



Minutes for the Downtown Wheaton Association Board of Directors Meeting

1. Meeting Details

Board President: Vanessa Stang

Secretary: Jim Mathieson (Interim)

Date: March 9, 2022

Time: 8:00am CST

Meeting called to order at 8:02am

Location: Zoom

2. Attendees

<input checked="" type="checkbox"/>	Vanessa Stang ('23) President	<input checked="" type="checkbox"/>	Brad Huiner ('22) Director, Wheaton Chamber Liaison	<input type="checkbox"/>	Mike Benard Wheaton Park District – Ex- Officio
<input checked="" 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 checked="" 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"/>	Kathy Meyer ('24) Director	<input checked="" type="checkbox"/>	Susan Bishel PIO, City of Wheaton
<input type="checkbox"/>	Jim Mathieson ('24) Interim 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 type="checkbox"/>	Lynn Robbins ('22) City Councilwoman	<input checked="" type="checkbox"/>	Morgan Bainbridge DWA Marketing & Events
<input checked="" type="checkbox"/>	Brian Bare ('24) Director	<input checked="" type="checkbox"/>	Paul Rodriguez ('23) Director	<input type="checkbox"/>	Michelle Morse Membership Services Coordinator
<input checked="" type="checkbox"/>	Daniel Brenner ('22) Director			<input checked="" type="checkbox"/>	Van Dillenkoffer Wheaton Police Department

a. Additional Attendees:

- i. John Swain

3. Action Items – Consent Agenda



- a. Cheri Armstrong moved, and Gus Leventis seconded a motion to approve the Consent Agenda consisting of the February 2022 Meeting Minutes and February 2022 Special Meeting Minutes. All were in favor and the motion passed.

4. Monthly Financial Highlights

- a. Cheri Armstrong reminded the Board that the former Bookkeeper left the organization and shared that Allison Orr would have an update on a new service in the Executive Director Report.
- b. Because of this change in resources, the January and February Monthly Financials will be presented at the April Board meeting.
- c. The DWA transferred to QuickBooks online which will allow the Association more visibility.

5. Executive Director Update

- a. The office is refocusing on Membership and Events. Michelle Morse's title has changed to Member Services Coordinator and is working on articulating the benefits of DWA membership and growing the base of DWA members.
- b. The DWA is partnering with Fairhaven Wealth Management to fulfill the bookkeeping needs of the Association. In return for completing these services, the DWA will offer Fairhaven a sponsorship package to include social media and event promotions, eblasts, and more.
- c. The DWA has recently started using new tools to manage its workflow:
 - i. Hootsuite \$49/month – manage social media promotions. The Association's goal is to post once per day scheduled two weeks in advance.
 - ii. Membershipware \$29/month – directory that will plug into the new DWA website and allow us to categorize our businesses and plot them on a map, as well as promote events.
 - iii. Dayoff \$0/month – the DWA has established company holidays and this tool will handle PTO scheduling.
- d. Website – Check out the new "About" page on the website. It lists the Board and staff as well as the meetings schedule and access information. The website is being rebuilt on a platform that will allow the DWA to do more without the need for a developer's time. The current site has a lot of plug-ins that need updating.
- e. Recent and upcoming meetings
 - i. The staff meets weekly on Thursdays and has one-on-one meetings individually every-other week as well.
 - ii. Allison Orr recently presented the revised budget to City Council and it passed with no



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objections.

f. Upcoming events

- i. Extract Juicery will be celebrating its one-year anniversary on Saturday, March 12. All are welcome to join the DWA staff from 11:00am to 12:00pm.
- ii. The Summer Wine Walk is "sold out" for participating businesses, but sponsorship opportunities will be released soon.

g. Office space

- i. A larger office space, which has room for two desks and storage space, will become available April 1. It will be an increase of \$200 per month, totaling an additional \$2,400 for the year to rent costs.
- ii. Cheri Armstrong moved, and Brad Huiner seconded the motion to approve moving to a new, larger office space and incurring an additional \$2,400 of rent for the year. All were in favor and the motion passed.

6. Old Business

a. Board Secretary Vote

- i. The vote previously taken at the February Special Meeting was taken prematurely and needed to be taken again at this Board meeting.
- ii. Tonya Parravano moved, and Paul Rodriguez seconded the motion to elect Kathy Meyer as the DWA Board of Directors Secretary for 2022. All were in favor and the motion passed.

b. Adelle's 2020 Reimbursement

- i. Adelle's owners Debbie and Todd Williams approached the previous Executive Committee regarding reimbursements that were promised from 2020 and 2021 for tent and entertainment expenses. Their total costs for these items and lost revenue from not having a tent in 2021 was \$10,000. Allison Orr recommended presenting them with a reimbursement of \$3,500 and an event sponsorship of their choice.
- ii. Tonya Parravano moved, and Brad Huiner seconded the motion to grant the current Executive Committee and DWA staff the authority to offer up to \$3,500 cash and a sponsorship package to Adelle's. All were in favor and the motion passed.

7. New Business



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- a. New Checking Account for the Gift Card Program
 - i. Cheri Armstrong moved, and Kate Martin seconded the motion to allow the DWA to set up a dedicated checking account to hold gift certificate funds and fees. All were in favor and the motion passed. Vanessa Stang abstained from the vote.
- b. Open Meetings Act Training
 - i. Board members were reminded to complete their Open Meetings Act training and submit their certificates to the DWA.

8. Hale Street Tents

- a. The DWA will host the full tents on Hale Street as has been done the previous two years. Eric Schlickman reported that major stakeholders were enthusiastic about this matter.
- b. The DWA is looking to purchase the tents, but that decision doesn't need to be made until the end of the season. The DWA is working with the City to structure a deal to finance, store, and install the tents moving forward.
- c. The DWA will need to secure special insurance and provide that to the City per Jim Kozik.
- d. The installation date for the tents will be around May 1 and they will remain up through October 31.

9. Other Business

- a. No other business was discussed.

10. Committee Updates/Action Plans

- a. No committee updates were presented.
- b. A request for a Restaurant Committee chair was made as well as a request for a Tent Committee chair.
- c. Tonya Parravano volunteered to continue leading the Green Committee and Allison Orr asked if that could be expanded to be a beautification and green committee.

11. Representative Updates

- a. City of Wheaton
 - i. Jim Kozik shared that the streetscape project is finishing lot 3 and the lot 4 plaza.
 - ii. Banner Development is planning to build apartments on the property on Liberty Drive



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between Wheaton Avenue and Hale Street. Egg Harbor will remain at that location and will return after construction. They are currently going through zoning and should begin construction in April/May.

- b. Wheaton Park District
 - i. Mike Benard was not able to attend today's meeting.
- c. Wheaton Chamber of Commerce
 - i. Vickie Austin was not able to attend today's meeting.

12. Adjournment – Next Meeting April 13, 2022 at 8:00am

- a. Gus Leventis moved, and Tonya Parravano seconded the motion to adjourn the meeting. All were in favor and the motion passed. The meeting concluded at 9:12am.