



DOWNTOWN WHEATON
ASSOCIATION
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Board of Directors Meeting Agenda - Wednesday, April 10, 2024, 8:00am

- | | | |
|---|--|---|
| <input checked="" type="checkbox"/> Brian Bare (CT) ('24)
President
Edward Jones | <input checked="" type="checkbox"/> Jim Mathieson (PO) ('24)
Director
MMA | <input type="checkbox"/> Betsy Adamowski
Wheaton Public Library, Ex-Officio |
| <input checked="" type="checkbox"/> Kathy Meyer (OO) ('24)
Vice President
Innovator ETFs | <input checked="" type="checkbox"/> Margo McCollister (CT) ('26)
Director
Wheaton Wellness Center | <input type="checkbox"/> Vickie Austin
Chamber of Commerce, Ex-Officio |
| <input checked="" type="checkbox"/> Cheri Armstrong (AM) ('23)
Treasurer | <input checked="" type="checkbox"/> Dick O'Gorman (CT) ('25)
Director
Ivy Restaurant | <input checked="" type="checkbox"/> Mike Benard
Park District, Ex-Officio |
| <input type="checkbox"/> Gus Leventis (PO) ('26)
Secretary
Main Street Mall | <input checked="" type="checkbox"/> Samantha Raftery (CT) ('24)
Director
Amante Marketplace | <input checked="" type="checkbox"/> Susan Bishel
PIO, City of Wheaton |
| <input checked="" type="checkbox"/> Vanessa Stang (OO) ('24)
Immediate Past President
Wheaton Bank & Trust | <input type="checkbox"/> Lynn Robbins (CITY) ('23)
City Councilwoman | <input type="checkbox"/> Van Dillenkoffer
Wheaton Police Department |
| <input checked="" type="checkbox"/> William R. Barrett (CT) ('26)
Director
Kilwins Wheaton | <input type="checkbox"/> Massimo Salantino (CT) ('25)
Director
Egg'lectic Cafe | <input checked="" type="checkbox"/> Jim Kozik
City Representative, Ex-Officio |
| <input type="checkbox"/> Alexis Heller (CT) ('25)
Director
The Moment on Main | <input type="checkbox"/> Eric Schlickman (PO) ('25)
Director
302 Wheaton/Suburban/Shane's
Deli/Maypole | <input type="checkbox"/> Crystal Miroballi
Wheaton Police Department |
| <input checked="" type="checkbox"/> Brad Huiner (CT) ('25)
Director
Stones Jewelry | <input checked="" type="checkbox"/> Lisa Upham (OO) ('25)
Director
A Baby Naturally | <input checked="" type="checkbox"/> Allison Orr
DWA Executive Director |
| <input checked="" type="checkbox"/> Matt Marquez (CT) ('25)
Director
Moveable Feast + Co. | | <input checked="" type="checkbox"/> Andrew Dameron
DWA Marketing & Events Mgr.

<input checked="" type="checkbox"/> Michelle Morse
DWA Member Services Coord. |
- Other:** John Swain

Agenda

1. Call to Order/Board President Remarks Brian Bare
 - a. Call to order at 8:02 am
2. Public Comment Brian Bare
 - a. N/A
3. Action Items-Consent Agenda Brian Bare

Note: Consent Agenda Items are considered routine and will be acted upon in one motion. These items have been reviewed and recommended by the DWA Executive

Committee. There will be no discussion of these items unless a Director or Officer requests, at which time the items will be removed from the General Order of Business and considered Action Items on the Agenda.

