

DOWNTOWN WHEATON ASSOCIATION

Board of Directors Meeting Agenda - Wednesday, March 11, 2026, 8:00 a.m.

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

Agenda

1. Call to Order/Board President Remarks Brian Bare
 - a. Call to order 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. February Meeting Minutes
 - i. Cheri A. moves, Dick O. seconds.

4. Monthly Financial Highlights

Cheri Armstrong

- a. February Financials Approval
- b. Two months into the fiscal year; nothing substantial to note.
- c. Reminder to new Board members that SSA funding comes mid-June so we have saved and earned funds to utilize until then.
- d. Kathy M. moves to approve, Dick O. seconds.

5. Executive Director Update

Allison Orr

- a. New businesses
 - i. Lots of pending leases underway.
- b. Marketing
 - i. Billboard is confirmed! On I-294 near Rosemont.
 - ii. Placer.ai contract approval for July 2026–June 2027 – we have the budget to cover this. Will use stats for brochures, handouts, grant applications, etc. Board approves.
 - iii. Kiosk is officially done and looking great. Animated slide show is being added to actively. Interactive map will now feature parking.
- c. Events
 - i. Valentine’s Day concert had great feedback. Dick O. says everyone had a great time.
 - ii. Winter Wine + Cheese Walk – discussion about all alcohol events. DWA will be proactive about concerns. Wheaton police department did not have any calls for service during the event.
 - a. For all alcohol events, we need all server BASSET information and then the City ensures those servers have completed the 5-minute video and accompanying form.
 - b. Changes moving forward:
 - For wine walks:
 - i. eliminating souvenir wine glasses
 - ii. using small tasting cups to prevent overpouring
 - iii. one wine per location will continue
 - iv. 12 tasting locations (reduction)
 - All events will also have “secret shoppers” monitoring pouring/punching.
 - c. The addition of food stops has been floated, needs to be worked out further. We do not want to increase ticket prices.
 - iii. Parking shuttle

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- a. Discussion about feasibility and cost. Proposal includes Thursdays-Saturdays. 21 hours per week, May-September with professional drivers. One shuttle.
- b. Dick O. shares Friday and Saturday nights the parking garages really are congested, this is who the shuttle would help alleviate. We do not have signage sharing how many spots are left in the garage. Dick O. thinks the shuttle is the right thing to do and that advertising will help offset the costs.
- c. Kathy M. is concerned that people will not use it and suggestions instead sharing/promoting parking options more.
- d. Anthony D. shares concerns about losing families/customers walking around, which supports awareness and patronage of new stores/restaurants.
- e. Brian B. suggests a re-education program about parking moving forward. We just added parking to MapMe, so once photos are in there we can do social educational posts.
- f. Andrew P. asks if we have some sort of app we can use like a SpotHero – MapMe should be able to do this for people. Discussion about a-frames and street pole banners with QR codes about parking.
- g. Cheri A. suggests renaming our numbered lots for famous Wheaton people to help with education of the public.
- h. Parking shuttle and centralized valet. Dick O. concerned about where to do valet – timing it would take to get cars.
- i. Cheri A. asks if there can be a shareable parking map handed out with all interactions and with reservation confirmations from restaurants.
- j. VOTING:
 - All in favor of parking shuttle: N/A
 - All opposed: All
 - VERDICT: Shuttle denied; other parking options, including valet, will be advanced.

6. Representative Updates

- a. City of Wheaton Jim Kozik
 - a. City Council recently changed timed parking around Faywell project to deal with construction employee parking – changed to two hours, which has made a difference. They are now parking in lot nine.
- b. Wheaton Park District Mike Benard
 - a. N/A
- c. Wheaton Police Department Van Dillenkoffer
 - a. Preparing for spring and summer events.
 - b. Discussion about unhoused population at the train stations and library.
 - c. Wheaton police department typically tries to assist people in Wheaton instead of taking them elsewhere.
 - d. Discussion about a driving deterrent in the alley between Ivy and Moveable Feast, perhaps a large flowerpot.
- d. Wheaton Public Library Betsy Adamowski

a. N/A

7. Old Business Brian Bare
 - a. None

8. New Business Brian Bare
 - a. Open Meetings Act training reminder
 - b. Discussion about Associate Membership program since Downtown Wheaton Association is meant to serve downtown development specifically. This conversation will move to Strategic Committee.

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

10. Adjournment – Next Meeting – April 8, 2026, at 8:00 a.m. Brian Bare
 - a. Brian B. moves to adjourn at 9:09 a.m. and Cheri A. seconds.
 - b. Meeting adjourned at 9:09 a.m.

11. Closed Session (as needed)