion passes at 8:56 a.m.

6) Open Letter to Scot Bode

Kim Granholm explained the reasons that she and Gina Salamone asked for Scot Bode to step down as Aurora

Vice Chair: Kim Granholm

*Finance: Roger Schnorr
Action Requested: None*

Downtown chair. She presented 1) Communications with the board. 2) Overall feel of the board. 3) Bylaw violations

7) Treasurer's Report

Roger Schnorr presented the current financials.

8) Standing Committees Report

Tony Hunsberger had nothing to report for Governance.

Cort Carlson was not in attendance at the time of the report.

Governance: Tony Hunsberger

Marketing: Cort Carlson

9) Special Committees Report

Brian Failing said BAR received 7 applications for the grants; 5 out of 7 were board members and involved in the BAR committee; they are sending letters to applicants with additional questions; BAR to propose grants to the full board in May. CIP due April 1; it does not need formal review by the board. BAR will share with the board when complete.

Jason Sunderland updated the board on spring event cancellations and postponed events due to COVID-19. Marissa said the committee is waiting until April 1 to announce anything with the Food Truck Festival.

Gina Salamone said the planting party is scheduled for May 20. Updates will be made available if anything changes.

Business Attraction and Retention: Brian Failing

Events: Jason Sunderland

Streetscape: Gina Salamone

Chairman: Scot Bode

Action Requested: Approval

10) Slate of Officers

Presented slate of officers for 2020 by Scot Bode:

Chair - Jason Sunderland

Vice Chair - Kim Granholm

Secretary - Jon Monsma

Treasurer - Roger Schnorr

Governance - Tony Hunsberger

Marketing - Cort Carlson

Events - Jason Sunderland

BAR co-chairs - Jesus Sanchez and Brian Failing

Streetscape - Gina Salamone

Vote was taken for chair only: Jason Sunderland received 7 Yes votes; 9 No votes; 3 Abstained.

Gina Salamone nominated Kim Granholm for Board Chair; Kim accepted. Cort nominated Scot Bode who accepted, and later withdrew his name for consideration.

At the request of multiple board members and the Aurora Downtown manager, it was agreed that a special board meeting on March 26 will include a vote on the full slate of officers.

11) Manager's Report

Please see attached report.

Marissa Amoni

12) City Updates

None.

13) Public Comment

Rebekah Axtel urged everyone to be creative during this time of economic hardship for many. She asked how we can help our community. She pointed out the hurting restaurant industry.

Adjournment

Scot Bode

Kim Granholm moved to adjourn at 10:03 a.m. Jason Sunderland seconded.

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

Aurora Downtown, SSA #1

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

January - December 2020

	TOTAL			
	ACTUAL	BUDGET	OVER BUDGET	% OF BUDGET
Revenue				
43400 SSA income		290,000.00	-290,000.00	
45000 Interest income	11.35		11.35	
Total Revenue	\$11.35	\$290,000.00	\$ -289,988.65	0.00 %
GROSS PROFIT	\$11.35	\$290,000.00	\$ -289,988.65	0.00 %
Expenditures				
60900 Administrative	818.25	57,500.00	-56,681.75	1.42 %
60960 D & O insurance	1,178.00		1,178.00	
60990 Other administrative expenses	13,186.09		13,186.09	
Total 60900 Administrative	15,182.34	57,500.00	-42,317.66	26.40 %
62100 Marketing Committee		40,000.00	-40,000.00	
62110 Website and social media	1,042.91		1,042.91	
62140 Marketing support	5,950.46		5,950.46	
Total 62100 Marketing Committee	6,993.37	40,000.00	-33,006.63	17.48 %
62200 Events Committee		50,000.00	-50,000.00	
62220 First Fridays	3,874.17		3,874.17	
62250 Other events	4,735.53		4,735.53	
62260 Events - Income	-7,461.00		-7,461.00	
Total 62200 Events Committee	1,148.70	50,000.00	-48,851.30	2.30 %
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	2,179.47		2,179.47	
Total 65000 Governance Committee	2,179.47	2,500.00	-320.53	87.18 %
66000 Finance Committee		7,500.00	-7,500.00	
66100 Finance Expense	3,215.00		3,215.00	
Total 66000 Finance Committee	3,215.00	7,500.00	-4,285.00	42.87 %
68300 Streetscape Committee		96,000.00	-96,000.00	
68310 Decorating	2,313.60		2,313.60	
68330 Streetscape - Income	-1,250.00		-1,250.00	
Total 68300 Streetscape Committee	1,063.60	96,000.00	-94,936.40	1.11 %
Total Expenditures	\$31,130.04	\$290,000.00	\$ -258,869.96	10.73 %
NET OPERATING REVENUE	\$ -31,118.69	\$0.00	\$ -31,118.69	0.00%
NET REVENUE	\$ -31,118.69	\$0.00	\$ -31,118.69	0.00%



