



DOWNTOWN WHEATON
ASSOCIATION
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Minutes for the Downtown Wheaton Association Board of Directors Meeting

1. Meeting Details

Board President: Vanessa Stang

Secretary: Jim Mathieson (Interim)

Date: February 9, 2022

Time: 8:00am CST

Meeting called to order at 8:03am

Location: Zoom

2. Attendees

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

a. Additional Attendees:

- i. Vickie Austin
- ii. Dick O’Gorman

3. Action Items – Consent Agenda



- a. Tonya Parravano moved, and Kate Martin seconded a motion to approve the Consent Agenda consisting of the Financial Reports as of December 31, 2021, and the January 2022 Meeting Minutes. All were in favor and the motion passed.

4. Monthly Financial Highlights

- a. The January Monthly Financial Highlights were presented by Board Secretary, Jim Mathieson. The 2021 Year End financials are not yet finalized as we are completing some items and need to resolve some outstanding checks. Staff are to speak with the bookkeeper about these checks. The Association ended 2021 with some money. We are moving from a QuickBooks desktop version to QuickBooks online. The Association also will be looking for a new bookkeeper as the current bookkeeper tendered her resignation.

5. Executive Director Update

- a. The Cocoa Crawl was absolutely fantastic and along with the Ice Art Walk, was a very successful event.
- b. We are working to expedite the process to gather all credits and debits for events so we can report on the P&L in a more timely fashion.
- c. I now have standing meetings with the Library, Wheaton Chamber of Commerce, Wheaton Park District and the School District to give input on our events and to work together.
- d. Have been meeting various business owners and upcoming meetings include City Council on February 22 and Mike Dzugan.
- e. We will address sponsors at the next meeting.
- f. We recently completed some updates to the website:
 - i. The mobile website is now updated.
 - ii. Added an option for site visitors to make a donation when making a purchase.
 - iii. Added a \$2 processing fee to all transactions conducted on the website.

6. Old Business

- a. 2022 Budget Revisions:
 - i. The revised 2022 budget was presented and will be sent to Board members to review in preparation for a vote at an upcoming Special Meeting. This budget will present 2021 Actuals vs. 2022 Budgeted vs. 2022 Revised Budget.
 - ii. There was a carry-over of \$143,000 from 2021



- iii. Tonya Parravano recommended the Executive Director meet with the City of Wheaton representatives to seek guidance about presenting the budget to City Council again.
- iv. The revised budget will be sent to the Board following the meeting.
- v. Brad Huiner moved, and Gus Leventis seconded a motion to hold a special meeting to review the budget. All were in favor and the motion passed.

7. New Business

- a. DWA Annual Meeting
 - i. This item was tabled to be discussed at a future meeting.
- b. Presentation of proposed new 2022 events
 - i. Allison Orr made a presentation of proposed new 2022 events which can be found at: https://docs.google.com/presentation/d/1kL6yvgl5H_-_mhm-ziO3lkDJ9MK8sV288YVZzSAp0ow/edit?usp=sharing
- c. Gift Certificate Program
 - i. Allison Orr proposed moving the current gift certificate program to Giftfly.
 - ii. Kate Martin moved, and Brad Huiner seconded a motion to approve moving from a manual gift certificate program to Giftfly. All were in favor and the motion passed.

8. Hale Street Tents

- a. BluePeak offered a discount, but the DWA will need to find additional funding. The cost will be \$120,000.
- b. Brad Huiner moved, and Gus Leventis seconded a motion to approve moving forward with the same size tents as the previous two years. All were in favor and the motion passed.
- c. Sponsorships:
 - i. Innovator ETF committed as a sponsor again for 2022.
 - ii. Ask restaurant distributors to sponsor
 - iii. Brad Huiner shared that some Front Street retailers may be interested in sponsoring the tents.
- d. It was suggested that the DWA put a plan together to sustain the tents in future years. This would entail getting the Hale Street businesses together for a meeting and assembling a tent committee for 2023 planning. Kathy Meyer from Innovator ETF offered to host such a meeting.

9. Other Business

- a. Vanessa Stang stated that we would be voting on a new Secretary at the upcoming special



meeting.

10. Committee Updates/Action Plans

- a. The future of committees was briefly discussed as well as the potential need for additional committees such as a tents committee. Brad Huiner volunteered to chair a tent committee.
- b. DWA will make a call for participation on committees.

