



DOWNTOWN WHEATON  
ASSOCIATION  
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## **Board of Directors Meeting Agenda - Wednesday, February 14, 2024, 8:00am**

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

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## **Agenda**

1. Call to Order/Board President Remarks Brian Bare
  - a. Called to order at 8:04am
  - b. Happy Valentine's Day!
  - c. Welcome William Barrett (Kilwins Wheaton)
    - i. Longtime Wheaton resident and former Parks Commissioner. Looking forward to working with DWA.
  - d. Welcome Margo McCollister!
    - i. Owns a private mental health practice in Wheaton for 10 years. Happy to be on the Board!
  
2. Public Comment Brian Bare

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. January Meeting Minutes
  - i. Cheri's name is spelled incorrectly in the minutes, will be updated.

4. Monthly Financial Highlights

Cheri Armstrong

- a. January Financials
  - i. Cheri reviewed. Any new members with questions on how to read any reports, Cheri is happy to help.
  - ii. Lisa moves to approve, Bill seconds - approved

5. Executive Director Update

Allison Orr

- a. Business Updates – Many folks are reaching out wanting to open a business in Wheaton, but without a concept. Interesting conversations – trying to point folks to things that we need Downtown.
- b. Violet Crumb still in progress.
- c. Discussion about vendors selling products from a truck/food trucks. Jim K. – vendors do need licenses/permits. William B. notes over the summer he often sees young people out selling candy. Jim notes that is not permitted and Wheaton Police Department can respond accordingly. A licensed vendor should have their permit on display or at least available if asked.
- d. Discussion of new “lottery” sign-up process to participate in events. Lots to consider, but we want to make it as fair as possible.
  - i. Brad H. – Notices a difference in event traffic depending on where check-in is located. DWA does try to move check-in around or have multiple check-in locations to spread out attendees as much as possible.
  - ii. There is support for a “lottery” style sign up process. We will give this a try.
- e. Discussion about College of DuPage’s upcoming “Olmec Trails” exhibit, featuring 33 giant Olmec head statues on displayed throughout the County. Cost to host a statue is \$5,000 for municipalities, not including any associated costs (security, insurance, additional advertising, etc.).
- f. Final 2023 financials coming soon, once all SSA money is received for 2023 from the City.

6. Representative Updates

a. City of Wheaton

Jim Kozik

- a. Banner Development (The Fawell) working to get building permit by March 1 to avoid new laws taking effect in March. Want to start work in May.
- b. Next week City Council has two ordinances up for approval: expanding DuPage County mental health crisis center & allowing donation trailers near larger shopping centers.
- c. Received zoning application from Park District for Cosley Zoo expansion. Public hearing on March 12.
- d. Allison – Lola’s is officially out of their old space, so another restaurant space is now available (not yet listed).

b. Wheaton Chamber of Commerce

Vickie Austin

- a. N/A

c. Wheaton Park District

Mike Benard

- a. N/A

d. Wheaton Police Department

Crystal Miroballi/Van Dillenkoffer

- a. No updates – the Wheaton Police Department is available should businesses need anything.

e. Wheaton Public Library

Betsy Adamowski

- a. Library has been very busy! 2025 Mad Fore Plaid will be January 17, mark your calendars!



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- b. Library Plaza project is still going through the grant process. Hopefully will have a significant update on plans in next couple months.
  - c. Altiro Coffee is no longer at the library. Many interested parties are in touch already! Primary objective is to serve library patrons what they want/need, and to be open during some evening hours. RFP is available on the library's website.
    - i. This is not a rental agreement, but a 3-year service agreement with the City/Library.
- 7. Old Business Brian Bare
  - a. N/A
- 8. New Business Brian Bare
  - a. Board Secretary – Cheri moves to appoint Gus L. as Secretary. Lisa seconds. No discussion. Verbal vote passes. Gus accepts the appointment.
- 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
    - b. Focus: Fundraising Initiatives, Marketing, Special Events
    - c. Alexis – No updates. Will be on maternity leave starting next week.
  - iv. Retail Committee – Lisa Upham
    - v. Members: Samantha Raftery, Jill Card, Diane Moore
    - vi. Lisa volunteers to be official Chair. Enjoyed increased traffic from Galentine's Day. Need to meet soon.
  - vii. Restaurant Committee – Chair: Dick O'Gorman
    - a. Members: Massimo Salantino, Matt Marquez, Debbie Williams, Brian Bare
    - b. Focus: Restaurant
  - viii. Economic Development Consortium
    - a. Led by Allison Orr, Vickie Austin, and Jim Kozik
- 10. Adjournment - Next Meeting – March 13, 2024 at 8:00 am Brian Bare
  - a. Cheri moves, Bill seconds to adjourn. Adjourned 9:20am.
- 11. Closed Session (as needed)