

DOWNTOWN WHEATON ASSOCIATION

Board of Directors Meeting Agenda - Wednesday, July 8, 2026, 8:00 a.m.

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

Agenda

1. Call to Order/Board President Remarks Brian Bare
 - a. Call to order at 8:03 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. Lisa U. moves to approve, Steve Z. seconds.

4. Monthly Financial Highlights

Cheri Armstrong

- a. June Financials Approval
 - i. SSA funds continue to trickle in.
 - ii. Waiting on grant reimbursements, which will be coming in soon.
 - iii. 2027 budget is on the way; please share any ideas for next year's activities, needs, faults, etc.
- b. Kathy M. moves to approve.

5. Executive Director Update

Allison Orr

- a. Review of Datafy – will provide spending and visitor data. Contract goes through June 2027.
- b. Discussion about new businesses opening and current business changes.
 - i. Terra Cotta Interiors, Health Harbor, Rocket Fizz, River and Rose
 - ii. El Zarape closed and the building is sold. New owner will seek a restaurant tenant.
 - iii. Wheaton Religious is closing their storefront. Discussions ongoing about filling the space.
- c. Marketing & Sponsorships
 - i. Newly added popup to our website for a gift card giveaway. Working great and very happy winners.
 - ii. Discussion about upcoming grant applications and uses.
 - iii. Illinois Main Street marketing grant is officially closed out.
 - iv. A-frames are in place with parking signage. Open to input on locations.
 - v. 2026 Visitors Guides are officially completed! We will get roughly 6,000 over time for distribution. The Guide is also available digitally on our website. Centerfold "walking map" also coming soon.
- d. Events
 - i. Movies under the Stars held in June for America 250.
 - ii. Bad Momz of Comedy was so much fun and received incredibly well! Discussion about financial impact and success.
 - iii. Murals, Mocktails, & Music was good, but did lose money as an event. However, the mural is beautiful!
 - iv. Innovator Hale Street Tents scheduled through October 4, open to extending. The signage looks "notably good."
 - v. Downtown Wheaton Day proclamation is coming up July 20. Giveaways all week leading up to July 24. Sidewalk Sales, décor, and live music throughout the weekend.

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- vi. Summer Wine Walk and Back 2 School Scavenger Hunt coming up in August. Friends get free VIP upgrade! Reminder, no souvenir wine glasses and adding food stops and branded souvenir wine stoppers.
- vii. Planning is underway for 2027. Working on a three-day-weekend mini exhibit and a larger month-long exhibit.
- viii. We'll be eliminating some smaller and not impactful events for 2027.
- e. Other
 - i. I.T. clean-up is concluding. New laptops have been purchased. We have a contract for monthly maintenance.

6. Representative Updates

a. City of Wheaton

Jim Kozik

- a. Officially hired a new City Manager! Raymond Munch, current Naperville Finance Director, starts July 27.
- b. Boundary agreement finalized with Glen Ellyn, which disconnected and annexed a property near the edge to Wheaton. A developer will be building a large row-home development.

b. Wheaton Park District

Mike Benard

- a. June 26-27 entertainment series kicked off with 20,000 visitors to Downtown Wheaton.
- b. Fireworks display got pushed back due to weather, but parade happened successfully. Fireworks are rescheduled for Sunday, July 12 in Graff Park. DWA will help share about the rescheduling.
- c. Robust schedule for the rest of the summer at Memorial Park, concluding on September 12.
- d. Cheri A. thanks the WPD for making Fourth of July in Wheaton so special.
- e. Memorial Park will host the 9/11 remembrance, logistics handled by the City.

c. Wheaton Police Department

Van Dillenkoffer

- a. N/A

d. Wheaton Public Library

Betsy Adamowski

- a. Library continues to be busy! August 11 plaza celebration has been rescheduled so that Sean Casten can attend. TBD on new date.
- b. City Council approved the use of the library's building fund for a \$2 million renovation plan for many basic and overdue updates.
- c. Partnering with WPD once again for Mad Fore Plaid on January 22, 2027. Sponsorship information will be shared soon.
- d. Wheaton Wellness Expo will be in partnership with the library, and all Partners in Progress, at the Library on the West Plaza on September 19.

7. Old Business

- a. Elimination of Associate Membership program and corresponding updated bylaws – further discussion ensues:

Brian Bare

- i. Recap on the details of Associate Membership and Business Membership, pros and cons of keeping and eliminating the program.
- ii. Note: 2026 Associate Memberships would be honored through December 2026.

- iii. Cheri A. moves to officially change bylaws to remove Associate Membership program. Nicole C. seconds.
- iv. Unanimous vote ensues. Approved.

8. New Business

- a. Open Meetings Act training reminder Brian Bare

9. Committee Updates Brian Bare

- i. Strategic Committee – Chair: Brian Bare
 - a. Meeting on July 15 at 11 a.m. to discuss mid-year financials
 - b. Members: Cheri Armstrong, Kathy Meyer, Jim Mathieson
 - c. 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
 - c. Chairman came up with a parking idea: Community service officers stationed each level of the parking garage to walkie talkie to one another and tell someone at the bottom to inform people it’s full before even entering. The parking issues need to be addressed because it’s a nightmare on Friday and Saturday nights. People are cancelling reservations, coming late, etc.
 - d. Discussion about this; it’s unlikely that the City can dedicate an attendant for parking, but Allison will brainstorm ideas. Perhaps an a-frame that says the garage is full that a Community Service Officer or Parking Enforcement can put out on Friday and Saturday evenings. Jim K. also suggests perhaps CERT to assist with this.

10. Adjournment – Next Meeting – August 12, 2026, at 8:00 a.m.

Brian Bare

- a. Kathy M. moves to adjourn. Adjourned at 8:56 a.m.

11. Closed Session (as needed)