



MINUTES

BOARD MEETING

Date: January 21, 2021
Facilitator: Kim Woodin, Chair

Time: 8:04 a.m. to 9:00 a.m.
Location: Virtual Meeting

1) The meeting was called to order at 8:04 a.m. and attendance was taken

Board Members Present: Scot Bode, Shannon Cameron, Kim Caponi, Cort Carlson, Karen Christensen, Brian Failing, Bart Grometer, Shannon Gutierrez, Kori Kasper, Miriam Meza-Gotto, Jon Monsma, Jesus Sanchez, Roger Schnorr, Yvonne Toney-Thompson, Penelope Torres, Kristine Walker, Kim Woodin

Board Members Absent: Jessica Linder-Gallo, Raquel Rodriguez, Gina Salamone (excused), Jason Sunderland (excused)

2) Agenda - 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

Brian Failing motioned to approve the minutes from the last meeting; Roger Schnorr seconded the motion. The motion was voted upon and carried unanimously.

4) Treasurer's Report

Roger Schnorr reported additional funds received. \$10,000 was transferred from the Community Foundation into the Business Attraction & Retention fund and \$75,000 was received from the LaSalle Street Auto Club. Several years ago, the group was given funds to install gateway arches for the historic auto row. The group folded and the archway project was never completed so they returned the money to Aurora Downtown.

5) New Business

Slate of Officers - Kim Woodin proposed the 2021 Aurora Downtown Slate of Officers:

Vice-Chair - Jon Monsma
Secretary - Kristine Walker
Treasurer - Roger Schnorr

Cort Carlson motioned to approve the 2021 Slate of Officers as presented; Karen Christensen seconded the motion. The motion was voted upon and passed unanimously.

Kim Woodin proposed the 2021 Aurora Downtown Standing Committee Chairs:

Governance - Shannon Cameron
Finance - Roger Schnorr
Marketing - Cort Carlson

Brian Failing motioned to approve the 2021 Standing Committee Chairs as presented; Miriam Meza-Gotto seconded the motion. The motion was voted upon and passed unanimously.

Goals 2021 - Kim Woodin reported the board achieved 2020's goals by determining FOIA/OMA status and finalizing our contract with the city of Aurora. For 2021, we will continue to work with our legal team to update the by-laws. A strategic plan will also be developed to advance Aurora Downtown. The board will use funds from the reserve and search for a consultant to assist with the strategic plan.

6) Standing Committee Reports

Governance - Shannon Cameron reported we will not be having the annual board orientation meeting due to COVID-19 restrictions. She suggested a video format for future orientations once the by-laws are in place.

Marketing - Cort Carlson reported on the success of the downtown holiday events in 2020. Special thanks to Marissa for her marketing efforts with the holiday photo concept event as it drew people to the downtown area. The committee is continuing to plan for 2021.

7) Special Committee Reports

Business Attraction & Retention - Brian Failing reported the BAR committee is reviewing the current grant program and will be making enhancements for 2021. The grant application process will open in the spring and will be announced to the public.

Events - Marissa Amoni announced the new event, the Art + Market. COVID-19 safety guidelines will be followed. Love Local Days will promote local businesses during the first few weeks of February. Marissa presented the 2021 events calendar and future events will be announced. First Fridays have been postponed until April 2021. The food truck fest has been moved to August.

Streetscape - Marissa reported that a RFP for public art has been announced for a gateway mural. The RFP was announced on the Aurora Downtown website, social media and a press release. The deadline for submissions is February 12th.

By-Law Review - No report.

8) City of Aurora Update

Trevor Dick will be presenting a report at the February board meeting. He will address the beautification on Broadway project and updates on parking lots F&E. Alex Voigt indicated the city is actively working on the sign ordinance. She will report back to the board as soon as there are further updates.

9) Public Comment

Jesus Sanchez reported on the success of the annual Three King's Day event held in January at La Quinta de los Reyes. Approximately 2,000 toys were distributed to children.

10) 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, February 18, 2021 via Zoom at 8:00 a.m.

11) Adjournment

The meeting was adjourned at 9:00 a.m.