

MINUTES

BOARD MEETING



Date: February 18, 2021
Facilitator: Kim Woodin, Chair

Time: 8:03 a.m. to 9:06 a.m.
Location: Virtual Meeting

1) The meeting was called to order at 8:03 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, Jessica Linder-Gallo, Miriam Meza-Gotto, Jon Monsma, Raquel Rodriguez, Gina Salamone, Jesus Sanchez, Roger Schnorr, Jason Sunderland, Yvonne Toney-Thompson, Penelope Torres, Kristine Walker, Kim Woodin

Board Members Absent: None

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

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

4) Treasurer's Report

Roger Schnorr reported approximately \$19,000 in expenses for January. No income has been received. We expect the two income payments from the city of Aurora in July and November 2021. We will continue to use working capital until those funds come in. All necessary paperwork has been submitted timely to the city.

Kim Woodin announced Roger's upcoming retirement. The Executive Committee will be considering appointing Roger as a director emeritus to allow him to oversee the transition to the new treasurer.

A vote will be taken at the March meeting.

5) Manager's Report

Kim Woodin thanked the board for their feedback regarding the manager survey. We continue to streamline the employee review process and several positive goals came out of this. A future board orientation may address board and manager responsibilities.

6) Standing Committee Reports

Governance - Shannon Cameron is working with Kim Caponi and Marissa Amoni on the strategic plan process.

Marketing - Cort Carlson reported that the marketing committee is looking at making some website improvements. We are holding out of major marketing and advertising campaigns until we have a better idea on events and what will be open/allowed. We'll continue with social and digital campaigns to attract people downtown.

7) Special Committee Reports

Business Attraction & Retention - Brian Failing announced there will be one grant application process this year instead of multiple dates to keep all projects in the same fiscal year. Applications for the 2021 grant will be going out on March 1st. Applications are due on May 1st. AKA Dance completed their signage and flooring improvements from last year's grant and will be reimbursed.

Events - Jason Sunderland thanked Miram Meza-Gotto for promoting the Easter Egg Hunt on Univision. The company we hired to organize the event chose 14 storefronts to participate in the egg hunt. The monthly Art & Market event at Society 57 has been going well and is following social distancing guidelines. Summer events are pending city approval. Permits are not being given until possibly June. Easter Bunny photos will be held at the gazebo. This will be similar to how we've offered the downtown holiday photos to the community.

Streetscape - Gina Salamone reported that the due date to submit an RFP for the new mural was on Friday. We received 8 applications. The committee is reviewing the applications and will determine who will be selected for the mural.

By-Law Review - Gina Salamone and the committee has reviewed the by-laws. She will be scheduling a time to meet with our attorney to assist and will continue working on this project.

8) City of Aurora Update

Trevor Dick and Jason Bauer presented one of the Capital Improvement Projects for 2021. This includes renovations to Skinny Park (Galena & Broadway area, connecting to Water Street Mall). They are working on a concept to create an exciting environment that will draw people to the downtown and local businesses. Phase 1 includes enhancements such as sidewalks, lighting, outdoor art pieces, and outdoor games Phase 2 will enhance the outdoor dining in this area. Phase 3 will further develop the building area in Water Street Mall. They have submitted their plans for the improvements on Broadway. Since Broadway/Rt. 25 is a state controlled route, these need to be approved before action can be taken.

9) Public Comment

Shannon Cameron announced the Paramount is waiting on the health department to announce further guidelines in order to plan for reopening. The Paramount is hosting an Earth Day downtown cleanup on April 24th from 9 am-12 pm.

Alex Vogt mentioned the city is working on outdoor dining for the upcoming season. The city is anticipating the parks will be open this summer so tables and chairs will not be available as they were last year. She encouraged everyone to pass the word to local restaurants. Also, food truck parking signs will be going back up in the same designated areas.

Marissa Amoni said Streetscape is working with Hazelton Carpentry to develop outdoor dining solutions for businesses to purchase. Food trucks will be available every First Friday in the lot across from City Hall. The Food Truck Festival is not being planned at this time.

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, March 18, 2021 via Zoom at 8:00 a.m.

11) Adjournment

The meeting was adjourned at 9:06 a.m.