

MINUTES

BOARD MEETING



Date: May 20, 2021
Facilitator: Kim Woodin, Chair

Time: 8:05 a.m. to 9:22 a.m.
Location: Virtual Meeting

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

Board Members Present: Travis Andry, Scot Bode, Kim Caponi, Cort Carlson, Karen Christensen, Brian Failing, Bart Grometer, Shannon Gutierrez, Jon Monsma, Raquel Rodriguez, Gina Salamone, Penelope Torres, Kristine Walker, Kim Woodin

Board Members Absent: Jessica Linder-Gallo, Miriam Meza-Gotto (excused), Kori Kasper, Jesus Sanchez, Yvonne Toney-Thompson (excused)

2) Approval of the Minutes

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

3) Treasurer's Report

Travis Andry reported we are still waiting on the first round of funding from the City of Aurora. No other updates.

4) Manager's Report

Arella Swan has been hired as a new part-time, seasonal employee. See agenda packet for a list of the manager's day-to-day duties.

5) New Business

A. BAR Grant Approval - The committee received 15 grant applications. 13 were eligible for consideration; 1 applicant was not located in the SSA; 1 applicant did not submit a complete application. The BAR committee requested approval for the following grants:

Endiro Coffee	\$825 Marketing Grant
Payton's Photography	\$2,234 Marketing & Program Grant
Brady Block	\$5,000 Improvements Grant
The Venue	\$2,500 Marketing & Program Grant
Yetee Station	\$2,745 Improvements Grant
Aurora Regional Fire Museum	\$2,500 Marketing & Program Grant
Aurora Historical Society	\$5,000 Improvements Grant
Riverfront Playhouse	\$1,273 Improvements Grant
Wyckwood House	\$5,000 Improvements Grant
Kathryn's Place	\$2,940 Improvements Grant
Q3 Systems	\$2,903 Improvements Grant
The Perch	\$1,725 Marketing & Program Grant
Heath Holding LLC	\$5,000 Improvements Grant

Cort Carlson motioned to approve the grants as presented; Jason Sunderland seconded the motion. The motion was voted upon and carried. (Yea-10 Nay-0 Abstain-4) Karen Christensen, Brian Failing, Shannon Gutierrez, and Kristine Walker abstained from voting due to conflict of interest.

B. SSA Boundaries - Kim Woodin provided an overview of the SSA boundaries and how funding for the SSA is allocated. The boundaries are established by the City of Aurora and are renewed every 5-6 years. The last time the city council approved this was in 2020.

C. Strategic Plan - Jon Monsma will be sending a questionnaire to all board members asking for feedback and interest in serving on the strategic planning committee. He will present 3 consultant proposals to the next executive committee meeting.

6) Old Business - None

7) Standing Committee Reports

Governance - Penelope Torres introduced herself as the new Governance chair.

Marketing - Cort Carlson reported the new banners have been installed on River, Stolp, and LaSalle Streets. The marketing committee is working on summer promos with digital ads in the Daily Herald and Tribune.

8) Special Committee Reports

Business Attraction & Retention - The BAR committee is finalizing a press release to promote the grants awarded. They are working with the marketing committee to promote these projects as well.

Events - Jason Sunderland reported that the First Friday was successful and crowds appreciated the safe environment. Arts Ramble is coming up on June 4-5. Wednesdays at the Plaza will be returning this summer. Movies at the Museum will be held at the Fire Museum in July, and Alley Arts Festival will be on August 28th.

Streetscape - The planting party held yesterday was a success and planting went faster than usual due to the number of volunteers and city employees who attended. They are looking at making street decorations and lighting locally and getting more lighting on bridges. They are prepping the wall for the mural. Decorations along Broadway are also a priority.

By-Law Review - Gina has a meeting with the attorney on June 1st.

9) City of Aurora Update

Abby Schuler mentioned there were 20+ volunteers at the planting party. Flower pots will be distributed throughout downtown this week. Bikes in bloom will return this year as well as rental bikes.

10) Public Comment

Dora Soto from McCarty Mills expressed her concern about the SSA boundaries. She also mentioned the island is being neglected. There is a couch located in the water and needs to be removed. The board will contact the property owner or fire department to remove the couch.

Upcoming Events:

Aurora Pride Drive 6/13

Fire Museum BBQ 6/9

Paramount - Kinky Boots is opening in August 2021

The Venue - Grand Reopening June 4-6

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, June 17th via Zoom at 8:00 a.m. Please email marissa@auroradowntown.org by Wednesday at 5 p.m. for the Zoom meeting link.

12) Adjournment

The meeting was adjourned at 9:22 a.m.