DOWNTOWN WHEATON ASSOCIATION

Board of Directors Meeting Agenda - Wednesday, September 9, 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 6th & 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 8:04 a.m.
   b. Cheri A. will be leading in Brain B.'s place.

2. Public Comment — Brian Bare
   a. N/A

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. August Meeting Minutes
      i. Lisa U. moves to approve, Dick O. seconds.

4. Monthly Financial Highlights — Cheri Armstrong
   a. August Financials Approval
      i. Approximately half of SSA funds have been received thus far.
   b. Line of Credit Renewal Approval
      i. i. Name authorized signor(s) and title(s)
         a. Allison Orr, Executive Director
         b. Cheryl Armstrong, Treasurer
         c. Anthony Dijohn, Board Member
      ii. Jim M. abstains.
      iii. Unanimous approval.
      iv. Lisa U. will complete LOC form.

5. Executive Director Update — Allison Orr
   a. Review of visitor and spending data from Datafy.
   b. Economic Development Consortium meets October 8 – final meeting of 2026.
   c. Review of current available properties.
      i. CrossFunction Coworking has permit in hand to begin work on the former hardware store.
      ii. Wheaton Religious' deal is a lease assignment.
      iii. Masonic Temple – discussion about the building.
   d. Allison O. and Ray Munch, the new City Manager, meet quarterly.
   e. Chili Cookoff – There will be two check-in locations to help combat lines. Thanks to Jim M. for volunteering!
   f. The Innovator Hale Street Tents will remain open through the end of October.
   g. Marketing numbers looking great! Currently running paid campaigns, including the WGN segment for Corn Roast.
   h. Planning photoshoot for 2027 Visitors Guide.
   i. Events
      i. Corn Roast: Ivy saw up to $5,000 increase over last year's sales on the same day.
      ii. Discussion about stipends for events.
      iii. Summer Wine Walk: recent changes seemed to have helped with this event. Comments about smaller cups are expected; next year they will still be small, but larger to account for spillage.

iv. Bad Momz of Comedy return and announced this morning. Anticipating strong sales. Dick O. shares he does see significant increase in patronage those days.

6. Representative Updates
    a. City of Wheaton — Jim Kozik
        a. Faywell occupancy begins late November in the east tower. Entire building completion estimated for mid-April 2027.
        b. Discussion about connecting with residents.
        c. Zoning ordinance overhaul has begun – starting with an open house in October. Overhauling the entire zoning code, which largely includes Downtown Wheaton. All Board members are encouraged to participate in the group!
        d. Sprouts Grocery on Roosevelt moving forward.
    b. Wheaton Park District — Mike Benard
        a. Mike not present, but Jim M. shares that the Park District is anticipating a fundraising event for Cosley Zoo. One donor has already committed to $1 million.
    c. Wheaton Police Department — Van Dillenkoffer
        a. N/A
    d. Wheaton Public Library — Betsy Adamowski
        a. Betsy not present, but the West Plaza ribbon cutting happened yesterday and had a great turnout, Allison O. shares.
        b. Cheri A. shares Mahjong is very popular at the library with 60-80 people regularly playing. This could be a good opportunity for businesses to connect.

7. Old Business
    a. Open Meetings Act training reminder — Brian Bare
        i. Jim M. suggests making people take training prior to being elected.

8. New Business
    a. 2027 Budget Draft Review — Brian Bare
        i. Discussion about draft 2027 budget; notable changes:
            a. Eliminating the Associate Membership
            b. Increasing Business Membership dues from $200 to $300. Dues have not increased in at least five years.
            c. We will not be asking the City for more SSA funds for 2027. Jim M. makes a note for Allison O. to mention along with budget that we may be asking for more funds when the bubble from the new housing development hits.
            d. Allocation for a very part-time admin role to help reduce admin roles on Olivia J. This will trigger a fifth employee, which triggers the 401k requirement. This expense will be included in the 2027 draft.
            e. Christmas Tree lighting expenses have been removed from the budget.
            f. Events: working on a dinos event for April, shifting Character Trail to January with a coinciding Fairytale Trail, switching Summer Wine Walk to September and Corn Roast to August.
        ii. Notes from the Board:
            a. Jim M. – How can we better capitalize on the French Market traffic?

b. Jim M. – We want to present a breakeven budget.

9. Committee Updates — Brian Bare
    i. Strategic Committee – Chair: Brian Bare
        a. Members: Cheri Armstrong, 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

10. Adjournment - Next Meeting – October 14, 2026, at 8:00 a.m. — Brian Bare
    a. Dick O. moves to adjourn, Steve Z. seconds.
    b. Adjourned at 9:06 a.m.

11. Closed Session (as needed)