

# OAK PARK BUSINESS DISTRICT (ASSOCIATION)

Oak Park Business Association  
**Board of Directors Meeting**  
Meeting was held over Zoom  
Sacramento, CA 95817  
Wednesday, September 9, 2020  
11:00 a.m. to 12:00 p.m.

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## **WELCOME AND INTRODUCTIONS**

Stuart Eldridge, Chairperson of the Board, called the meeting to order at 11:00 a.m. Seann Rooney assisted in the facilitation.

Board members present: Nava, Joe, Eldridge, Baginski, Davis, Miller, Rhine and Allen.

Board members absent: Vrilakas, Hall, Faverty and McKinney.

Also in attendance: Prasad, Lister, Blair, Bassett, Gould, Galvan, Pratt, Greco, Range, McDonald and Rooney.

## **PUBLIC COMMENT**

None given.

## **APPROVAL OF THE MINUTES**

On a motion by Director Miller and seconded by Director Allen, the minutes from the March 2020 meeting were unanimously approved by the Board. Note: the July meeting notes were reviewed but no formal action was taken to approve minutes (lack of quorum, no action, at the July meeting).

## **FINANCIAL REVIEW**

Rooney reviewed the materials presented in July (mid-year review), sharing that the organization is on target with expenditures. Adjustments for COVID had been made. No action was taken by the Board.

## **OLD BUSINESS**

Rooney reported on the banner project, the 2<sup>nd</sup> Avenue closure (postponed) and the new cross walk projects. Rooney also reported on Zoom calls with OPBA businesses, the 2020 event schedule and various administrative duties.

## **NEW BUSINESS**

Chair Eldridge and Rooney presented a draft Vandalism Relief Program/Fund. The group discussed details and Rooney proposed circulating the program overview to the Board, and if no significant changes or issues are submitted, it would subsequently be circulated to the businesses in the district. These relief dollars (\$7500) would come from the contingency fund and unused event allocations. No additional action taken by the board.

The group discussed ideas for upcoming fall/winter promotions. Suggestions included social media promotions and a “thank you/happy holiday” postcard to the community to promote a fall “buy local” campaign. The group would like to explore a holiday decorations program in the near future (likely for 2021).

Rooney also reported on recent IEDC (business group collaborative) efforts. OPBA is participating in outreach efforts to small businesses.

## **REPORTS**

Reports were shared regarding public safety and security. Additional reports on maintenance were presented.

Rooney reported on insurance and district outreach.

**ANNOUNCEMENTS**

Next Board meeting will be held in November. The organization will be noticed.

**ADJOURNMENT**

Meeting was adjourned at 12:00 p.m.

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Seann Rooney  
Executive Director, OPBA

Handouts (show on the home Zoom screen): Meeting agenda and financial information.