



**Board of Directors Meeting Agenda – Wednesday, May 13, 2026, 8:00 a.m.**

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| <input type="checkbox"/> <b>Brian Bare (CT) ('27)</b><br>President<br>Edward Jones                       | <input type="checkbox"/> <b>Gus Leventis (PO) ('26)</b><br>Secretary<br>Main Street Mall                       | <input checked="" type="checkbox"/> <b>Betsy Adamowski</b><br>Ex-Officio<br>Wheaton Public Library       |
| <input type="checkbox"/> <b>Kathy Meyer (CT) ('27)</b><br>Vice President<br>Innovator ETFs               | <input checked="" type="checkbox"/> <b>Jim Mathieson (PO) ('27)</b><br>Director                                | <input checked="" type="checkbox"/> <b>Mike Benard</b><br>Ex-Officio<br>Wheaton Park District            |
| <input checked="" type="checkbox"/> <b>Cheri Armstrong (AM) ('26)</b><br>Treasurer                       | <input checked="" type="checkbox"/> <b>Margo McCollister (CT) ('26)</b><br>Director<br>Wheaton Wellness Center | <input checked="" type="checkbox"/> <b>Susan Bishel</b><br>Ex-Officio<br>City of Wheaton                 |
| <input checked="" type="checkbox"/> <b>Lisa Upham (OO) ('28)</b><br>Secretary<br>A Baby Naturally        | <input checked="" type="checkbox"/> <b>Dick O’Gorman (CT) ('25)</b><br>Director<br>Ivy Restaurant              | <input type="checkbox"/> <b>Van Dillenkoffer</b><br>Ex-Officio<br>Wheaton Police Department              |
| <input checked="" type="checkbox"/> <b>William R. Barrett (CT) ('26)</b><br>Director<br>Kilwins Wheaton  | <input checked="" type="checkbox"/> <b>Andrew Parravano (CT) ('28)</b><br>Director<br>6 <sup>th</sup> & Foster | <input type="checkbox"/> <b>Jim Kozik</b><br>Ex-Officio<br>City of Wheaton                               |
| <input checked="" type="checkbox"/> <b>Nicole Corbin (OO) ('28)</b><br>Director<br>Baby Doll Bakery      | <input checked="" type="checkbox"/> <b>Lynn Robbins (CITY) ('23)</b><br>Councilwoman<br>City of Wheaton        | <input checked="" type="checkbox"/> <b>Allison Orr</b><br>DWA Executive Director                         |
| <input type="checkbox"/> <b>Anthony DiJohn (CT) ('28)</b><br>Director<br>Jacobs & Newmark                | <input checked="" type="checkbox"/> <b>VACANCY (OO) ('27) Dora H.</b><br>Director<br>Wheaton Bank & Trust      | <input checked="" type="checkbox"/> <b>Olivia Janicke</b><br>DWA Marketing & Administrative<br>Associate |
| <input checked="" type="checkbox"/> <b>Joanna Jacobs-Nolan (CT) ('27)</b><br>Director<br>The Babe Bodega | <input checked="" type="checkbox"/> <b>Steve Zielke (CT) ('28)</b><br>Director<br>Phil’s Friends               | <input checked="" type="checkbox"/> <b>Michelle Morse</b><br>DWA Member Services<br>Coordinator          |
| <input checked="" type="checkbox"/> <b>Taylor Jamieson (CT) ('28)</b><br>Director<br>Waveland Properties |                                                                                                                | <input checked="" type="checkbox"/> <b>Other:</b><br>John Swain                                          |

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**Agenda**

1. Call to Order/Board President Remarks Brian Bare
  - a. Call to order at 8:03 a.m.
  - b. Cheri A. is leading in place of Brian B. and Kathy 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. April Meeting Minutes
  - i. Bill B. moves to approve, Dick O. seconds.

4. Monthly Financial Highlights

Cheri Armstrong

- a. April Financials Approval
  - i. Grant expenses are reflected (visitors guide, billboard, website optimization, tourism commercials, small business story commercials), but those expenses will be 50% reimbursed by grant funding.
  - ii. We are about a month away from the start of SSA funds; we are in a good place.
  - iii. Jim M. clarifies we do have sufficient funds in the money market account.
- b. Bill B. moves to approve, Margo M. seconds.

