

Board of Directors Meeting Agenda – Wednesday, August 13, 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-Nolan (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

- Call to Order/Board President Remarks Brian Bare
 - We did not have a quorum.
 - Unofficial start at 8:07 a.m., no official votes allowed.
- 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. July Meeting Minutes – no vote.

4. Monthly Financial Highlights

Cheri Armstrong

- a. Mid-Year Financial Review
 - i. Review of 2021–2025 mid-year and actual P&L. Note: 2023 is an anomaly year due to Dinos Downtown Wheaton event.
 - ii. Rent includes seven months rather than six due to timing.
 - iii. Office Fixtures number will get absorbed into Fixed Assets.
- b. Line of Credit Renewal Approval – No vote.
 - i. Name authorized signor(s) and title(s)
 - ii. Skipping, no vote due to lack of quorum.

5. Executive Director Update

Allison Orr

- a. Placer.ai will join the Economic Development meeting tomorrow; all are welcome!
- b. Milestones
 - i. The Kilns ribbon cutting invite coming soon.
 - ii. Bat's Collectable Empire ribbon cutting happened this past month.
- c. New Businesses
 - i. Amante Marketplace is closing August 30, and the space will be a retail concept with a targeted opening of October 1.
 - ii. 6th & Foster (near Adelle's) opening early September.
 - iii. Lease pending on the former Carlson Hardware store.
 - iv. The Moment on Main will be an office furniture store.
 - v. Violet Crumb pending.
- d. Parking
 - i. Allison working on potentially adding some customer parking on south Hale Street to offset what's been temporarily lost during construction.
- e. Marketing
 - i. TV campaign kicked off August 8, reporting coming in and looking promising.
 - ii. Digital Kiosk work is ongoing, thank you to Innovator for sponsoring! We will be adding an interactive touch screen overlay on one side.
- f. Ongoing promotions
 - i. Street pole banners officially approved! Next step is printing.
 - ii. Best Downtown Atmosphere winners two years in a row and congratulations to Wheaton Public Library for winning best library!
 - iii. Hokusai marketing discussion – no one has heard or seen specific influx of Hokusai-specific traffic.

DOWNTOWN WHEATON ASSOCIATION

- iv. Advertising Co-Op launched officially and ongoing.
 - g. Events
 - i. Summer Wine Walk bonus stops: bonus stops pay for their own wine and will be featured on a scannable map, with a new color dot on the general map.
 - a. Thank you to CASA for volunteering to help stuff glasses and help at the event.
 - ii. Downtown Wheaton Day was very successful, and we had a TV feature on several businesses including Jeans and A Cute Top Shop, Vintage Charm, Ivy, and A Baby Naturally. Great sales weekend! Lisa still has had people coming in for the segment's highlights.
 - iii. Bloody Mary Fest sales slower than expected.
 - iv. Illinois Restaurant Association roundtable on August 21, please RSVP!
 - v. Thank you to Kendra Schultz for sponsoring the Family Fun Tent this summer!
 - vi. Oktoberfest strolling musicians September 20 from 1-5 p.m.
 - h. Misc.
 - i. Partnering on a public art exhibit with Uni-Ball, more information coming soon.
 - ii. Allison will be attending an Illinois Main Street special course (virtually).
 - iii. Christmas Tree purchase moving forward through the City and DWA will cover the cost of install, storage, etc. (\$4,000/year).
 - iv. Dick O. is interested in extending the tent season due to prime weather incoming.
 - a. Allison to survey all Hale Street restaurants.
6. Representative Updates
- a. City of Wheaton Jim Kozik
 - a. SSA approval ongoing. Notice published a week or so ago to the property owners. The hearing is scheduled for August 25. Council can close it that night, but has until September 22 if needed.
 - b. The public hearing begins the 60-day window of appeal for SSA property owners. The proposed levy is \$500,000 vs. the current \$425,000 with the max rate staying close to the current \$0.45. Overall a very small increase.
 - b. Wheaton Park District Mike Benard
 - a. N/A
 - c. Wheaton Police Department Van Dillenkoffer
 - a. Working with City Attorney about e-bikes and scooters.
 - d. Wheaton Public Library Betsy Adamowski
 - a. Fence should be going up today for the plaza project. Work continues through November.
 - b. The busiest summer ever!
7. Old Business Brian Bare
- a. N/A
8. New Business Brian Bare
- a. SSA 9
 - i. Special Service Area 9 establishment 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: Jill Card, Diane Moore, Beth Maroney, Olga Nedelea, Cari Mulhall, Joanna Jacobs-Nolan, Lil Di John, Jonna Kelleher, Joellen Ewald
 - a. Back to School event August 18 for moms after the first day of school.
 - b. Discussing extended shopping hours in December, with a potential kick-off event.
- 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 – September 10, 2025, at 8:00 a.m.

Brian Bare

- a. Reminder: Bylaws state removal with lack of attendance.
- b. Called to end at 9:01 a.m.

12. Closed Session (as needed)