11. Representative Updates

- a. City of Wheaton
 - i. Jim Kozik shared that the liquor commission is scheduled to meet on Thursday and will review an application for Lola's Ristorante and update cocktails-to-go based on the revised state statute.
- b. Wheaton Park District
 - i. Mike Benard was not able to attend today's meeting
- c. Wheaton Chamber of Commerce
 - i. Tonya Parravano moved, and Kate Martin seconded the motion to approve Vickie Austin as the ex-officio member of the Board representing the Chamber of Commerce.
 - ii. Vickie Austin shared that the Chamber will once again host Cream of Wheaton with the Wheaton Park District and the Women in Business will hold its annual fashion show as a blended event of virtual and in-person fashion.

12. Adjournment – Next Meeting March 9, 2022 at 8:00am

- a. Brad Huiner moved, and Tonya Parravano seconded the motion to adjourn the meeting. All were in favor and the motion passed. The meeting concluded at 9:36am.



Minutes for the Downtown Wheaton Association Board of Directors Special Meeting

1. Meeting Details

Board President: Vanessa Stang

Secretary: Jim Mathieson (Interim)

Date: February 16, 2022

Time: 8:00am CST

Meeting called to order at 8:06am

Location: Zoom

2. Attendees

<input checked="" type="checkbox"/>	Vanessa Stang ('23) President	<input type="checkbox"/>	Daniel Brenner ('22) Director	<input checked="" type="checkbox"/>	Mike Benard Park District – Ex-Officio
<input type="checkbox"/>	Tonya Parravano ('22) Immediate Past President	<input type="checkbox"/>	Brad Huiner ('22) Director, Wheaton Chamber Liaison	<input checked="" type="checkbox"/>	Jim Kozik City Representative – Ex- Officio
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<input type="checkbox"/>	Jim Mathieson ('24) Secretary	<input checked="" type="checkbox"/>	Kathy Meyer ('24) Director	<input checked="" type="checkbox"/>	Morgan Bainbridge DWA Marketing & Events
<input checked="" type="checkbox"/>	Beatriz Arias ('23) Director	<input checked="" type="checkbox"/>	Samantha Raftery ('24) Director	<input type="checkbox"/>	Bob Krolkowski Wheaton Police Department
<input checked="" type="checkbox"/>	Brian Bare ('24) Director	<input type="checkbox"/>	Lynn Robbins ('22) City Councilwoman	<input checked="" type="checkbox"/>	Van Dillenkoffer Wheaton Police Department
		<input checked="" type="checkbox"/>	Paul Rodriguez ('23) Director		

a. Additional Attendees:

- i. Michelle Morse

3. 2022 Revised Budget

- a. Allison Orr discussed items on the budget and shared that the ChristKindlMarkt will not be able



to take place this year as the vendor has its 2022 calendar set. Instead, we will look to launch that program in 2023.

- b. Cheri Armstrong moved, and Gus Leventis seconded a motion to approve the revised 2022 Budget with the understanding that the budgeted funds for the ChristKindlMarkt will be allocated to other Christmas initiatives. All were in favor and the motion passed.

4. Tents

- a. Eric Schlickman presented that he is having discussions with the Mayor, City staff and members of City Council regarding the potential to purchase and own the tent structures for 2023 and beyond. The rented tents for 2022 will be up from May 7 through October 31, 2022.

5. 2022 Proposed Events

- a. A motion was requested to approve the proposed new 2022 events.
- b. Cheri Armstrong moved, and Gus Leventis seconded a motion to approve the proposed 2022 events. All were in favor and the motion passed.

6. DWA Board Secretary Position

- a. Vanessa Stang asked Eric Schlickman to speak to a new Board member to fill the role of Board Secretary for the remainder of the 2022 Year. The nominee is Kathy Meyer and she accepted the nomination.
- b. Gus Leventis moved, and Cheri Armstrong seconded the motion to approve appointing Kathy Meyer as the Board Secretary for the remainder of 2022. All were in favor and the motion passed.

7. Adjournment

- a. Paul Rodriguez moved, and Eric Schlickman seconded the motion to adjourn the meeting. All were in favor and the motion passed. The meeting concluded at 9:40am.