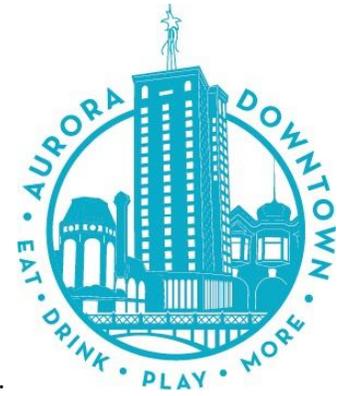


MINUTES

BOARD MEETING



Date: September 17, 2020

Time: 8:03 a.m. to 9:16 a.m.

Facilitator: Kim Woodin

Location: Virtual Meeting & 1 E. Benton

1) The chair called the meeting to order at 8:03 a.m. and roll was called

Board Members Present: Scot Bode, Cort Carlson, Kim Caponi, Karen Christensen, Brian Failing, Tim Frederick, Kim Granholm, Bart Grometer, Shannon Gutierrez, Jessica Linder-Gallo, Kori Kasper, Miriam Meza-Gotto, Gina Salamone, Jesus Sanchez, Roger Schnorr, Kristine Walker

Board Members Absent: Emily Beaupre, Shannon Cameron, Mike Mancuso, Jon Monsma, Jason Sunderland

2) The chair asked those members present if there were any conflicts of interest

Board members present did not disclose any existing or perceived conflicts of interest with items on the agenda.

3) Approval of the Minutes

Roger Schnorr motioned to approve the minutes; Karen Christensen seconded the motion. The motion was voted upon and carried unanimously.

4) Treasurer's Report

Roger Schnorr reported current spending at approximately \$133,000 of the \$290,000 budget. The first installment has been received from the city of Aurora. The second installment is expected in November.

5) Sign Discussion/Update

Kim Woodin presented the letter she wrote regarding additional comments and concerns surrounding the sign on Tortas Guadalajara. Gina Salamone mentioned that work on the mural is scheduled to begin next week. Any future murals will follow the new guidelines discussed at the last board meeting and mentioned in that letter.

6) Business Attraction and Retention Grant

Brian Failing reported that two grants have been approved by the committee and asked for the board's approval.

Grant #1: Gillerson's Grubbery of 33 W. New York St. - Provide a grant in the amount of \$3,500 for exterior improvements of the building and improvements related to outside dining.

Gina Salamone motioned to approve; Kristine Walker seconded the motion. A roll call vote was taken and the motion passed unanimously.

Grant #2: Tredwell Coffee of 14 W. Downer Place - Provide a grant in the amount of \$3,500 for the development of a parklet in front of the business for additional outside dining opportunities.

Scot Bode motioned to approve; Kim Woodin seconded the motion. A roll call vote was taken and the motion passed unanimously.

Standing Committee Reports

Governance (Nominations & Elections) Marissa informed the board that nine nominees have met the criteria

for the five open board member spots. Ballots will go out next week and are due by 5:00pm on October 24th. Ballots must be date stamped and returned by mail or email. Kim Woodin mentioned the 2021 slate of officers for the board will be presented at the December meeting. Anyone interested should contact Shannon Cameron or Marissa Amoni.

Marketing - Marissa provided an update on the signage placed along the Fox River Trail. The goal is to attract visitors on the trail to shop downtown. A shopping map has also been completed to promote downtown businesses. The committee is looking into providing businesses with grants to assist with marketing needs.

7) **Special Committee Reports**

Business Attraction & Retention - Grants approved as per above.

Events - Marissa reported that since trick or treating has been cancelled downtown, a new Sugar Skull City is scheduled for a month-long celebration. This is designed to embrace the cultural tradition of Day of the Dead and for visitors to explore downtown. They are also working with local videographers to provide virtual content as well as in person activities.

Streetscape - Gina Salamone indicated the new music park will be installed in Mundy Park during the first week of October. A new grant has been established to assist businesses with outdoor dining expenses during the cooler months. A few applications have already been submitted.

By-Law Review - In process.

8) **Manager's Report**

A list of Marissa's activities, events, and outreach was provided to all board members.

9) **City of Aurora Update**

Deb Lang provided an update on the agreement with the city and Aurora Downtown. She and Kim Woodin will meet to discuss the requested changes to the agreement proposed by city council. They will bring these changes back to the board for review.

Trevor Dick explained the new TIF Districts that will be established and how those districts will impact the downtown area.

Abby Schuler addressed the concerns about fly dumping that continues in Parking lot E. The city has ordered a video camera to determine who is responsible for this dumping. They're also working with the disposal company for design recommendations in the dumpster corral. The board-ups (plywood) are down to a couple of buildings on Broadway. The delay was due to insurance and permit restrictions.

10) **Public Comment**

William Small from Jazz Perspectives shared his information and willingness to work with the arts & entertainment community.

11) **Upcoming Meetings**

See the Aurora Downtown website calendar for a list of committee meetings. The next Board of Directors meeting will be held on Thursday, October 15th at 8:00 a.m.

12) **Adjournment**

The meeting was adjourned at 9:16 am.