- a. March Meeting Minutes
 - i. William B. moves to approve, Kathy M. seconds – motion passes
4. Monthly Financial Highlights Cheri Armstrong
 - a. March Financials
 - i. Cheri A. discussed reports – financials are as expected for April. SSA funds expected in June. Review of accounts receivable and Innovator Hale Street Tents participants.
 - ii. William B. moves to approve, Dick O. seconds. Motion to approve passes.
5. Executive Director Update Allison Orr
 - a. New Businesses – Sabores Chingones will be changing its name to Sweet Chilango
 - b. Updates on Violet Crumb? Nobody has heard or seen anything...
 - c. Wok n’ Fire is closed; new tenant confirmed and TBA.
 - d. Discussion of vacancies. Generally, vacancies are low. Most available spaces are in unique spots that are tough to fill, but we are always working to do so. All available properties listed on our website.
 - e. We are excited for our “Your Hometown” feature with WGN. Proposed cost-sharing with the City of Wheaton.
 - f. Adding a “Cicada Scavenger Hunt” May – June, with cicada facts on posters in businesses throughout town.
6. Representative Updates
 - a. City of Wheaton Jim Kozik
 - a. Planning & Zoning meeting last night – all witnesses have spoken. Next meeting April 23rd at 6pm to hopefully wrap up discussion on Cosley parking expansion.
 - b. Choun’s under new ownership; more information to come.
 - c. French Market opens this weekend!
 - d. Liquor Commission meeting originally scheduled for tomorrow is being rescheduled. Will review a couple new license applications.
 - b. Wheaton Chamber of Commerce Vickie Austin
 - a. N/A
 - c. Wheaton Park District Mike Benard
 - a. Discussion of Cosley Zoo parking expansion project continues.
 - b. Cosley Zoo celebrates its 50th anniversary this year! Gala celebration is scheduled for September 7 – catering by Moveable Feast! Additional info coming soon.
 - c. Lacrosse, baseball, softball seasons coming up. Parks will be full soon!
 - d. Bandshell is preparing for the summer, kicking off May 30 with Taste of Wheaton.
 - e. Schedule coordination with the DWA has been great, kudos for excellent planning and keeping Wheaton busy all season.
 - f. New Park Board member to be named soon after many applications.
 - d. Wheaton Police Department Crystal Miroballi/Van Dillenkoffer
 - a. N/A – Discussion about parking on top level of parking garage. Jim K. will look into the signage to ensure it’s clear.
 - e. Wheaton Public Library Betsy Adamowski
 - a. Betsy A. is attending a work conference.
 - b. Allison O. – Library will be announcing new coffee shop soon.
7. Old Business Brian Bare
 - a. N/A
8. New Business Brian Bare
 - a. N/A
9. Committee Updates Brian Bare
 - i. Strategic Committee – Chair: Brian Bare
 - a. Members: Cheri Armstrong, Vanessa Stang, Kathy Meyer, Jim Mathieson
 - b. Focus: Committee Focus: Finance, Governance, Vision Casting, Grow Green
 - ii. Membership Committee – Chair: Brian Bare



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- a. Members: Betsy Adamowski
 - b. Focus: New Member Growth, Board Development
 - c. Handing out folders to new businesses to inform them about DWA membership
 - iii. Events Committee – Need Chair!
 - a. Members: Alexis Heller
 - b. Focus: Fundraising Initiatives, Marketing, Special Events
 - iv. Retail Committee – Lisa Upham
 - v. Members: Samantha Raftery, Jill Card, Diane Moore
 - vi. Need to reach out to new retailers to bring them into the group and get some new energy to plan summer and fall events.
 - a. Allison recommends talking to Joanna from Babe Bodega and Jonna from The Cottage.
 - vii. Restaurant Committee – Chair: Dick O’Gorman
 - a. Members: Massimo Salantino, Matt Marquez, Debbie Williams, Brian Bare
 - b. Focus: Restaurant
 - c. Productive meeting last week- and well attended. Group discussed upcoming events and details surrounding the 2024 Innovator Hale Street Tents.
 - viii. Economic Development Consortium
 - a. Led by Allison Orr, Vickie Austin, and Jim Kozik
 - b. Everyone is welcome to our next meeting.
 - c. Town Square representative will be present to discuss what’s coming up for them and nationwide trends for shopping districts.
10. Task Force Updates
- a. N/A
11. Adjournment - Next Meeting – May 8, 2024 at 8:00 am Brian Bare
- a. Margo M. moves to adjourn, William B. seconds – adjourned at 8:49am
12. Closed Session (as needed) – not needed.