



Board of Directors Meeting Agenda - Wednesday, April 13, 2022, 8:00am via Zoom

- |  |   |  |
|--|---|--|
| <input type="checkbox"/> Vanessa Stang ('23)<br>President                  | <input type="checkbox"/> Daniel Brenner ('22)<br>Director                       | <input type="checkbox"/> Mike Benard<br>Park District-Ex-Officio       |
| <input type="checkbox"/> Tonya Parravano ('22)<br>Immediate Past President | <input type="checkbox"/> Brad Huiner ('22)<br>Director, Wheaton Chamber Liaison | <input type="checkbox"/> Jim Kozik<br>City Representative—Ex-Officio   |
| <input type="checkbox"/> Eric Schlickman ('22)<br>Vice President           | <input type="checkbox"/> Gus Leventis ('23)<br>Director                         | <input type="checkbox"/> Susan Bishel<br>PIO, City of Wheaton          |
| <input type="checkbox"/> Cheri Armstrong ('22)<br>Treasurer                | <input type="checkbox"/> Kate Martin<br>Director                                | <input type="checkbox"/> Allison Orr<br>Executive Director             |
| <input type="checkbox"/> Jim Mathieson ('24)<br>Interim Secretary          | <input type="checkbox"/> Kathy Meyer ('24)<br>Director                          | <input type="checkbox"/> Morgan Bainbridge<br>DWA Marketing & Events   |
| <input type="checkbox"/> Beatriz Arias ('23)<br>Director                   | <input type="checkbox"/> Samantha Raftery ('24)<br>Director                     | <input type="checkbox"/> Bob Krolikowski<br>Wheaton Police Department  |
| <input type="checkbox"/> Brian Bare ('24)<br>Director                      | <input type="checkbox"/> Lynn Robbins ('22)<br>City Councilwoman                | <input type="checkbox"/> Van Dillenkoffer<br>Wheaton Police Department |
|  | <input type="checkbox"/> Paul Rodriguez ('23)<br>Director                       |  |

*Zoom - Meeting Access Information:*

<https://us02web.zoom.us/j/81016374014?pwd=M00wandEeVh1N2Nia3JLZVdQcE5Kdz09>  
 Meeting ID: 810 1637 4014  
 Passcode: 097109

*Please note, our Zoom account no longer allows dial in access. You will need to access the meeting via the weblink provided above.*

Agenda

- |  |               |
|--|---------------|
| 1. Call to Order/Board President Remarks | Vanessa Stang |
| 2. Action Items-Consent Agenda           | Vanessa Stang |

*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 board member 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  |                 |
| 3. Monthly Financial Highlights                                       | Cheri Armstrong |
| 4. Executive Director Update  | Allison Orr     |
| a. Membership   |                 |
| i. 2022 Member benefits   |                 |
| ii. Invoices and letters being delivered beginning yesterday          |                 |
| iii. First Member Mixer   |                 |
| iv. #MemberMondays began this week featuring Four Brothers Chocolates |                 |

- v. Next up: Associate Business Memberships and Community Investors
- b. Events
  - i. New ticketing platform: Ticket Tailor. The cost is \$.31/ticket, which is being passed to the customer.
  - ii. Easter Hunt – present through April 17
  - iii. Retail BINGO – month of May
  - iv. Innovator Hale Street Tents – May 6-October 31
    - a. Terms & Conditions document
    - b. Renderings
    - c. Game/event space
    - d. Invoices to restaurants
  - v. Mother’s Day – May 8
  - vi. Extract Family Tent on Front Street
    - a. Permits in progress
    - b. Proposed event dates/times: May 21, June 11, June 25, July 9, July 23, August 13, 10:30am-11:15am
    - c. Entertainment in progress
  - vii. Parents’ Night Out – June 9, July 7, August 4
    - a. College Nannies + Sitters + Tutors are sponsoring in-kind, providing childcare
    - b. Working with the Park District to secure location
  - viii. Summer Wine Walk
    - a. 39 tickets sold
    - b. We began promoting yesterday
- c. Sponsorship
  - i. Extract Juicery Tent on Front Street!
  - ii. First Trust Portfolios – initial meeting
  - iii. Wheaton Bank & Trust – initial meeting
  - iv. Innovator Hale Street Tents
    - a. Amy Lorentsen
    - b. McCarthy Schwager
    - c. Hogan
    - d. Compass Mortgage
    - e. Dolan & Murphy
    - f. Copenhagen Construction
    - g. Sam & Raul, Realtors/BHHS Wheaton
    - h. Edward Jones
    - i. Wheaton Drama
- d. Marketing
  - i. New website goes live Monday, April 18
  - ii. Inaugural email newsletter deploys Friday, April 15
- e. Economic Development
  - i. Lori Mesa Antiques & Fine Jewelry
  - ii. Sandberg building – zoning meeting April 26
  - iii. Egg Harbor/The Perfect Thing building – zoning meeting April 26
  - iv. Sale of Egg’lectic to new owners
- f. Finance
  - i. Upgrading to add Quickbooks Budget tool
  - ii. Switching to Quickbooks Payroll
  - iii. Assistance from MMA
- g. Partnerships
  - i. Everyone is invited to Fairhaven’s office on Wednesday, April 27 at 10am for a leadership talk by Navy SEAL Jonathan Fussell. I would be happy to RSVP for you; please email me.

- 5. Old Business Vanessa Stang
- 6. New Business Vanessa Stang
- 7. Hale Street Tents Eric Schlickman
- 8. Other Business Vanessa Stang



**DOWNTOWN WHEATON**  
ASSOCIATION

*Discover your favorite place.*

- a. In-person meetings beginning in May
- 9. Committee Updates/Action Plans Vanessa Stang
- 10. Representative Updates Jim Kozik
  - a. City of Wheaton Mike Benard
  - b. Wheaton Park District Vickie Austin
  - c. Wheaton Chamber of Commerce
- 11. Adjournment - Next Meeting – May 11 at 8am Vanessa Stang