

Oak St SSA #75 Commission Meeting Minutes - DRAFT

Regular Meeting - Tuesday, April 21, 2026 12:00pm – 1:30pm

Zoom Meeting:

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

Meeting ID: 831 4728 0816

Passcode: 081188

Commissioners Present: Pam Farley, David Israel, Duke Miglin, Stan Razny, Rick Tannenbaum

Others in Attendance: Gina Caruso (Oak St Council/The Lord Companies, L.L.C.); Lyn Winter, Lyn Winter Inc.; Yvonne Busch, Ally Communications; Lauren Russ, Razny Jewelers

Public in Attendance: None

Minutes

1. Welcome and Call to Order

- a. Razny called the meeting to order at 12:05pm.

2. Public Input

- a. No public in attendance.

3. Approval of March 17, 2026 Meeting Minutes & April 21, 2026 Meeting Agenda

On acceptance of the March 17, 2026 Meeting Minutes and April 21, 2026 Meeting Agenda:

Motion to accept the March 17, 2026 Meeting Minutes and April 21, 2026 Meeting Agenda:

Motion: Miglin **Second:** Razny

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

4. SSA Financials

- a. Caruso reported that the City is keeping SSA agencies updated on timing for second installment reports for SSA agencies to complete 2025 audits. Caruso is working with the bookkeeper to submit documents to the CPA for the 2025 SSA audit.
- b. Caruso reviewed a proposed amended 2026 budget and noted the auditor estimates \$100,000 in Carry Over that could be applied to 2026.

5. Public Way Aesthetics

- a. Caruso reported more support letters are coming in and Ollmann is reaching out to tenants to secure more letters.
- b. Spring plantings are installed.

6. Customer Attraction

- a. Caruso reported the new website is live. The purpose of the new website is to be in compliance with the City’s records requirements. The Wordpress platform can be scaled up and used for a new website design should we go this route.
- b. Russ offered her thoughts on the Lyn Winter and Ally Communications proposals. Razny facilitated a discussion with the Commissioners and Ollmann offered his view that on the one hand firms like Lyn Winter have the relationships and attention of international brands while on the other we need professionals with local relationships and connections.
- c. Israel discussed the 2026 Customer Attraction category has \$125,000 allocated, \$65,000 of which is for holiday decorations and another \$30,000 that was allocated to Tourism campaigns can be allocated to this initiative, plus some or all of the approx. \$100,000 Carry Over. More discussion will be had.
- d. Winter and Busch answered questions by the Commission and had a valuable discussion about scope, cost and timing.
- e. The Commission wants to schedule a workshop/discussion with leadership in May to clarify the objectives, strategy and budgeting of PR/Marketing and Digital Communications and will regroup with consultants after that time.

7. Next SSA Commission Meeting

- a. Tuesday, May 19, 2026.

8. 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