**Aurora Downtown Small Business Grants
Aurora Downtown COVID-19 Response Fund**

The Aurora Downtown COVID-19 Response fund is intended to provide financial relief from the pandemic to the businesses located within the Special Service Area #1. Aurora Downtown is a 501(c)4 organization that works alongside business and property owners for the betterment of Downtown Aurora. The fund is accepting grant applications from businesses located in SSA #1 to help assist in this time of need. The use of funds is flexible in nature and is intended to assist businesses to pay rent or other operating expenses. The grant applicant shall identify specific uses for the money.

PROGRAM DETAILS

- Grants shall be a maximum amount of \$500.
- Aurora Downtown is limited to disbursing a total of \$10,000 in grant funds under this program.
- Business owner/applicant is required to commit to operation for a period of not less than eight (8) weeks from the date of grant disbursement. If the owner or business fails to meet this standard, a reimbursement of grant funds to Aurora Downtown will be required.

ELIGIBILITY & CRITERIA

- Applicants must operate a brick-and-mortar establishment within the Aurora Downtown Special Service Area that was in operation on March 15, 2020.
- Grants to be used for qualified general operating expenses.
- Application must be complete.

ELIGIBLE EXPENSES

- Grants to be used for qualified general operating expenses for the time period of April 1 to June 1, 2020. Qualifying general operating expenses include but are not limited to rent, marketing, and payroll.

APPLICATION AND GRANT DISBURSEMENT PROCESS

- Applicants must submit the completed application form via Google [Here](#).
- Grant applications are due **APRIL 24, 2020**, by 5PM.
- Grant recipients will be chosen by a lottery of qualified applicants.
- Grant recipients will be notified by May 1.
- Disbursement of grant funds will occur following the notification of grantees.

Determination of funding eligibility shall be at the sole discretion of Aurora Downtown's Business, Attraction, and Retention (BAR) Committee. Please direct any questions to grants@auroradowntown.org about this opportunity.



AURORA DOWNTOWN

EAT • DRINK • PLAY • MORE

Manager Report: Marissa Amoni
April 16, 2020

Administration

Agenda/Minutes created for March 19 and 26 meeting, and April 16 board meeting.
Attended BAR meeting on 4/8/20.
Attended Exec Committee meeting on 4/13/20.
Attended Events meeting on 4/18/20.
Interviewed Aurora University students for intern positions this summer.
Created a GoToMeeting account for virtual meetings.
Assisted with BAR relief grant form/letter, and BAR small business grants.

Marketing

Sharing small business resources and virtual activities on Facebook/Instagram.
Virtual First Fridays promotion. All ads (print and radio) updated.
Website post: Gift card guide.
Website post: Carry-out guide.
Website post: Ways to help small businesses during COVID-19 shutdown.
Spring Aurora Downtown Quarterly newsletter on hiatus.
Attended a Daily Herald virtual webinar on marketing during crisis.
Updated board of directors page on website with 2020 directors.
Created website ad banners.
Sent out April eblast via MailChimp.
Created Canva account for designing materials.

Public Relations

Virtual First Fridays press release.
Communicating with the media about what small businesses are doing in downtown Aurora as a result of the shutdown.

Events

Rescheduled Food Truck Festival to October 2 (tentative).
Canceled Egg Hunt on the Island.
Donated plastic candy-filled eggs to food pantries.
Loaned out the Easter bunny costume to appear at Aurora Area Interfaith Food Pantry.
Reformatted First Fridays to be Virtual First Fridays for April and May.
Tentatively going forward with events in late summer.

Looking at virtual options for early and mid-summer.

Outreach

Virtual Boss Babes using GoToMeeting.

Communicating with Rep. Barbara Hernandez almost daily.

Met virtually with Aurora Regional Chamber and AACVB to discuss virtual events and outreach.

Spoke to David Dibo regarding informing the business community about resources.

Volunteered at Aurora Area Interfaith Food Pantry.

Announcements

Virtual First Fridays is May 1.