



Downtown Algonquin Association Annual Report November 18, 2024

The Downtown Algonquin Association (DAA) was officially incorporated in April 2023, with the adoption of the Article of Incorporations, establishment of the founding Board of Directors, Adoption of the Downtown Algonquin Association By-Laws and holding the first official meeting of the Association.

Purpose of the Downtown Algonquin Association:

- The Downtown Algonquin Association (DAA) is established for the propose to:
- Advocate/Promote the Businesses of the Historic Downtown District of Algonquin;
- Create a Positive Image for Downtown by Promoting the Downtown as an Exciting Place to Live, Shop and Invest;
- Form a Partnership of Downtown Property Owners, Merchants, The Village of Algonquin and Businesses to Promote and Market the Downtown Area;
- Establish Special Events that Benefit and Market the downtown and its Businesses; and
- To Receive, Administer, and Distribute funds in Connections with any Activities Related to the Above Purposes; Provided, However, that the Program Shall Only Engage in Activities That are in the Purview of Section 501 (c) 6 of the Internal Revenue Code.

Geographic Area of the Downtown Algonquin Association:

The geographic area for the Downtown Algonquin Association includes the Historic Downtown Area Tax Increment (TIF) District as defined by the Village of Algonquin TIF Ordinance.

2023/2024 Founding Board Members:

- Greg Geigel, Bold American Fare, President
- Julie Callahan, Makity Make, Vice President
- Robert Novak, Riverbottom Ice Cream, Treasurer
- Taylor Prystawsky, Fernhill Market, Secretary
- William Hellyer, Attorney, Member at Large
- Jason Shallcross, Village Appointee, Member at Large
- Tony Colatorti, Cucina Bella, Member at Large

Patrick Knapp, Community Development Director was appointed by the Village of Algonquin to fill the vacant seat on the Board with the departure of Jason Shallcross in January 2024.

Taylor Prystawsky resigned from the Board in June of 2024. The Board of Directors appointed Christie Gabriel to fill the vacant seat on the Board and assume the duties of the Secretary.

Financial Reporting:

The Downtown Algonquin has a balance of \$15,197.68 as of November 1, 2024. The DAA received a \$5,000-dollar donation from the Village of Algonquin and the Summer Lovin Wine Walk generated \$6,176.74 in revenue. The other source of funding has been from our memberships and a corporate

donation from Algonquin State Bank. The DAA has a total of 41 members. This is an increase of 10 from 2023.

2024 Accomplishments:

- Developed a new logo and web page for the Association.
- Hired Jennifer Chanda to update the webpage and membership renewal.
- DAA sponsored the “Summer Lovin” Wine Walk as a fundraising event for the Association. The event brought in \$6,176.74 revenue.
- DAA held quarterly membership socials to get new members into the Association.
- The DAA was selected as the Grand Marshall for the Founders Day Parade.
- The DAA will receive the 2024 Community Service Award from the Village of Algonquin, as recommended by the Algonquin Economic Development Commission.
- Appointed Christie Gabriel to the Board of Directors, filling a vacancy created by the resignation of Taylor Prystawsky.
- Appointed Patrick Knapp, Community Development Director, filling the vacancy created by the resignation of Jason Shallcross, former Community Development Director.
- Amended the by-laws to provide for term limits on the Board of Directors, effective with the new board selected on November 18, 2024.
- The DAA has a Facebook page for members only to communicate on DAA activities.

2023 Accomplishments:

- Formal approval of the Bounding Board of Directors.
- Adoption of the Downtown Algonquin Association By-Laws and Articles of Incorporation.
- Adoption of the Downtown Algonquin Association Membership Fees for 2023.
- Approval to open the Downtown Algonquin Association Bank Account with Algonquin State Bank.
- Approval of the Downtown Algonquin Association Membership Application.
- Approval of the Downtown Algonquin Membership Flyer and Membership Drive.
- Formed two working committees:
 - Membership Committee chaired by Julie Callahan with assistance from Lori Mason;
 - Marketing Committee chaired by Taylor Prystawsky
- Approval to work with Founders Day Committee on the Judging Stand for the Founders Day Parade.
- Hosted a 2 Membership Social in September at Fernhill Market and November at Port Edwards.
- Approved a temporary Downtown Algonquin Association Logo (thank you Metro Strategies for assistance with the design).
- Entertained a discussion to hosting a special event with Fireworks on the Fox River. This event did not move forward for 2023.
- Hired a Part-Time person to assist with updating the Downtown Database and membership drive.
- Discussion of 2024 Special Event Planning and support events by the Village of Algonquin.
- Approved a partnership with All In Algonquin to promote the Downtown Algonquin Association.

For our order of business for tonight, in accordance with the By-Laws of the DAA, the Board approved the following 2025 Slate of Directors for consideration by the membership.

2025 Slate of Directors

- Julie Callahan
- Tony Colatorti
- Robert Novak
- William Hellyer
- Christie Gabriel
- Patrick Knapp
- Greg Geigel

At the December 4, 2024 meeting of the DAA the Board will elect its officers for 2025.

Board of Directors Meetings:

The Downtown Algonquin Association meets the first Wednesday of the month, immediately following the Old Town Downtown Business Owners meeting, at 10:00 a.m.

Membership renewal

The Board of Directors is working with Jen Chanda to send out the 2025 Membership Renewal Invoices. Once you have received the invoice, you will have the ability to make your payment through the DAA website.

The 2025 Membership Renewal applications will be sent out to the members, following the Annual Meeting. The 2025 membership fees are:

Downtown Algonquin Association Membership Fees:

- Business Owner: \$250.00
- Commercial Property Owner: \$150.00
- Non-Profit Association: \$100.00
- Algonquin Resident: \$ 25.00

Corporate Sponsors:

- Tier 1: \$ 500
- Tier 2: \$1,000
- Tier 3: \$2,500
- Tier 4: \$5,000

Corporate Sponsors are yearly donations to support new or on-going events of the Downtown Algonquin Association.

We encourage all members to get involved in the Association and to volunteer on one of our event committees or assist with our membership drives. All are welcome to participate.

Thank you to our membership to your continued financial support of the Downtown Algonquin Association.