

Board of Directors Meeting Agenda – Thursday, June 11, 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		☒ Other: John Swain

Agenda

1. Call to Order/Board President Remarks 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. May Meeting Minutes

- i. Brian B. moves to approve; Cheri A. approves.

4. Monthly Financial Highlights

Cheri Armstrong

- a. Brian B. moves to approve, and Margo M. approves

5. Executive Director Update

Allison Orr

a. Milestones and incoming

- i. Wheaton Wellness Center – Margo M. invites all to her celebration – there will be food and tours!
- ii. A Baby Naturally – Lisa U. shares that in September they'll be 20 years in business, and we'll celebrate soon.
- iii. Board shares excitement about and satisfaction with Positano.
- iv. The Backyard is now open, and Dough will open next week.
- v. Main & Front building – fences are down and tenant buildout is underway.

b. Marketing

- i. Filming for Hale Street Tents sizzle reel takes place today.
- ii. We've been nominated again for Best Downtown Atmosphere by Daily Herald Readers – vote for us!
- iii. Hokusai – our stamp book listing has a trackable QR code.
- iv. Advertising Co-Op is ongoing; we have five current participants.

c. Sponsorships

- i. Thank you to all of our sponsors!

d. Events

- i. Movies Under the Stars – Looking forward to it, pending weather.
- ii. Illinois Main Street Mixer coming up on June 17: Please join us for lunch at Ivy and social hour location TBD.
- iii. Craft Crawl: Brainstorming ideas for next year.

e. Miscellaneous

- i. SSA Allotment set at \$325,000 for 2026 (no destination marketing).
 - a. Reminder: we are to ask for an amount needed every year.
 - b. Discussion about destination marketing and economic development.
- ii. DWA office will be moving next week (June 16). Rent is under budget considering utilities/parking/buildout/etc.

6. Representative Updates

a. City of Wheaton

Jim Kozik

- a. Council has by July to adopt the SSA by the end of the year. Council needs to adopt an ordinance for public review, moving with July 7 deadline.
- b. Allison O. does not need to do another presentation in September.

b. Wheaton Park District

Mike Benard

DOWNTOWN WHEATON ASSOCIATION

- a. Cream of Wheaton was wildly successful! Thanks to WPD and public works for their contributions.
 - b. Memorial Park will be rockin' nonstop this summer. Municipal band kicks off Thursday, concert series on June 26-27.
 - c. Discussion about 2026 fireworks.
 - d. Fourth of July Parade – hoping to see many DWA businesses participating!
 - e. Cosley Uncorked and Cosley Classic Golf Outing: All are invited!
 - f. Conducting a comprehensive attitude and interest survey, please keep an eye out
- c. Wheaton Police Department Van Dillenkoffer
 - a. Regular Hale Street Tents patrol happening through August.
 - b. Discussion about e-bikes and scooters.
 - c. Discussion about any upcoming protest meetings in Wheaton.
- d. Wheaton Public Library Betsy Adamowski
 - a. The library is busier than ever!
 - b. Bids for plaza renovation are due next week.
 - c. Library and Pride month – everything has been calm, knock on wood.
- 7. Old Business Brian Bare
 - a. N/A
- 8. New Business Brian Bare
 - a. SSA 9
 - i. Revised budget presented to City Council Monday, June 9.
- 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
 - vi. Economic Development Consortium
 - a. Led by Allison Orr, Jim Kozik, and Wheaton Chamber of Commerce
- 10. Task Force Updates
- 11. Adjournment – Next Meeting – July 9, 2025, at 8:00 a.m. Brian Bare
 - a. Brian B. moves to adjourn; Lisa U. approves. Adjourned at 8:55 a.m.
- 12. Closed Session (as needed)