



DOWNTOWN WHEATON
ASSOCIATION
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Board of Directors Meeting Agenda - Wednesday, May 8, 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 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 checked="" 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 checked="" 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 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 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 Events Mgr. |
| | | <input checked="" type="checkbox"/> Michelle Morse
DWA Member Services Coord. |
- Other:** Olivia Janicke, John Swain

Agenda

1. Call to Order/Board President Remarks Brian Bare
 - a. Call to order at 8:04 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. April Meeting Minutes
 - i. William B. moves, Jim M. seconds – motion passes

4. Monthly Financial Highlights Cheri Armstrong
 - a. April Financials
 - i. Cheri A. discussed reports – Financials are as expected for this time of year.
 - ii. Jim M – Discussion about new restaurant’s participation in the Innovator Hale Street Tents. They will participate; targeted open date is July.
 - iii. Jim M. moves, William B. seconds – April financials approved

5. Executive Director Update Allison Orr
 - a. Allison had her baby!
 - b. Mra kitchen coming soon in former Choun’s space
 - c. Jim M. – Discussion about interest in Pedego location – interest is mostly from boutique-style retail.
 - d. “Your Hometown” feature with WGN is ongoing, going well. City of Wheaton opted not to participate, so we established an alternate value-add.
 - e. Jim M. – Discussion about QR codes and potential for hacking.
 - f. We have been nominated for Daily Herald Reader’s Choice for Best Downtown Atmosphere! Allison asked for Board opinion on coinciding ad package for \$1,300. Board approves. Dick O. recommends printing out some materials as well.
 - g. Character Trails went great! Regarding restaurant traffic: Ivy did not see a significant increase in traffic during the Character Trail, but noticed a big increase in traffic during Touch-A-Truck. Moveable Feast had a packed house during Character Trail. DWA is always open to ideas for keeping folks in town after/during events.
 - h. Innovator Hale Street Tents are up. Thank you again to our Presenting Sponsor, Innovator ETFs. The Ivy bar is going great! Dick O. suggests splitting up the restaurant payment into two installments.
 - i. Jim M. noticed the parking garage elevator was out of order when the tents opened. City of Wheaton is waiting on parts to repair.

6. Representative Updates
 - a. City of Wheaton Jim Kozik
 - a. New coffee shop: The Bean Café! Experienced vendor with two other successful locations. Should be open at the library within a month.
 - b. Wheaton Chamber of Commerce Vickie Austin
 - c. Wheaton Park District Mike Benard
 - d. Wheaton Police Department Crystal Miroballi/Van Dillenkoffer
 - e. Wheaton Public Library Betsy Adamowski
 - a. The Bean Café will open June 5th and will do a ribbon cutting/opening ceremony at a later date.
 - b. Summer Reading Program is ramping up

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 Committee – Need Chair!
 - a. Members: Alexis Heller



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- b. Focus: Fundraising Initiatives, Marketing, Special Events
 - iv. Retail Committee – Lisa Upham
 - v. Members: Samantha Raftery, Jill Card, Diane Moore
 - vi. Picking a date, meeting will happen soon!
 - vii. Restaurant Committee – Chair: Dick O’Gorman
 - a. Members: Massimo Salantino, Matt Marquez, Debbie Williams, Brian Bare
 - b. Focus: Restaurant
 - c. Tents are open and things are going well! Dick. O requests additional music on Hale Street.
 - viii. Economic Development Consortium
 - a. Led by Allison Orr, Vickie Austin, and Jim Kozik
- 10. Task Force Updates
- 11. Adjournment - Next Meeting – June 12, 2024 at 8:00 am Brian Bare
 - a. Cheri A. moves to adjourn, Gus L. seconds – adjourned 8:46 AM
- 12. Closed Session (as needed)
 - a. N/A