

July 28, 2021, rev August 6, 2021

Downtown Advisory Commission Successor Organization Draft Outline

A. Name

Downtown Advisory Committee

B. Background

1. Since the early 1970's, downtown property owners, tenant/merchants, residents, elected and appointed public officials have actively collaborated to continuously improve downtown. Central Area Naperville Development Organization (CANDO) was conceived as a response to the disruption created by the new Fox Valley Mall. As CANDO focused on land use and infrastructure, merchants formed a separate group under the NACC umbrella to focus on marketing and maintenance.
2. CANDO was succeeded by Downtown Plan Implementation Committee and Downtown Advisory Commission. Downtown Naperville Alliance was the Chamber/Merchant group successor organization, which has recently become a free-standing organization.

C. Purpose

1. Downtown is central to Naperville's long term success and its exceptional brand.
2. It is both a place and an experience that requires continuous attention and deserves systematic improvement.
3. Important assets, issues and policies need attention including; land use/zoning, architecture, wayfinding, streetscape, parking, mobility, events (and their accommodations), maintenance, and long term planning
4. Consequently, downtown depends on a diverse, yet aligned group of owners, tenant/merchants, residents, elected and appointed officials to sustain and advance both the place and the experience.

D. Vision

DAC's vision of downtown should be coincidental and aligned with the most recent version of the downtown master plan – and vice versa.

E. Mission

DAC's mission is to:

1. Be the recognized and respected organizational leader and advocate for downtown
2. Be the organizational entity for downtown stakeholder discussion and collaboration
3. Be the City's go-to liaison regarding stakeholder advise on downtown policy and infrastructure
4. Nurture next-generation downtown advocacy and leadership

F. Organization

Informally organized, but purpose and mission-driven, DAC will have stature/value through

1. engaged and informed leadership
2. knowledge sharing
3. consistent and inclusive governance
4. trusted and diverse perspectives

G. Members

DAC will be composed of purpose and mission-driven volunteers who are eager to invest their time and contribute their talents. Former DAC members will be invited to participate. Ideally, DAC members will include (many likely to represent more than one interest):

1. Property owners
2. Owner/merchants
3. Elected city representative(s)
4. City planning and engineering staff representatives
5. NDP representative (President)
6. DNA representative (Executive Director)
7. NACC representative (President)
8. EEH hospital representative
9. NCC representative
10. Naperville Riverwalk Commission representative (Chair or designee)
11. Naper Settlement representative
12. DuPage Children's Museum representative
13. District 203 representative (WJHS and/or NCHS)
14. Downtown, neighborhood and other city-wide residents welcomed
15. High school and/or college students welcomed

H. Leadership

1. Elected Chair and Vice Chair (Secretary?) positions
2. One year term, no term or re-election limits
3. Ad hoc groups will pursue specific topics

I. Meetings

To facilitate credibility, consistency and operational efficiency,

1. DAC meetings should be held on a monthly basis (2nd Monday, 3:30)
2. The meetings will be unofficially "noticed" on the DAC's website and through city communications
3. The meetings will be open to the public and press
4. Some meetings (or meeting segments) may be conducted without press
5. To start, meetings will be held at the NDP boardroom. Larger venues may be required, periodically, for certain high-profile, high-participation meetings.

J. Administrative

NDP will provide administrative support at no cost to DAC including:

1. Member communications
2. Document/file management (and web portal for member access)
3. Meeting scheduling and venue

K. Public relations and communications

DAC will advance its mission and credibility through:

1. Regular, open meetings
2. Online website that includes a (carefully managed) public feedback tool
3. Timely communications via appropriate media (press, web, social, NCTV)
4. Periodic outreach to/surveys of constituents

L. Funding

1. Other than administrative costs covered by NDP, DAC will have no expenses, no revenue, and therefore no budget.
2. Initiatives that require funding (such as a planning/design or engineering consultant) will require city leadership/budgeting or member/donor sponsorship.

M. Work Plan

Near term topics may include:

1. City Council context briefings
2. Property owner and merchant outreach re: new DAC
3. Parking management (30 minute for instance)
4. Parklets/outdoor dining
5. Streetscape (short term fixes and longer term strategy)
6. Wayfinding
7. Downtown “boundaries”
8. Other?