



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: Kathy Meyer

Date: February 8, 2023

Time: 8:00am CST

Meeting called to order at 8:06 AM

Location: City Hall

2. Attendees

<input checked="" type="checkbox"/> Vanessa Stang (PO/CT) ('23) President	<input checked="" type="checkbox"/> Dick O’Gorman (CT) ('25) Director	<input checked="" type="checkbox"/> Susan Bishel PIO, City of Wheaton
<input checked="" type="checkbox"/> Brian Bare (CT) ('24) Vice President	<input type="checkbox"/> Samantha Raftery (CT) ('24) Director	<input checked="" type="checkbox"/> Van Dillenkoffer Wheaton Police Department
<input type="checkbox"/> Cheri Armstrong (AM) ('23) Treasurer	<input checked="" type="checkbox"/> Lynn Robbins (CITY) ('22) City Councilwoman	<input checked="" type="checkbox"/> Jim Kozik City Representative, Ex-Officio
<input checked="" type="checkbox"/> Kathy Meyer (PO/CT) ('24) Secretary	<input checked="" type="checkbox"/> Paul Rodriguez (CT) ('23) Director	<input type="checkbox"/> Crystal Miroballi Wheaton Police Department
<input type="checkbox"/> Beatriz Arias (CT) ('23) Director	<input checked="" type="checkbox"/> Massimo Salantino (CT) ('25) Director	<input checked="" type="checkbox"/> Allison Orr DWA Executive Director
<input type="checkbox"/> Gus Leventis (PO) ('23) Director	<input checked="" type="checkbox"/> Lisa Upham (PO/CT) ('25) Director	<input checked="" type="checkbox"/> Andrew Dameron DWA Marketing & Events Mgr.
<input checked="" type="checkbox"/> Matt Marquez (CT) ('25) Director	<input checked="" type="checkbox"/> Vickie Austin Chamber of Commerce, Ex-Officio	<input checked="" type="checkbox"/> Michelle Morse DWA Member Services Coord.
<input checked="" type="checkbox"/> Jim Mathieson (PO) ('24) Director	<input type="checkbox"/> Mike Benard Park District, Ex-Officio	<input type="checkbox"/>

- a. Additional Attendees:
i. N/A

3. Call to Order/Board President Remarks/Public Comment

- a. No remarks



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4. Action Items – Consent Agenda

- a. Lynn moved to approve January minutes, Brian seconded. Motion passes.

5. Monthly Financial Highlights

- a. Cheri Armstrong absent; Allison reviewed financial highlights
 - i. Discussion about entering budget into Quickbooks
 - ii. Strategic Committee met to review final budget for 2023. Discussion.
 1. Allison will send out revised 2023 budget for final approval.
 - iii. Lynn moved to approve January financials, Jim M. seconds, financials approved.

6. Executive Director Update

- a. Ribbon Cuttings/Milestone Celebrations
 - i. Yia Mas
 - ii. Notable Notes
 - iii. Chaos to Memories
 - iv. MilaGrace Boutique
- b. New Businesses
 - i. Blush & Ivy
 - ii. Maypole Restaurant
 - iii. Carlson's Art – progressing
 - iv. Wheaton Chamber – progressing
 - v. Proof no. 5 – progressing, ETA March 2023
 - vi. Discussion about Lola's Ristorante
- c. Marketing & Sponsorships
 - i. Strong month for social and website traffic
 - ii. Reviewed recent efforts for Restaurant Week, Cocoa Crawl, Valentine's Day, spring events
 - iii. Sponsorships for Wine Walk reviewed – Allison in progress with additional 2023 sponsorship appeals
- d. Event Sales
 - i. Cocoa Crawl and Wine Walk sales reviewed
- e. Membership
 - i. Doing great! A lot of interest surrounding DWA membership.
 - ii. Associate Membership appeal is in progress
 - iii. Friends program coming together for launch next month

7. Representative Updates

- a. City of Wheaton Jim Kozik
 - i. Liquor Commission meeting – reviewing license application for Maypole
 - ii. Continuing to review Banner development project
 - iii. Courthouse Square Apartments sold for \$51M
 - iv. Jim M. asked about rules about murals – Jim K. confirmed murals are generally acceptable by city design guidelines so long as they are appropriate.
 - v. Lynn R. noted new City Attorney started this month
- b. Wheaton Park District Mike Benard
 - i. N/A
- c. Wheaton Chamber of Commerce Vickie Austin



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- i. Office is now at 301 W. Roosevelt Rd. Temporary space, may have a new space to announce soon!
- ii. Firming up Chamber events calendar for 2023
- iii. Next Thursday is the Progressive Networking Luncheon
- iv. Arts, Business, & Culture Committee – chaired by Allison Orr
 - 1. Progressing with Warhol-related events and promotions
- v. Just launched a podcast, and Allison is the first guest. “The Local” focused on interviews of local influential folks. Available to stream now!
- d. City of Wheaton Police Department Van Dillenkoffer/Crystal Miroballi
 - i. Area calls have been relatively quiet
 - ii. New parking enforcement officer will be visiting area businesses to put a face to the name and establish a relationship for any parking related concerns ahead of busy summer season.

8. Old Business

- a. Board Expansion
 - i. Brian B. discussed motion by the Membership Committee:
 - 1. Nominate Brad Huiner (filling Kate Martin’s vacancy), Eric Schlickman, and Alexis Heller to the Board.
 - 2. Jim M. notes they should be 1-year appointments
 - a. Jim M. seconds Brian’s motion. Motion passes.
 - ii. Vanessa moved to add Betsy Adamowski from Wheaton Public Library as an Ex-Officio
 - 1. Lynn R. seconds. Motion passes

9. New Business

- a. N/A

10. Other Business

- a. Mural/Public Art Task Force to be established
- b. Winter Wine Walk was a success!
 - i. Lisa noted that Wine Walk was great, as she saw folks walking around with armfuls of product!
 - ii. Based on feedback, will make sure every stop has a red and a white at future events.

11. Committee Updates/Action Plans

- a. Call for Committee Chairs + Members
 - i. Strategic Committee – Chair: Brian Bare
 - 1. Members: Cheri Armstrong, Vanessa Stang, Kathy Meyer, Jim Mathieson
 - 2. Focus: Committee Focus: Finance, Governance
Vision Casting, Grow Green
 - ii. Membership Committee – Need Chair!
 - 1. Members: Jim M., Kathy M., Vanessa S., Brian B.
 - 2. Focus: New Member Growth, Board Development
 - iii. Events Committee – Need Chair!
 - 1. Members: Samantha Raftery
 - 2. Focus: Fundraising Initiatives, Marketing, Special Events
 - iv. Restaurant Committee – Chair: Dick O’Gorman
 - 1. Members: Massimo Salantino, Matt Marquez, Debbie Williams, Brian Bare



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2. Focus: Restaurant
 - a. First meeting is February 15
 - b. Allison noted all Food & Beverage businesses have been invited to the committee
- v. Mural Task Force
 1. Members: Jim Mathieson
 2. Focus: Murals, Public Art
- vi. Economic Development Consortium
 1. Led by Allison Orr, Vickie Austin, and Jim Kozik
 2. Putting together some materials for business recruitment and how to open a business successfully.

12. Adjournment – Next Meeting March 8, 2023 at 8:00 AM

- a. Lynn moved to adjourn, Lisa seconded – motion to adjourn approved. Adjourned at 9am.