5. Executive Director Update

Allison Orr

- a. Economic Development Consortium is July 9. All invited!
- b. Ribbon Cuttings and Milestones
  - i. Lux Body Space, Tequila Limon, Stonehouse on Hale – congratulations to all!
- c. New businesses
  - i. Discussion about recent purchases and new businesses.
  - ii. The Faywell remains on track for November occupancy – and reopening of south Hale Street.
- d. Marketing & Sponsorships
  - i. Best Downtown Atmosphere nomination once again, going for three years! Voting runs June 14–July 15.
  - ii. Studio Movie Grill advertising campaign ongoing through end of the year.
  - iii. Bad Momz of Comedy on FOX Chicago lifestyle show. Mac Fest in–studio at WGN today with Positano Ristorante.
  - iv. Visitors Guide is looking great so far. Will be sent to print by end of June. Discussion about the directory and included map.
  - v. Illinois Main Street marketing grant work nearly completed – some advertising elements continue through June 30.
  - vi. Discussion about parking. Jim M. notices there is major congestion in the north parking garage. Most viable DWA solution at this time is to promote other parking options throughout Downtown Wheaton.
- e. Events
  - i. Character Trail was a huge hit for attendees and for businesses. Discussion about doing more than one per year, but we’ve done that in the past and it was costly.

# DOWNTOWN WHEATON ASSOCIATION

- ii. Innovator Hale Street Tents signage efforts are underway; we're trying something better than barricade covers.
  - iii. Summer Music Series – it has been so cold, but all bands have played.
  - iv. Mac Fest is coming up on Saturday and we look forward to welcoming nearly 1,000 attendees.
  - v. Murder Mystery event will not happen this year; the vendor would like a break.
  - vi. Bad Momz of Comedy sold out in less than two days, second show sold out in an hour and a half! \$50 ticket includes a \$25 dining voucher with the goal to boost dining on an “off-day”.
- f. Membership
- i. Goals have been exceeded. Nice job, Michelle!
- g. Misc.
- i. I.T. optimization efforts are ongoing.
  - ii. Allison attending a conference in Madison WI.
6. Representative Updates
- a. City of Wheaton Jim Kozik
    - a. Susan B. shares the City's updated website will be live later today. No news yet on City Manager hire.
  - b. Wheaton Park District Mike Benard
    - a. Cream of Wheaton is coming up, and there are still plenty of opportunities for business involvement.
    - b. Summer entertainment series kicks off with Neil Diamond cover; tickets are on sale. Non-tribute band for this year is Lanco from Nashville.
    - c. Cosley Zoo's wine tasting is being rebranded this year.
    - d. Discussion about Cosley Zoo renovations and new/updated exhibits.
    - e. Park District has the ability to set ordinances and restrictions on e-bikes on their properties. They're working with the police on enforcement conversations.
  - c. Wheaton Police Department Van Dillenkoffer
    - a. N/A
  - d. Wheaton Public Library Betsy Adamowski
    - a. The plaza will conclude renovations hopefully next week.
    - b. Ribbon cutting event has been moved to August 11 to ensure state officials are available.
    - c. Library partners with PADS to have a table set up at the library on occasion, which has been very well-utilized.
    - d. The library will do some interior work to support the large crowds of library users.
    - e. The energy around town on the weekends especially is buzzing. This summer will be BIG!
7. Old Business Brian Bare
- a. None
8. New Business Brian Bare
- a. Open Meetings Act training reminder.

- b. Appointment of new Board Member Brian Bare
- i. Vanessa Stang has left Wheaton Bank & Trust; we thank her for her service on the board.
  - ii. Appointment of Dora H. from Wheaton Bank & Trust .
  - iii. Jim M. moves to approve, Joanna J. seconds.
  - iv. Unanimous approval, welcome Dora!
- c. Elimination of Associate Membership program and corresponding updated bylaws.
- i. Following discussion at the May Board meeting, Strategic Committee met to discuss eliminating Associate Membership program after 2026. For 2026, we have 21 current Associate Members, and we will honor that through the end of the year and will remove moving forward. This revenue makes up \$5,200 of our annual budget.
  - ii. Discussion about the program.
    - a. Jim M. shares it might've been brought forth originally to gain more of an understanding of the town as a whole, how that influences the Downtown. Jim M. wonders if we are being too premature on this decision. Some of the members might be doing business downtown.
    - b. We use this as trade often times.
    - c. Jim M. is in favor of keeping it; Joanna J. ponders if there is a way to rebrand the membership for greater clarity. Joanna J. wonders about some important supporters, she does not want to alienate those businesses.
    - d. A lot of Associate Members sponsor things. Jim M. opines that these businesses will still be a presence, so it does not make sense to remove them.
    - e. While our community partners are also Associate Members, losing the program would not affect our relationships with community partners.
  - iii. Cheri A. tables this conversation until June meeting. No vote occurred.

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: Jill Card, Diane Moore, Beth Maroney, Olga Nedelea, Cari Mulhall, Joanna Jacobs-Nolan, Lil Di John, Jonna Kelleher
  - v. Restaurant Committee – Chair: Dick O’Gorman
    - a. Members: Massimo Salatino, Matt Marquez, Debbie Williams, Brian Bare
    - b. Focus: Restaurant
      - Discussion about credit card chaos in Springfield.

10. Adjournment – Next Meeting – June 10, 2026, at 8:00 a.m. Brian Bare
- a. Lisa U. motions to adjourn, Dick O. seconds. Adjourned at 9:10 a.m.

11. Closed Session (as needed)