



DOWNTOWN WHEATON  
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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: April 13, 2022

Time: 8:00am CST

Meeting called to order at 8:04am

Location: Zoom

## 2. Attendees

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

a. Additional Attendees:

i. John Swain

## 3. Action Items – Consent Agenda



- a. Cheri Armstrong moved, and Paul Rodriguez seconded a motion to approve the Consent Agenda consisting of the March 2022 Meeting Minutes. All were in favor and the motion passed.

#### **4. Monthly Financial Highlights**

- a. Cheri Armstrong shared that they are working to have the first quarter financial by May 1. These will be reviewed at the May Board meeting.
- b. The conversion to Quickbooks online created double entries that the team is working to clean up.

#### **5. Executive Director Update**

- a. Membership:
  - i. 2022 Member benefits have been finalized invoices and letters are being delivered.
  - ii. The first Member Mixer is scheduled to a Tuesday in May and will be held at Hale Street Cantina.
  - iii. #MemberMondays began this week and featured Four Brothers Chocolates. Each Monday we will feature a different business.
- b. Events
  - i. The new ticketing platform is live and out costs are \$.31 per ticket which is being passed along to the purchaser.
  - ii. Easter Hunt is on-going, and Retail BINGO will kick off May 1.
  - iii. Innovator Hale Street Tents will open May 7 and run through October 31. Terms & Conditions will be distributed to each participating business for them to review and sign. We are considering a game/event space – more to come. The restaurants will be receiving invoices for their contributions along with the terms and conditions.
  - iv. Mother’s Day is May 8<sup>th</sup> and the DWA will be promoting any promotions the businesses are running.
  - v. Extract Juicery Family Fun Tent on Front Street will host family-friendly programming May thru August. The permit has been applied for and entertainment is being booked. The event dates are May 21, June 11, June 25, July 9, July 23 and August 12 from 10:30 to 11:15am each date.
  - vi. Parent’s Night Out is scheduled for June 9, July 7 and August 4. College Nannies + Sitters + Tutors is an in-kind sponsor and providing childcare. We are working with the Wheaton Park District to secure a location as well as the Wheaton Public Library.



- vii. Summer Wine Walk promotions have begun, and we have sold 39 tickets thus far.
- c. Sponsorship
  - i. Extract Juicery is sponsoring the Extract Juicery Family Fun Tent from May to August
  - ii. An initial meeting has been scheduled with First Trust
  - iii. An initial meeting has been scheduled with Wheaton Bank & Trust
  - iv. Potential Innovator Hale Street Tents sponsors:
    - 1. Amy Lorentsen
    - 2. McCarthy Schwager
    - 3. Hogan
    - 4. Compass Mortgage
    - 5. Dolan & Murphy
    - 6. Copenhaver Construction
    - 7. Sam & Raul, Realtors/BHHS Wheaton
    - 8. Edward Jones
    - 9. Wheaton Drama
    - 10. Brad Huiner from Stones Jewelry expressed interest during the meeting.
- d. Marketing: the new website goes live on Monday, April 18 and the inaugural email newsletter will deploy on Friday, April 15.
- e. Economic Development:
  - i. Lori Mesa Antiques & Fine Jewelry is looking to purchase a property.
  - ii. The zoning meeting for the Sandburg building and the Egg Harbor/The Perfect Thing buildings is on April 26.
  - iii. Egg'lectic sold to its new owners.
- f. Finance:
  - i. We are upgrading Quickbooks to the Pro version to allow for more tools.
  - ii. We are switching to Quickbooks payroll
  - iii. We are receiving assistance from MMA.
- g. Partnerships:
  - i. Everyone is invited to Fairhaven's office on Wednesday, April 27 at 10:00am for a leadership talk by Navy SEAL Jonathan Fussell. Allison can register you if you email her.

## 6. Old Business

- a. No Old Business was discussed.



## 7. New Business

- a. No New Business was discussed.

## 8. Hale Street Tents

- a. No discussion was had.

## 9. Other Business

- a. In-person meetings will begin with the May Board of Directors Meeting. Allison will work to secure the Gamon room at City Hall.

## 10. Committee Updates/Action Plans

- a. Committees will be discussed further at the May meeting. Following are requested/suggested committees:
  - i. Restaurant
  - ii. Events
  - iii. Finance
    1. Cheri Armstrong moved, and Kathy Meyer seconded the motion to create a Finance Committee. All were in favor and the motion passed.
  - iv. Green & Beautification – Tonya Parravano would like to chair.
- b. Committee chairs will need to be selected and meeting schedules set.

## 11. Representative Updates

- a. City of Wheaton
  - i. Jim Kozik shared that the liquor commission is meeting the next day and Wheaton Park District's Memorial Park Concerts, Brewfest and Cream of Wheaton are on the agenda.
  - ii. Bourbon Belly is moving forward with its Front Street property with a restaurant like Maize and Mash.
  - iii. Boba Tea will be moving to the alley off Main Street.
  - iv. Violet Crumb is looking for space.
- b. Wheaton Park District
  - i. Mike Benard was not able to attend today's meeting.



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- c. Wheaton Chamber of Commerce
  - i. Vickie Austin was not able to attend today's meeting.
- d. The question was raised about asking the Wheaton Police Department to also provide an Ex-Officio report.

## **12. Adjournment – Next Meeting June 8, 2022 at 8:00am**

- a. Cheri Armstrong moved, and Kate Martin seconded the motion to adjourn the meeting. All were in favor and the motion passed. The meeting concluded at 9:32 am.