



Board of Directors Meeting Agenda - Wednesday, January 8, 2025, 8:00 a.m.

<input checked="" type="checkbox"/> Brian Bare (CT) ('27) President Edward Jones	<input checked="" type="checkbox"/> Margo McCollister (CT) ('26) Director Wheaton Wellness Center	<input checked="" type="checkbox"/> Betsy Adamowski Ex-Officio Wheaton Public Library
<input checked="" type="checkbox"/> Kathy Meyer (CT) ('27) Vice President Innovator ETFs	<input type="checkbox"/> Dick O’Gorman (CT) ('25) Director Ivy Restaurant	<input type="checkbox"/> Mike Benard Ex-Officio Wheaton Park District
<input checked="" type="checkbox"/> Cheri Armstrong (AM) ('25) Treasurer	<input type="checkbox"/> Lynn Robbins (CITY) ('23) Councilwoman City of Wheaton	<input checked="" type="checkbox"/> Susan Bishel Ex-Officio City of Wheaton
<input checked="" type="checkbox"/> Gus Leventis (PO) ('26) Secretary Main Street Mall	<input type="checkbox"/> Massimo Salatino (CT) ('25) Director Egg’lectic Cafe	<input type="checkbox"/> Van Dillenkoffer Ex-Officio Wheaton Police Department
<input checked="" type="checkbox"/> William R. Barrett (CT) ('26) Director Kilwins Wheaton	<input type="checkbox"/> Eric Schlickman (PO) ('25) Director 302 Wheaton/Subourban/Shane’s Deli/Dough/The Backyard	<input checked="" type="checkbox"/> Jim Kozik Ex-Officio City of Wheaton
<input checked="" type="checkbox"/> Brad Huiner (CT) ('25) Director Stones Jewelry	<input checked="" type="checkbox"/> Vanessa Stang (OO) ('27) Director Wheaton Bank & Trust	<input checked="" type="checkbox"/> Allison Orr Executive Director DWA
<input checked="" type="checkbox"/> Joanna Jacobs (CT) ('27) Director The Babe Bodega	<input checked="" type="checkbox"/> Lisa Upham (OO) ('25) Director A Baby Naturally	<input checked="" type="checkbox"/> Olivia Janicke Marketing & Administrative Associate DWA
<input type="checkbox"/> Matt Marquez (CT) ('25) Director Moveable Feast + Co.	<input type="checkbox"/> Vacant (OO) ('25) Director	<input checked="" type="checkbox"/> Michelle Morse Member Services Coordinator DWA
<input checked="" type="checkbox"/> Jim Mathieson (PO) ('27) Director		

Agenda

1. Call to Order/Board President Remarks at 8:08 a.m. Brian Bare
2. Public Comment Brian Bare

Note: To make a public comment, please request to be called on. When called upon, please state your name and business name, if applicable, before commenting. All public comments are limited to five (5) minutes, and each guest will be permitted to speak only once.

3. Action Items–Consent Agenda

Brian Bare

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 Director or Officer requests, at which time the items will be removed from the General Order of Business and considered Action Items on the Agenda.

a. December Meeting Minutes

- i. Jim M. clarifies if the Bylaws need to be addressed, which will be tackled during the Executive Director report.
- ii. Jim M. approves, William B. seconds.

4. Monthly Financial Highlights

Cheri Armstrong

a. December Financials

- i. DRAFT status due to some pending EOY updates
 - a. Nights of Lights and Christmas Tree/Décor are not paid in full yet.
 - b. The Mix on Main music festival grant received, but not entered yet.
- ii. Brian B. moves to approve and William B. seconds.

5. Executive Director Update

Allison Orr

- a. Economic Development Consortium picks back up tomorrow.
- b. Ribbon cuttings and milestones
 - i. Joanna J. shares The Babe Bodega's anniversary is Jan. 10–13 and they will be celebrating all weekend!
- c. New businesses
- d. Marketing and Sponsorships
 - i. New branding and new website!
- e. Reminder that the 2025 Annual Meeting will be The Backyard on January 28
- f. Discussions have begun on Hale Street Tent participation.
- g. Christmas Tree discussion
 - i. DWA Board supports the City purchasing the tree and DWA to manage the lighting ceremony/event portion, which brings visitors into Downtown Wheaton in line with the DWA's mission.
 - ii. Jim M. makes a motion. William B. seconds and Cheri A. thirds.
- h. Mad Fore Plaid on Jan. 17. DWA is sponsoring a hole!
- i. Bylaws
 - i. Proposed new amendment regarding Associate Member Board position
 - a. If adopted, DWA can have one individual that does not represent a business in this slot to fill a specific need. Cheri A. is hesitant on the specification.
 - b. Everyone else on the DWA Board has to be associated with a business.
 - c. Brian B. votes to approve. Unanimous approval.
- j. Allison O. proposes Kathy M. move to Commercial Tenant now that there is a Commercial Tenant vacancy and Innovator has moved locations.
 - i. That would leave one Owner Occupancy seat vacant.
 - ii. Jim M. approves.
- k. Parking

DOWNTOWN WHEATON ASSOCIATION

- i. Blue Dot Program got our notes. Will be on City Council agenda and Allison O. will attend the meeting.
 - ii. Board likes the proposed 4-hour parking.
 - l. DWA Office
 - i. Discussion
 - m. Gift certificate program
 - i. Current system is very analog and time consuming. Looking to shift to a digital program by Q2. Will be discussed further at the Annual Meeting.
 - a. Board approves to move forward.
- 6. Representative Updates
 - a. City of Wheaton Jim Kozik
 - a. City Council narrowed City Manager to four candidates
 - b. New building codes in the process of adoption. First reading Jan. 21 and final approval Feb. 3
 - c. Liquor commission meeting Thursday. Dough and The Backyard license up for review as a Class A.
 - b. Wheaton Park District Mike Benard
 - c. Wheaton Police Department Van Dillenkoffer
 - d. Wheaton Public Library Betsy Adamowski
 - a. Mad Fore Plaid – buy your tickets!
- 7. Old Business Brian Bare
 - a. N/A
- 8. New Business Brian Bare
 - a. Formation of a SSA renewal sub-committee
 - i. Moves to create a sub-committee to approve the SSA. Strategic Committee + William Barrett.
 - b. Treasurer Election
 - i. Brian B. calls for nominees for DWA Board Treasurer
 - ii. Joanna nominates Cheri A. for another term as DWA Board Treasurer
 - a. Approved by Kathy M., seconded by Margo M.
- 9. Committee Updates Brian Bare
 - i. Strategic Committee – Chair: Brian Bare
 - a. Members: Cheri Armstrong, Vanessa Stang, Kathy Meyer, Jim Mathieson
 - b. Focus: Committee Focus: Finance, Governance, Vision Casting, Grow Green
 - ii. Membership Committee – Chair: Brian Bare
 - a. Members: Betsy Adamowski
 - b. Focus: New Member Growth, Board Development
 - iii. Retail Committee – Chair: Lisa Upham
 - iv. Members: Samantha Raftery, Jill Card, Diane Moore
 - v. Restaurant Committee – Chair: Dick O’Gorman
 - a. Members: Massimo Salatino, Matt Marquez, Debbie Williams, Brian Bare

- b. Focus: Restaurant
 - Met yesterday. Feel better, Dick!
- vi. Economic Development Consortium
 - a. Led by Allison Orr, Jim Kozik, and Wheaton Chamber of Commerce

10. Task Force Updates

11. Adjournment at 9:21 a.m. – Next Meeting – February 12, 2025, at 8:00 a.m. Brian Bare

12. Closed Session (as needed)