



DOWNTOWN WHEATON
ASSOCIATION
Discover your favorite place.

Minutes for the Downtown Wheaton Association Board of Directors Meeting

1. Meeting Details

Board President: Vanessa Stang

Secretary: Kathy Meyer

Date: January 11, 2022

Time: 8:00am CST

Meeting called to order at 8:03 AM

Location: City Hall

2. Attendees

<input checked="" type="checkbox"/>	Vanessa Stang ('23) President	<input checked="" type="checkbox"/>	Brad Huiner ('22) Director, Wheaton Chamber Liaison	<input checked="" type="checkbox"/>	Mike Benard Wheaton Park District – Ex- Officio
<input type="checkbox"/>	Tonya Parravano ('22) Immediate Past President	<input checked="" type="checkbox"/>	Gus Leventis ('23) Director	<input checked="" type="checkbox"/>	Jim Kozik City Representative – Ex- Officio
<input checked="" type="checkbox"/>	Eric Schlickman ('22) Vice President	<input type="checkbox"/>	Kate Martin Director	<input type="checkbox"/>	Vickie Austin Wheaton Chamber of Commerce - Ex-Officio
<input checked="" type="checkbox"/>	Cheri Armstrong ('22) Treasurer	<input checked="" type="checkbox"/>	Jim Mathieson ('24) Director	<input checked="" type="checkbox"/>	Susan Bishel PIO, City of Wheaton
<input checked="" type="checkbox"/>	Kathy Meyer ('24) Secretary	<input checked="" type="checkbox"/>	Samantha Raftery ('24) Director	<input checked="" type="checkbox"/>	Allison Orr Executive Director
<input checked="" type="checkbox"/>	Beatriz Arias ('23) Director	<input checked="" type="checkbox"/>	Lynn Robbins ('22) City Councilwoman	<input checked="" type="checkbox"/>	Andrew Dameron DWA Marketing & Events
<input checked="" type="checkbox"/>	Brian Bare ('24) Director	<input checked="" type="checkbox"/>	Paul Rodriguez ('23) Director	<input checked="" type="checkbox"/>	Michelle Morse Membership Services Coordinator
<input type="checkbox"/>		<input checked="" type="checkbox"/>	Crystal Miroballi Wheaton Police Department	<input checked="" type="checkbox"/>	Van Dillenkoffer Wheaton Police Department

- a. Additional Attendees:
 - i. John Swain

3. Call to Order/Board President Remarks

- a. Election Agenda:
 - i. Election discussion



DOWNTOWN WHEATON
ASSOCIATION

Discover your favorite place.

- i. Motion passes to accept 2022 Board of Directors election results – Brian B. dissents.
 2. Vanessa advises a review of the bylaws is necessary in 2023.
 - ii. Acknowledge outgoing board members – thank you for your engagement and contributions!
 1. Brad H., Kate M., Tonya P., and Eric S. are outgoing.
 - iii. Joining Board
 1. Matt Marquez, Dick O’Gorman, Massimo Salatino, Lisa Upham
 2. New and current Board member introductions
 - iv. Call for nominations of officers
 1. Cheri nominates Vanessa for President
 2. Vanessa nominates Brian for VP
 3. Vanessa nominates Kathy for Secretary
 4. Vanessa nominates Cheri for Treasurer
 - a. Jim M. moves to accept nominations, Lynn seconds. Nominee slate passes.
 - i. Jim M. thanks Fairhaven Wealth Management for their bookkeeping services
 - v. Cheri moves to adjourn, seconded by Lynn. Election Special Meeting adjourned at 8:34am
 - vi. Regular meeting called to order at 8:35am

4. Action Items – Consent Agenda

- i. Brian B. moves, Lynn R. seconds to approve the consent agenda. Approved.
 - ii. Going forward, we will approve the consent agenda after reviewing the Financial Highlights

5. Monthly Financial Highlights

- a. Cheri discussed some line items from the P&L
 - i. Discussion of SSA income and effects of TIF ending
 - ii. Discussion of how dues are owed/paid
 - iii. Concluding 2022 in a positive financial state.
- b. Cheri discussed the P&L by class – breakdown of profit/loss by event
 - i. Discussed Hale Street Tents and new agreement with the City
- c. Brief discussion of Chili Cookoff/Tents feedback and desire to establish a Restaurant Committee
- d. Jim M. advises City has previously offered to allocate SSA money to the DWA on a monthly basis if necessary.

6. Executive Director Update

- a. Economic Development
 - i. Economic Development Consortium meets tomorrow – all are welcome to join
 1. Minutes will be sent out upon request
 - ii. Ribbon Cuttings & Milestones
 1. Upcoming: Yia Mas, Chaos to Memories
 - iii. New Businesses
 1. Activity progressing at 121 W. Front
 2. Violet Crumb (118 W. Liberty) progressing
 3. Proof no. 5 (Front Street) – estimate spring opening



DOWNTOWN WHEATON
ASSOCIATION

Discover your favorite place.

4. Activity progressing at 108 E. Wesley – estimate summer opening
- iv. Other Business Updates
 1. Dry City Brewery closing in the spring
- b. Marketing
 - i. Review of social and website traffic
 - ii. Discussion of recent marketing efforts
- c. Sponsorships
 - i. Discussion
 - ii. Appeals for remaining 2023 sponsorships underway
- d. Membership
 - i. Goals met for 2022; progressing for 2023.
 - ii. Jim M. to assist in getting property owners more involved
 1. Allison will share a current list of all property owners with Jim to lead this effort
- e. Office Updates
 - i. Olivia has joined the team as Administrative & Operations Assistant

7. Old Business

- a. No discussion

8. New Business

- a. Discussed expanding the Board
 - i. Discussed category definitions
 - ii. Cheri moves to add 1 more Property Owner, Jim M. seconds.
 1. Motion is tabled – Vanessa moves to establish a nominating/membership committee first. Brian seconded. Motion to establish a Nominating/Membership Committee passes.
 2. Discussed some potential nominees for additional positions and effort to expand Associate membership levels.

9. Other Business

- a. No discussion

10. Committee Updates/Action Plans

- a. Dick O. volunteers to chair Restaurant Committee

11. Representative Updates

- a. City of Wheaton Jim Kozik
 - i. Parking Survey has been sent out seeking feedback
 - ii. Liquor Commission meeting tomorrow – Winter Wine Walk on the agenda
 - iii. Demo work continues on Willow
 - iv. Real estate closings continue
 - v. Working towards moving parking lessees back into lot #3. Fewer spaces available now.
 - vi. General discussion of recent happenings
 1. Jim M. would like to paint the back of the building
- b. Wheaton Park District Mike Benard
 - i. Events to be aware of:
 1. January 20 – Mad Fore Plaid – Library and Historical Society



DOWNTOWN WHEATON
ASSOCIATION

Discover your favorite place.

- a. Ivy hosting 19th Hole afterparty
 2. January 28 – Hockey tournament
 3. February 2 – Annual Volunteer & Partner Appreciation Mixer
 4. February 4 – Ice-A-Palooza
- c. Wheaton Chamber of Commerce Vickie Austin
- i. Vickie not present
 - ii. Allison noted Arts, Business, & Culture meeting happened yesterday with further discussion of Warhol events.
- d. City of Wheaton Police Department Van Dillenkoffer/Crystal Miroballi
- i. No updates

12. Adjournment – Next Meeting October 12, 2022 at 8:00am

- a. Vanessa moves to re-appoint Cheri A. as Associate Member Board Member. Seconded and approved.
- b. Group moves to and seconds motion to adjourn, approved. Adjourned at 9:50am.