



DOWNTOWN WHEATON
ASSOCIATION
Discover your favorite place.

Board of Directors Meeting Agenda - Wednesday, July 10, 2024, 8:00 a.m.

- | | | |
|---|--|--|
| <input checked="" type="checkbox"/> Brian Bare (CT) ('24)
President
Edward Jones | <input checked="" type="checkbox"/> Jim Mathieson (PO) ('24)
Director
MMA | <input checked="" 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 type="checkbox"/> Cheri Armstrong (AM) ('23)
Treasurer | <input checked="" type="checkbox"/> Dick O'Gorman (CT) ('25)
Director
Ivy Restaurant | <input type="checkbox"/> Mike Benard
Park District, Ex-Officio |
| <input type="checkbox"/> Gus Leventis (PO) ('26)
Secretary
Main Street Mall | <input 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 checked="" type="checkbox"/> Lynn Robbins (CITY) ('23)
City Councilwoman | <input checked="" 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 checked="" 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 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 type="checkbox"/> Matt Marquez (CT) ('25)
Director
Moveable Feast + Co. | | <input checked="" type="checkbox"/> Andrew Dameron
DWA Events Mgr. |
| | | <input checked="" type="checkbox"/> Michelle Morse
DWA Member Services Coord. |
| | | <input checked="" type="checkbox"/> Olivia Janicke
DWA Marketing & Admin
Associate |
| | | Other: John Swain, Mike Paeth |

Agenda

1. Call to Order/Board President Remarks Brian Bare
 - a. Call to order at 8:00 AM

2. Public Comment Brian Bare
 - a. Mike Paeth with Mile Long Records interested in moving his store to Liberty Drive.
 - i. Discussion about parking.

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. June Meeting Minutes
 - i. Brian B. Moves to approve, William B. seconds.

4. Monthly Financial Highlights Cheri Armstrong
 - a. June Financials
 - i. Allison O. reports for Cheri A.
 - ii. Profit and Loss as expected for June.
 - iii. Profit and Loss by event
 - a. Sweetchilango invoice will be updated depending on timing with the tents.
 - iv. Balance Sheet
 - v. Jim M. moves to approve, Dick O. seconds.

5. Executive Director Update Allison Orr
 - a. Economic Development Consortium meeting tomorrow.
 - b. Milestones
 - c. New Businesses
 - i. No updates yet on My Half of the Sky expansion or former Dry City location.
 - ii. Positano is waiting on their new bathroom and décor.
 - iii. Sushi Mono – Building under contract.
 - d. Marketing & Sponsorship
 - i. Voting closed for Best Downtown Atmosphere. Thanks to all who voted!
 - e. Events
 - i. Craft Crawl feedback:
 - a. Who knew beer drinkers spend more than wine drinkers?!
 - b. Dick O. says it was controlled and calm, which was great.
 - c. Discussion about event timing – all present agree that timing was good.
 - ii. Halloween Train Bar Crawl
 - a. Working with neighboring cities on organizing the ticketing and marketing. Each stop will pay for their portion, but we handle organizing and ticketing.
 - b. Four days of bar crawl, Thursday through Sunday.
 - f. Budgeting/Planning for 2025
 - i. Large exhibition event planning for 2025
 - a. Increased expenses since last exhibit (\$15,000 increase).
 - b. Discussion about grant and funding for exhibit.
 - g. Sales Summary
 - h. Upcoming Events and Promotions
 - i. Back 2 School Scavenger Hunt added.
 - i. Membership
 - i. Great job Michelle!
 - j. Miscellaneous
 - i. The City submitted a grant on our behalf (we prepared materials), thanks to them!
 - k. Brian B. moves to Jim K.

6. Representative Updates Jim Kozik
 - a. City of Wheaton
 - Cosley Zoo parking lot item closed
 - Roosevelt Road discussions underway
 - Article in Chicago Tribune – Wheaton Mariano's is to be sold by Kroger, bought by CNS Holsteff Grocers, which is a holding company. There is a change in liquor license set for September. The store will continue to be a Mariano's for now.
 - b. Wheaton Chamber of Commerce N/A
 - c. Wheaton Park District Mike Benard
 - d. Wheaton Police Department Van Dillenkoffer
 - a. Patrols on schedule for Hale Street Tents.



DOWNTOWN WHEATON
ASSOCIATION
Discover your favorite place.

- b. Discussion about grant funding for real time crime center platform – businesses reach out to police department for information on participating.
 - e. Wheaton Public Library Betsy Adamowski
 - a. Mad For Plaid is set for January 17, 2025. 18 holes of miniature golf with bar on every floor and food.
 - b. New café, The Bean, is doing great! Ribbon cutting will happen soon with DWA support.
 - c. Plaza project is moving along, should be through environmental stage this week. Brian Bare
- 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
 - a. Members: Betsy Adamowski
 - b. Focus: New Member Growth, Board Development
 - iii. Events & Retail Committee – Lisa Upham
 - iv. Members: Samantha Raftery, Jill Card, Diane Moore, Alexis Heller
 - v. Lisa U. working to connect with retailers. Planning quarterly activities or events. Retail committees feature to be sent out monthly.
 - vi. Restaurant Committee – Chair: Dick O’Gorman
 - a. Members: Massimo Salantino, Matt Marquez, Debbie Williams, Brian Bare
 - b. Focus: Restaurant
 - vii. Economic Development Consortium
 - a. Led by Allison Orr, and Jim Kozik
- 10. Task Force Updates
- 11. Adjournment - Next Meeting – August 14, 2024. Brian Bare
 - a. Brian B. moves to adjourn, Dick O seconds – adjourned 9:06 a.m.
- 12. Closed Session (as needed)
 - a. N/A