

Board of Directors Meeting Agenda – Thursday, September 10, 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: Diane Moore John Swain

Agenda

1. Call to Order/Board President Remarks Brian Bare
 - a. Call to order at 8:00 a.m.
2. Public Comment Brian Bare
 - a. Summer Wine Walk – Diane Moore
 - i. Discussion about the bonus stop set up. Board discusses how to be more inclusive moving forward.

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
 - i. Approved.
- b. August Meeting Minutes
 - i. Approved.

4. Monthly Financial Highlights

Cheri Armstrong

- a. July Financials Approval
- b. Line of Credit Renewal Approval
 - i. Name authorized signor(s) and title(s)
 - a. Allison Orr, Executive Director
 - b. Eric Schlickman, Officer
 - c. Cheryl Armstrong, Treasurer

5. Executive Director Update

Allison Orr

- a. Economic Development Consortium meeting tomorrow with a special guest from Illinois Main Street
- b. Ribbon Cuttings
 - i. 6 milestones in August and coming up in September.
- c. New Businesses
 - i. Several new businesses in the works – exciting!
- d. Marketing
 - i. Coming off a paid campaign and negative numbers do reflect that.
 - ii. Digital kiosk requires new foundation and electrical work.
 - iii. Street pole banner quote increased, it'll be about \$4,000 instead of \$1,900.
 - a. Cheri A. recommends asking the Wheaton Park District about banner printing, as they've offered in the past.
 - iv. Bloody Mary Fest boost is ongoing, thank you to sponsors The Schwager Group and McWilliams Vein Center.
- e. Events
 - i. Hale Street Tents conclude Oct. 5.
 - ii. Oktoberfest is solely strolling musicians around town, specials and sales are open for submission.
- f. Membership
 - i. Starting October (Q4), all new members will be put toward 2026 financials.
- g. Misc.
 - i. Public art project still pending.
 - ii. Small business grant will be announced early October.

DOWNTOWN WHEATON ASSOCIATION

6. Representative Updates

a. City of Wheaton

Jim Kozik

- a. SSA 9 in process.
- b. Liquor commission meeting tomorrow. Class A license pending for The Guild. Class M recently created, Tasting deVine has applied, which includes distilled spirits.

b. Wheaton Park District

Mike Benard

- a. N/A

c. Wheaton Police Department

Van Dillenkoffer

- a. Mr. Williams and other disruptive individuals: The police have done what they can, but no solution has sustained. If there is a complaint, there needs to be a complainant to talk to officers on the matter. There are ways to be discreet on the matter, but a person does need to be on-site to communicate.
- b. The e-bike classification on the state level is incredibly unclear, and the Chief is working with the City Attorney for an ordinance with an enforcement component to help mitigate the issue. Walk your wheels is still the policy, but we need a step further.

d. Wheaton Public Library

Betsy Adamowski

- a. Plaza construction is underway!
- b. Library card sign up month and the community is redesigning the card!

7. Old Business

Brian Bare

- a. N/A

8. New Business

Brian Bare

- a. N/A

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. Met yesterday and have been meeting monthly. Came up with event to run in October, Retail Yard Sale on the grassy knoll next to the French Market Oct. 18.
 - b. Extended hours on Thursdays in December.

v. Restaurant Committee – Chair: Dick O’Gorman

- a. Members: Massimo Salatino, Matt Marquez, Debbie Williams, Brian Bare
- b. Focus: Restaurant

- Meeting scheduled before the Chili Cookoff.

vi. Economic Development Consortium

a. Led by Allison Orr, Jim Kozik, and Wheaton Chamber of Commerce

10. Task Force Updates

11. Adjournment – Next Meeting – October 8, 2025, at 8:00 a.m.

Brian Bare

a. Move to adjourn at 8:33 a.m. Margo M. seconds. Approved.

12. Closed Session (as needed)