

DOWNTOWN WHEATON ASSOCIATION

Board of Directors Meeting Agenda – Wednesday, February 12, 2025, 8:00 a.m.

<input checked="" type="checkbox"/> Brian Bare (CT) ('27) President Edward Jones	<input 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 checked="" type="checkbox"/> Dick O’Gorman (CT) ('25) Director Ivy Restaurant	<input checked="" type="checkbox"/> Mike Benard Ex-Officio Wheaton Park District
<input checked="" type="checkbox"/> Cheri Armstrong (AM) ('25) Treasurer	<input checked="" 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 checked="" 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 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		<input checked="" type="checkbox"/> Other John Swain

Agenda

1. Call to Order/Board President Remarks at 8:03 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. January Meeting Minutes
 - i. Bill B. moves to approve, Cheri A. seconds.

4. Monthly Financial Highlights

Cheri Armstrong

- a. 2024 Financials
 - i. Looking good and ask expected YTD.
 - ii. Assets will cover all expenses until 2025 SSA funds begin.
 - iii. Jim M. asks about the excess on gift cards and percentage claimed.
 - a. 70-80% are redeemed based on findings from MMA investigation last year.
 - b. With our new gift card process, these claims will dwindle year over year.
- b. 2024 year-end draft financials are solid.
- c. Receivable looks good, noted by Jim M.
- d. Bill B. moves, Dick O. seconds

5. Executive Director Update

Allison Orr

- a. Economic Development Consortium tomorrow, joined by new owners of Danada Square West.
- b. Milestones
 - i. The Babe Bodega expansion!
 - ii. MION has expanded to St. Charles and LaGrange
 - iii. DoodleBug 5-year celebration tomorrow – see you there!
- c. New Businesses
 - i. Discussion about new businesses.
 - ii. Violet Crumb is progressing.
 - iii. High Rollers coming soon.
 - iv. Former Sushi Mono will be a Mexican seafood steakhouse.
- d. Marketing
 - i. Restaurant Week was highly successful.
 - a. Dick O. thinks it worked better than ever and liked the timing and duration. January is hard for restaurants, and it was “The best worst month I ever had.”
- e. Sponsorships
 - i. Upwards of \$30,000 in event sponsorships secured for 2025; we are off to a great start.
- f. Events
 - i. DWA staff would love some help ID’ing and wrist banding ticketholders people moving forward.
 - ii. Discussion about alcohol events and mocktail events.
 - iii. Discussion about the Christmas Tree.

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- a. Board votes that the DWA does not want to continue to cost of the Christmas Tree annually because it does not attract folks into Downtown Wheaton per our mission.
- b. With the SSA renewal coming up, we should discuss our SSA funds and receiving incremental allotments rather than a flat fee despite property value growth.
- c. Report from Lynn R.: The Mayor feels strongly that the DWA should handle the install and removal of the Christmas Tree.
- d. Multiple proposals/motions made and fail:
 - Jim M. motions for: We pay \$4,000 for one year, then negotiate moving forward. Bill B. seconds.
 - i. Three for, four opposed. Motion fails.
 - Jim M. suggests if the City wants to buy it, we can maintain it for one year, but Kathy M. counters that we will likely be stuck if we pay once.
 - Joanna J. suggests we split the \$4,000 with the City, which we will pay every year vs. the City paying \$8,000 just once.
 - Brad H. asks if there's any way we can flip it, where we buy the tree but the City pays for taking it up and down each year.
 - Cheri A. proposes we just don't do it; the DWA is not pursuing having the tree. Motion to deny the tree for Christmas Cathy seconds.
 - Allison O. reminds all to be mindful about ruffling feathers ahead of the SSA renewal.
- e. Modification proposed by Brian B.: Instead of cancelling Christmas and the tree, discuss a new timeline with the vendor (8/1) and continue conversations with the City. **Motion is to punt on the tree decision.** Seconded by Dick O.
 - Unanimous vote agreement. Motion approved.
- g. Sales Summary
 - i. Used the captive audience and sold a few tickets to the Margarita & Sangria Fest.
- h. State of the City – we have some extra tickets – first come, first served!
- i. Following a conversation with Joellen from London Skye, Lisa U. asks if all brand-new businesses can get a spot in an event – Allison O. confirms we already do that, we try to get them into the first event they sign up for. Lisa U. specifies the first alcohol event. If we were to get a new business into the first *alcohol* event, we'd need to delineate. Brian B. suggests London Skye joins Retail Committee.
- j. The ERTC grant got moved from 2023 to 2022 because that's when it was "earned," which was a surprise to us. 2023 financials now appear that we lost money. MMA provided a memo on company letterhead to explain to anyone who may inquire.
- k. Parking updated: City Council opted for a three-hour limit instead of four-hour limit.
- l. Welcome to our new intern Kaitlyn!

6. Representative Updates

- a. City of Wheaton

Jim Kozik

- a. City council still interviewing City Manager. Decision sometime this month. Liquor Commission meeting later this month. Tequila Limon is on the agenda.
 - b. Wheaton Park District Mike Benard
 - a. Had a wonderful ice event on Saturday. Next event is Casino Night on March 14, which is now back to the museum.
 - b. Looking forward to spring and summer events, and another successful year at Memorial Park!
 - c. Mike B. was awarded a lifetime achievement award by the Parks and Rec Association of Illinois! Congratulations, Mike!
 - d. Park District Board authorized strategic planning process to collect data from community, partners, and stakeholders.
 - c. Wheaton Police Department Van Dillenkoffer
 - a. The "Vote 4 Pasta" case: Individual has been identified and is facing felony and misdemeanor charges – currently he is in Arizona. Detective Scott is trying to tally all the charges associated with the destruction of property.
 - d. Wheaton Public Library Betsy Adamowski
 - a. Will punt to next month for time!
 - b. Sarah Meisner, former Executive Librarian recently passed away. Our respects to her.
7. Old Business Brian Bare
- a. N/A
8. New Business Brian Bare
- a. Formation of a SSA renewal sub-committee
 - b. Next steps
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
 - c. Best of the West is FREE advertising for your store. Please get voting for it!
 - vi. Economic Development Consortium
 - a. Led by Allison Orr, Jim Kozik, and Wheaton Chamber of Commerce
10. Task Force Updates
11. Adjournment at 9:03 a.m. Next Meeting March 12, 2025, at 8:00 a.m. Brian Bare
12. Closed Session (as needed)