

DOWNTOWN WHEATON ASSOCIATION

Board of Directors Meeting Agenda - Thursday, July 9, 2025, 8:00 a.m.

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

Agenda

1. Call to Order/Board President Remarks Brian Bare
 - a. Call to order at 8 a.m.
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. June Meeting Minutes
 - i. Gus L. moves to approve, Cheri A. seconds.

4. Monthly Financial Highlights

Cheri Armstrong

- a. DWA received first round of SSA funds.
- b. Kiosk Map purchase is offset by generous donation from Innovator!
- c. Gus L. moves to approve, Dick O. seconds.

5. Executive Director Update

Allison Orr

- a. Economic Development Consortium meets on Thursday, all are welcome.
- b. Milestones and ribbon cuttings
 - i. Congratulations to Margo and the Wheaton Wellness Center!
- c. New business
 - i. Dolly's Lounge set to open in the fall – details TBD.
 - ii. The Guild will open in the former Maypole space.
 - iii. Jim M. asks for clear criteria on liquor licenses.
- d. Available properties
 - i. Current Starbucks space is listed publicly for lease.
 - ii. The former Stitch Switch space is available – LOI in place.
- e. Parking
 - i. Blue Dot program is going well. Reminder: Blue Dot participants can park for up to 9 hours in specified zones. Brad H. shares his support of the program.
 - ii. Timed customer parking (3 hours) now being enforced.
 - iii. The DWA previously asked for 4-hour parking because the three-hour time frame feels counterproductive to DWA mission.
 - iv. Continuing to collect feedback.
 - v. The parking garage by Ivy is tight and takeout orders in the alley make it even harder.
- f. Digital Kiosk
 - i. Order has been placed; it was rushed to avoid tariffs. Thank you to Innovator for generously sponsoring this project!
 - ii. This kiosk replacement is step one toward the alley activation in between Ivy and Moveable Feast + Co.
 - iii. Allison O. asks for contact information for Wheaton Gardening Club, if anyone has a contact. Betsy A. has worked with them in the past, but their organization is informal in nature.
- g. Foodie Friday
 - i. Dick O. is very pleased with the results!
- h. Street Pole Banners

DOWNTOWN WHEATON ASSOCIATION

- i. Finally moving forward with printing, waiting on one consent form. Thank you to the City of Wheaton for working with us on this!
 - i. Downtown Wheaton Day
 - i. CBS feature, proclamation coming the Monday before, live music, BOGO deals, giveaways, Ultimate Summer Friday campaign, and TukTuks.
 - j. Oktoberfest
 - i. New event! Strolling Oktoberfest musicians at the request of the Mayor, not a ticketed event.
- 6. Representative Updates
 - a. City of Wheaton Jim Kozik
 - a. SSA-9 is progressing. City Council approved an ordinance setting an initial rate. August 25 will host the public hearing.
 - b. Liquor commission meeting addressing Class M amendment to allow the sale of distilled spirits at the request of Tasting deVine.
 - c. Faywell demo nearly complete, construction barriers coming soon. Targeting fall of 2026 to begin occupancy.
 - b. Wheaton Park District Mike Benard
 - a. Had a fantastic parade and fireworks display, congratulations! The drone show was notably excellent.
 - b. Summer concert series is ongoing.
 - c. Thursday is Cosley Uncorked.
 - d. Discussion about recent events and Wheaton's pools safety protocols. Procedures are already in place.
 - c. Wheaton Police Department Van Dillenkoffer
 - a. Discussion about pool takeovers. Monitoring is ongoing.
 - b. Motorbikes/scooters/e-bikes on the sidewalks is an ongoing issue. Ordinances are underway.
 - d. Wheaton Public Library Betsy Adamowski
 - a. The library is very busy!
 - b. The library received final approval for the plaza project!
 - i. Under budget and were able to include a shaded structure in the middle of the plaza.
 - ii. \$750,000 being funded by Sean Casten, thank you, Senator!
- 7. Old Business Brian Bare
 - a. N/A
- 8. New Business Brian Bare
 - a. SSA 9
 - i. Budget approved at \$325,000 for 2026. Special Service Area 9 creation is underway by the City of Wheaton.
- 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
 - a. Met and it went well and planning a sip and shop.
- v. Restaurant Committee – Chair: Dick O’Gorman
 - a. Members: Massimo Salatino, Matt Marquez, Debbie Williams, Brian Bare
 - b. Focus: Restaurant
- vi. Economic Development Consortium
 - a. Led by Allison Orr, Jim Kozik, and Wheaton Chamber of Commerce

10. Task Force Updates

11. Adjournment – Next Meeting – August 13, 2025, at 8:00 a.m. Brian Bare

- a. Cheri A. moves to approve and Dick O. seconds. Meeting adjourned at 9:02 a.m.

12. Closed Session (as needed)