

Oak St SSA #75 Commission Meeting Minutes-

Regular Meeting - Tuesday, January 20, 2026 2:30pm – 4:00pm

Zoom Meeting:

<https://us06web.zoom.us/j/83147280816?pwd=U0RLSmRCNFJpWVIZWExYcC9tMy9QUT09>

Meeting ID: 831 4728 0816

Passcode: 081188

Commissioners Present: Pam Farley, David Israel, Stan Razny, Rick Tannenbaum
Commissioners Absent: Duke Miglin
Others in Attendance: Gina Caruso (Oak St Council/The Lord Companies, L.L.C.); Lauren Russ, Razny Jewelers; Ginna Ryan, Mauge/1905
Public in Attendance: None

Minutes-

1. Welcome and Call to Order

- a. Razny called the meeting to order at 2:35pm.

2. Public Input

- a. No public in attendance.

3. Approval of November 18, 2025 Meeting Minutes

On acceptance of the November 18, 2025 Meeting Minutes:

Motion to accept the November 18, 2025 Meeting Minutes:

Motion: Farley **Second:** Tannenbaum

VOTE: Approve – ALL **Motion Passes.**

4. Customer Attraction

- a. Lauren Russ from Razny, provided a critical review of the campaign executed by Ateema, highlighting inefficiencies and high costs per visitor (approx. \$100). The commission agreed to seek new marketing partners for 2026, with Lauren offering to help draft an RFP including an RFI (Request for Information) as well as to help vet proposals. They also explored ideas for tracking and incentivizing traffic to Oak Street, including surveys and joint retailer events.
- b. Razny recommended Caruso convene a marketing director summit of 203 marketing directors to learn about gaps and where the Oak Street Council may be able to provide complimentary services. Caruso mentioned plans to visit other luxury districts like Rodeo Drive to learn best practices. Stan emphasized the importance of contacting home office marketing directors rather than boutique managers to gather relevant information.
- c. The group discussed the need to improve the Oak Street website, with Stan expressing that it has been ineffective for years and suggesting they consider a complete overhaul. Lauren and Ginna shared their expectations for a capabilities presentation, emphasizing

the importance of case studies, samples of websites built, team structure, and expertise in SEO and AI discoverability. Stan emphasized the need to bring in professionals with luxury retail experience to help revamp the website, aligning it with the goals of increasing awareness for Oak Street rather than driving sales for individual retailers. Rick suggested establishing clear goals and leveraging best practices from other high streets.

5. Public Safety

- a. Caruso presented the 2026 HLSA contract for review/approval. Razny said to go back to the vendor and request no 3% increase and that we will ensure a certain number of hours in this contract.

6. SSA Financials

- a. Caruso reported that the second installment real estate taxes are slowly coming in and getting disbursed.
- b. Caruso presented a recommended amended 2025 budget, which shifts funds from programs not being implemented to align with costs for the Streetscape Vision Plan and digital marketing.

On acceptance of the amended 2025 Oak St SSA Budget
Motion to accept the amended 2025 Oak St SSA Budget

Motion: Farley **Second:** Tannenbaum

VOTE: Approve – ALL **Motion Passes.**

7. 2026 Oak St SSA Commission Meeting Schedule

- a. Caruso presented the draft schedule and the Commission is ok with the dates as presented. Commissioners are ok with changing meeting location to Wintrust.

8. New Business

- a. The group discussed the potential expansion of the SSA to include additional buildings and retailers on Rush. Razny provided an update on the tenant Lugano Gems, which will be vacating their space due to financial difficulties. Tannenbaum mentioned that demolition plans for their project are in progress, with efforts being made to address neighbors' concerns.

9. Adjourn

Approval of meeting adjournment

On acceptance of meeting adjournment

Motion to adjourn

Motion: Farley **Second:** Razny

VOTE: Approve – ALL **Motion Passes.**

Minutes prepared by: Gina Caruso

APPROVED 2/17/26

